INTRODUCTION

Increased competition and the current economic crisis have brought about an unfavorable business climate for dental practices, but also have had a positive effect on the wider social consciousness concerning dental hygiene and health issues, the development of dental insurance policies and new developments in the sector, among others.

In this complex environment it has become more and more necessary for dental practice managers and partners to be open and receptive to identifying new opportunities in the market, and to know how to carry out activities which capitalize on bringing value to the patient and the development of sustainable advantages in the face of competition.

OBJECTIVES AND TARGETS

It is addressed to dental practices partners and managers who wish to improve their management skills and capabilities, and for all those who wish to grow their business with resource innovation and optimization.

DAY 1: “COMPETITIVE STRATEGIES”.

This session will help the participant to understand how to compete. Some of the topics covered are:

- Competitive environment analysis.
- Patient profiles.
- Buying process actors.
- Competitive strategies and their pros and cons.
- Types of dental office.

DAY 2: “MARKETING STRATEGIES”.

In this sessions the marketing options, both strategic and operational, will be analyzed. Some of the topics covered are:

- The “dental product”.
- Service concept.
- Price and financial aspects of the service.
- Communication with patients and dental practice stakeholders.
- Dental practice positioning strategies.

DAY 3: “MANAGING THE DENTAL PRACTICE”.

In this session the participants will learn how to work out several aspects of the dental practices management. Some of the topics covered are:

- How to present the treatment to the patient.
- How to manage and plan the appointment book.
- How to manage patient’s complaints.
- Interaction between clinical and non-clinical units of the office.

DAY 4: “FINANCIAL MANAGEMENT”.

This session will deal with the economics and financial aspects of the dental practice. Some of the topics covered are:

- Income statement, treasury management and balance sheet.
- Static and dynamic balance sheets analysis.
- Economic and financial ratios.
- Investment decisions and breakeven point.

DAY 5: “LEADERSHIP & HUMAN RESOURCES MANAGEMENT”.

The motivation, capability and aptitude of the office team have a strong impact on patient perception and satisfaction. For this reason, people management is one of the most complex and, at the same time, relevant tasks of the dental practice leader. Some of the topics covered in this session are:

- Leadership styles.
- How to get the best out of the team.
- Negotiating salaries.
- Staff evaluations.
- Team management.
- Team motivation.
- Managing office conflicts.
- Roles, functions and profiles definitions.

DAY 6: “STRATEGIC & OPERATIONAL PLANNING OF THE DENTAL PRACTICE”.

In this session the participants will learn (and practice) how to prepare long- and short-term plans which will help the dental practice to decide what to do in the coming years in order to growth and be profitable. Some of the topics covered are:

- External analysis.
- Internal analysis.
- Strengths, weaknesses, opportunities & threats (SWOT) analysis.
- Vision & strategic objectives.
- Implications.
- Implementation planning & monitoring.

Methodology

Learning by doing approach: active participation, exercises and case discussion.

The methodology is soundly practical, working with case studies and in parallel developing a solid conceptual framework.

- “The reality of the Star Smile Dental Clinic” case
- “Motivating the team of Star Smile Dental Clinic” case
- “Investing in Star Smile Dental Clinic” case

In addition to the case method, which encourages participation and reflection by “learning by doing”, there will be the following types of activities in each session:

- Testimonials that employ “best practices” in the development and execution of the topics touched on during the sessions.
- Workshops developed using these best practices.
- Seminar on Management skills.
Prof. Dr. Carlo Maria Gallucci Calabrese
Full Professor of Marketing at ESADE Business School-Ramon Llull University. Barcelona, Spain.

Degrees
PhD in Economics and Business Sciences, Pontificia Comillas University (ICADE-ICAI), Madrid, Spain.
Master in Business Administration (MBA), ESADE, Barcelona, Spain.
Bachelor degree in Economics and Commerce, Messina University, Italy.
Executive Program in Management, University of California, Los Angeles (UCLA), USA.
Strategic Marketing Management Program, Harvard Business School, Boston, USA.

Profile
Carlo's areas of expertise are Marketing, Strategic Planning and Health Care Management.
He is member of the ESADE's Executive Board and Management Council.
He is member of the board of the Foundation for Social and Business Development, Buenos Aires, Argentina, of the Xavier Foundation, Barcelona, and of the Italian Chamber of Commerce of Barcelona, among others.
He is the chairman of the Globalisation and Membership Committee and member of the Executive Board of CEMS, a strategic alliance of 27 international universities and more than 80 multinational companies.
Visiting Professor at several universities in America and Europe. Research projects, articles and conferences in many American and European countries.
Prior to his academic career, he held management-level positions in multinational companies.
He is a Marketing and Strategic Planning consultant for domestic and international companies.

REGISTRATION FORM
We would appreciate you could fill the form in capital letters

PERSONAL INFORMATION:

First Name: ___________________________ Last Name: ___________________________
Position: ___________________________
Address: ___________________________
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Phone: ___________________________ Mobile: ___________________________ email: ___________________________

INFORMATION FOR THE INVOICE:

Company: ___________________________
Address: ___________________________
City: ___________________________ PC: ___________________________ Country: ___________________________

VAT number (or fiscal number): ___________________________

REGISTRATION FEES
SEPA International member (*): 7.500€
SEPA International member (*): 7.000€
Non SEPA International member: 10.000€

HOUSING (optional)
SEPA offers the possibility to take care of your hotel booking at Hotel Condes de Barcelona at special rate:
Double room single use/breakfast included: 149€.
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If you want SEPA to take care of your hotel booking, please ask for the Hotel booking form and we will send to you by email.

PAYMENT INFORMATION
The payment will be divided in 4 instalments: 10% upon receipt of the registration form, 30% by November 30th, 30% by March 30th and 30% by June 15th. SEPA will charge the amount directly to your credit card.

Credit card details: MASTER CARD VISA No American Express accepted

Print holder´s name: ___________________________ Card Number: ___________________________
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CANCELLATION POLICY
Cancellations must be made in writing to SEPA. No refunds after the 15th May 2013.

I hereby agree to abide by the terms and conditions as outlined in the Registration form. This form will not be processed without this box checked and the registrant’s dated initials:

Initials: ___________________________ Date: ___________________________