Optimizing Dental Practice Operations and Management Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #HSM9950_276037

Course Introduction / Overview:

This comprehensive training course is designed to transform dental practices by instilling principles of operational excellence and strategic management. In today's competitive healthcare landscape, clinical proficiency alone is not enough to ensure a thriving practice. This program delves into the critical business aspects of running a successful dental office, from financial oversight and patient flow optimization to team leadership and strategic marketing. As influential author Dr. Roger P. Levin discusses in his works, such as "The 31 Biggest Mistakes Dentists Make", the integration of proven business systems is paramount to success. Participants will explore a holistic framework for enhancing efficiency, increasing profitability, and improving the overall patient experience. This course offered by BIG BEN Training Center provides a structured pathway to mastering the administrative and operational challenges unique to the dental industry, enabling practitioners and managers to build a resilient, patient-centric, and financially robust practice for long-term growth and sustainability. It moves beyond theory to provide actionable strategies and tools that can be implemented immediately to drive tangible results and create a more streamlined, productive, and rewarding work environment for the entire dental team.

Target Audience / This training course is suitable for:

- Dentists and Dental Practice Owners.
- Associate Dentists.
- Dental Practice Managers.
- Clinic Administrators and Office Managers.
- Lead Dental Hygienists and Assistants.
- Treatment Coordinators.
- Professionals aspiring to a management role in the dental industry.
- Investors in the dental sector.

Target Sectors and Industries:

- Private Dental Practices.
- Group Dental Practices and Corporate Dental Chains.
- Specialty Dental Clinics (e.g., Orthodontics, Periodontics, Endodontics).
- Hospitals with Dental Departments.
- Community and Public Health Dental Clinics.
- Government and Military Dental Facilities.
- Dental Support Organizations (DSOs).
- Academic and University Dental Clinics.

Target Organizations Departments:

- Clinical Operations and Administration.
- Finance, Accounting, and Billing.
- Patient Services and Relations.
- Human Resources and Staff Management.
- Marketing and Business Development.
- Procurement and Inventory Management.
- Quality Assurance and Compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and implement strategic business plans for dental practice growth.
- Master financial management, including budgeting, P&L analysis, and revenue cycle management.
- Optimize daily operations, patient scheduling, and clinical workflow for maximum efficiency.
- Implement effective inventory and supply chain management systems to control costs.
- Enhance leadership skills to build, motivate, and manage a high-performing dental team.
- Navigate HR functions, including recruitment, training, and performance evaluation.
- Design and execute effective marketing and patient communication strategies.
- Improve the patient experience to increase retention and attract new patients.
- Ensure regulatory compliance with healthcare laws and standards.
- Leverage dental practice management software and technology to streamline processes.
- Analyze key performance indicators (KPIs) to make data-driven decisions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning to real-world scenarios. This course utilizes a blended learning approach that combines expert-led presentations with hands-on, experiential activities. A significant portion of the program is dedicated to analyzing case studies of successful and struggling dental practices, allowing participants to dissect complex problems and formulate effective solutions in a controlled environment. Collaborative group discussions and team-based exercises encourage peer-to-peer learning and the sharing of diverse perspectives and experiences. Interactive workshops will focus on critical skills such as financial forecasting, workflow mapping, and developing marketing plans. Role-playing scenarios will be used to simulate challenging patient interactions and staff management situations, providing a safe space to practice communication and leadership techniques. Throughout the course, participants will receive constructive feedback from the facilitator and peers, fostering continuous improvement. This dynamic and immersive learning environment ensures a deep understanding of dental practice management principles and equips attendees with the confidence and competence to drive operational excellence.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Dental Practice Management

- The modern dental practice as a business entity.
- Defining the practice's vision, mission, and core values.
- Understanding the legal and ethical framework of dental practice.
- Roles and responsibilities of the practice manager and leadership team.
- Conducting a SWOT analysis for your dental practice.
- Introduction to key performance indicators (KPIs) for dental clinics.
- Setting strategic goals and objectives for long-term success.

Unit Two: Financial Health and Revenue Cycle Management

- Developing and managing the annual practice budget.
- Understanding financial statements (P&L, Balance Sheet, Cash Flow).
- Effective dental billing, coding, and claims submission processes.
- Strategies for managing accounts receivable and reducing bad debt.
- Fee schedule analysis and strategic pricing.
- Cost control and overhead management techniques.
- Analyzing practice profitability and financial performance metrics.

Unit Three: Optimizing Clinic Operations and Patient Workflow

- Principles of lean management in a dental setting.
- Mastering the art of efficient patient scheduling and appointment booking.
- Designing and managing an effective patient recall system.
- Streamlining the patient journey from check-in to check-out.
- Inventory control and supply chain management for dental materials.
- Integrating technology and dental software for operational efficiency.
- Ensuring workplace safety and regulatory compliance (e.g., OSHA, HIPAA).

Unit Four: Leadership, Human Resources, and Team Development

- Cultivating a positive and productive practice culture.
- Effective leadership and communication skills for practice managers.
- Recruiting, hiring, and onboarding top dental talent.
- Conducting effective performance reviews and providing constructive feedback.
- Team motivation, conflict resolution, and staff retention strategies.
- Developing training and professional development plans for staff.
- Managing payroll, benefits, and HR legal compliance.

Unit Five: Marketing, Patient Experience, and Practice Growth

- Developing a comprehensive marketing plan for your dental practice.
- Branding and positioning your practice in the local market.
- Leveraging digital marketing, social media, and online reviews.
- Strategies for enhancing the patient experience and building loyalty.
- Effective patient communication and case presentation techniques.
- Generating patient referrals and testimonials.
- Planning for practice expansion, acquisition, or transition.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a dental practice balance the delivery of high-quality clinical care with the pressures of maintaining financial profitability and operational efficiency?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, integrated framework that views a dental practice not merely as a clinical facility but as a complex business ecosystem. Unlike programs that focus narrowly on singular aspects like billing or marketing, this training provides a comprehensive 360-degree perspective, connecting the dots between financial management, operational workflow, human resources, and patient satisfaction. The curriculum is built upon a foundation of practical application, moving beyond abstract theories to immerse participants in real-world case studies and problem-solving simulations that mirror the daily challenges of a modern dental practice. It emphasizes the development of strategic thinking and data-driven decision-making, equipping leaders with the ability to analyze key performance indicators and pivot their strategies effectively. Furthermore, the course content is deeply rooted in contemporary business principles adapted specifically for the unique regulatory and patient-centric environment of dentistry. The focus is not just on what to do, but on how to lead a team through change, foster a culture of continuous improvement, and build a resilient practice that thrives in a competitive market, ensuring both clinical excellence and sustainable business growth.