



## **Certificate in Ethical Practice Management**

### **Basic Model: Course Curriculum**

#### **Month 1 —**

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

- Location, Layout & Infrastructure Planning
- Equipment Planning & Vendor Management
- Dental Clinic Branding

##### **Module 2: Statutory Compliance & Licensing**

- Registrations & Legal Requirements
- Radiation & Safety Compliance
- Biomedical Waste Management

##### **Module 3: Financial Management & Patient Communication**

- Dental Practice Finance
- Insurance, EMI & Payment Systems
- Patient communication & soft skills
- Medico-Legal Risk Management

##### **Module 4: Dental Digital Marketing System**

- Dental Branding in Digital Era
- Google & Local SEO
- Social Media for Dental Practice
- Paid Ads for Patient Acquisition