

## Certificate in Ethical Practice Management

### Master Model: Course Curriculum

#### **Month 1 — Dental Practice Blueprint & Vision**

##### **Module 1: Modern Dental Practice Ecosystem**

- Dental industry overview
- Solo vs group vs corporate practice
- General vs specialty positioning
- Target patient segment
- Revenue streams in dentistry
- **Activities**
  - Practice model assignment

##### **Module 2: Location, Layout & Infrastructure Planning**

- Location feasibility
- Clinic zoning & chair positioning
- Sterilization area planning
- Reception & patient flow
- Future expansion design
- **Workshop**
  - Clinic layout planning exercise

##### **Module 3: Equipment Planning & Vendor Management**

- Essential equipment list
- Advanced equipment selection
- CAPEX budgeting
- Dental chair comparison
- AMC & warranty negotiation

##### **Module 4: Dental Clinic Branding**

- Brand strategy for dental clinic
- Clinic naming & identity
- Interior branding concepts
- Patient experience design
- **Workshop**
  - Brand identity development

## **Month 2 — Statutory Compliance & Licensing**

### **Module 5: Registrations & Legal Requirements**

- State Dental Council registration
- Clinic establishment registration
- Shop & Establishment license
- PAN/Aadhaar compliance
- Biomedical waste registration
- **Workshop**
  - Compliance documentation preparation

### **Module 6: Radiation & Safety Compliance**

- Radiation hazards and protocols for X-ray
- AERB regulations
- Lead shielding
- QA testing requirements
- Radiation safety officer norms

### **Module 7: Biomedical Waste Management**

- BMW rules overview
- Waste segregation protocols
- Water and sewage
- Record keeping
- **Workshop**
  - BMW SOP design

### **Module 8: Clinical Documentation & Consent**

- Case sheets
- Treatment records
- Informed consent formats
- Prescription standards

## **Month 3 — Clinical Operations & Patient Experience**

### **Module 9: Standard Operating Protocols**

- SOPS for Clinical procedures and patient flow
- Workshop SOP drafting
- Module 10: Dental Software & Digital Practice
- Patient Management Software
- Hands-on PMS demonstration

## **Module 10: Dental Software & Digital Practice**

- Dental PMS selection
- Digital case records
- Imaging workflow

## **Module 11: Inventory & Material Management**

- Material and inventory management
- Inventory system design workshop

## **Module 12: Patient Communication & Case Acceptance**

- Patient communication
- Soft Skills
- Role-play exercises

## **Month 4 — Financial Management & Team Building**

### **Module 13: Dental Practice Finance**

- Financial Management
- Financial dashboard workshop
- Assignment

### **Module 14: Insurance, EMI & Payment Systems**

- Insurance & payments
- Payment integration workshop
- Case discussion

### **Module 15: HR & Team Training**

- Hiring & HR policy workshop
- Staff training simulation
- Module 16: Medico-Legal Risk Management
- Medico legals issues
- Complaint handling simulation
- Documentation training

### **Module 16: Medico-Legal Risk Management**

- Professional indemnity insurance
- Complaint handling system
- Documentation for disputes

## **Month 5 — Dental Digital Marketing System**

### **Module 17: Dental Branding in Digital Era**

- Dental branding & Marketing
- Brand strategy workshop
- Assignment

### **Module 18: Google & Local SEO**

- Digital Marketing
- Google profile optimization workshop
- Assignment

### **Module 19: Social Media for Dental Practice**

- Content creation workshop
- Video strategy exercise

### **Module 20: Paid Ads for Patient Acquisition**

- Ad campaign setup workshop
- ROI analysis exercise

## **Month 6 — Growth, Scaling & Practice Automation**

### **Module 21: Specialty Revenue Models**

- Service package design workshop
- Assignment

### **Module 22: Internal Marketing & Recall System**

- Patient retention strategy workshop
- Assignment

### **Module 23: Multi-Clinic Expansion Strategy**

- Expansion feasibility analysis
- Case discussion

### **Module 24: Complete Dental Practice Project**

- Capstone project development

- Presentation & evaluation