

Certificate in Ethical Practice Management

Advance Model: Course Curriculum

Month 1 — Dental Practice Blueprint & Vision

Module 1: Modern Dental Practice Ecosystem

- Dental industry overview
- Solo vs group vs corporate practice
- Revenue streams in dentistry
- Location feasibility
- Clinic zoning & chair positioning
- Sterilization area planning

Module 2: Equipment Planning & Dental Clinic Branding

- Essential equipment list
- CAPEX budgeting
- Brand strategy for dental clinic
- Clinic naming & identity
- Interior branding concepts

Module 3: Statutory Compliance & Licensing

- State Dental Council registration
- Clinic establishment registration
- Biomedical waste registration
- AERB regulations
- QA testing requirements
- Radiation safety officer norms

Module 4: Biomedical Waste Management & Clinical Documentation

- BMW rules overview
- Record keeping
- Case sheets
- Treatment records
- Informed consent formats

Month 2 — Clinical Operations & Patient Experience

Module 5: Standard Operating Protocols

- SOPs for clinical procedures and patient flow
- Workshop SOP drafting
- Patient management software
- Hands-on PMS demonstration

Module 6: Inventory Management & Patient Communication

- Material and inventory management
- Inventory system design workshop
- Assignment
- Patient communication
- Soft skills

Module 7: Financial Management for Dental Clinic

- Financial management
- Financial dashboard workshop
- Insurance & payments
- Payment integration workshop

Module 8: Medico-Legal Risk Management

- Medico-legal issues
- Complaint handling simulation
- Documentation training
- Case-based scenarios

Month 3 — Dental Digital Marketing System

Module 9: Dental Branding in Digital Era

- Dental branding & marketing
- Brand strategy workshop
- Digital marketing
- Google profile optimization workshop

Module 10: Social Media & Paid Ads for Patient Acquisition for Dental Practice

- Content creation workshop
- Ad campaign setup workshop

Module 11: Specialty Revenue Models

- Specialty revenue models

- Service package design workshop
- Internal marketing & recall system
- Patient retention strategy workshop

Module 12: Multi-Clinic Expansion Strategy

- Expansion feasibility analysis
- Capstone project development
- Presentation & evaluation