



DBA

Earn control
Maintain power

Dental Business Administration Mastership for Dentists & Dental Managers/Administrators

Organized by 



Course Leader / Keynote Lecturer
Dr. Anna -Maria Yiannikos DDS, MSc, MBA, LSO

2016 Mastership Course Greece

A MBA designed exclusively from Dentists
only for Dentists &
Dental Managers / Administrators

Dental Business Administration

*"Earn the competitive advantage & increase you profits
in running you own dental practice!"*

**3 Session consisting the modules
of the program**

Session 1:
18th to 20th March 2016

Session 2:
20th to 22nd May 2016

Session 3:
30th June to 3rd July 2016



CPD UK:
The content of the DBA Mastership has been certified as conforming to continuing professional development principles with 60 hours of CPD. A certificate of a successfully completed CPD certified activity will be awarded to all participants. The CPD Certification Service provide recognized independent CPD accreditation compatible with global CPD standards. Accredited CPD training means the learning activity has reached the required CPD standards and benchmarks. The learning value has been scrutinized to ensure integrity and quality.

Dental Business Administration

A business administration course designed from Dentists for Dentists & Dental Managers/Administrators. This program is carefully designed to fulfill all of today's dentists' needs and quests.

It addresses dentists who are now graduating, starting their career or have a constant need of upgrading and updating their business.

Running a dental clinic is a very challenging task and we ought to be prepared for every situation. But even when we have the necessary knowledge and experience there is always something new that we have to learn or a different trend that we have to keep up with.

If you are in control you have to remain
 And if you lost control you must earn it again!

Program Aim:

This program's main aim is to create every dentistry's individual character in order to differ from competitors and always earn and be the best in power and patients preferences.

Dentistry is a brand where many different educational fields have to come together to ensure success. Accounting, management, public relations, human resources, if you don't know what they are supposed to be doing how you can control them?

Earn the competitive advantage & increase you profits
 in running you own dental practice!

"Mainly a Mastership Class for mastering and achieving ideal dental management skills in which students have the advantage of evaluating and practicing the learned subjects."

Goal:

Our Goal is to prepare dentists to undertake their business as entrepreneurs and to make them able to solve problems concerning:

- Human Resources Management
- Marketing
- Accounting
- Economics
- Patient Satisfaction Surveys
- Leadership Skills
- Negotiation Skills
- Consumer Behavior
- Presentation & Communication Skills
- Presentation & Assessment of a Business Plan

Course Dates 2016



What should participants expect from this program:

For a Dentist to be able to always have full control of his/her dentistry he/she ought's to have some general knowledge concerning all professions that constitute his group.

This is where this program aims

Dental schools prepare the doctors only for the medical part of their clinic. We educate the dentist concerning everything they will need business oriented.

Course plan:

Main Content of Program:

3 Session consisting the modules of the program

Session 1: 18th to 20th March 2016

Session 2: 20th to 22nd May 2016

Session 3: 30th June to 3rd July 2016

At the end of the course:

Creation of a business Plan for your Clinic,
Case Documentation Discussion



Course Content:

Marketing, Patient Satisfaction Surveys, Accounting, Economics, Leadership & Negotiation Skills, Human Resource Management, How to write your own business plan, Consumer behaviour, Presentation & Assessment of a Business Plan

Generally:

The course will be in Greek. All modules are compulsory. It will contain homework and 2 different kinds of assignments: Group & Individual Participants are also advised to carry electronic devices that support PDF in order to receive handouts electronically.



Earn control
Maintain power

Course Leader/ Lecturer:

Dr. Anna-Maria Yiannikos



Dr. Anna - Maria Yiannikos DDS, MSc, MBA, LSO:

Course Leader/Keynote Lecturer

She has the privilege of being one of the few dental practitioners with an MBA degree and has been practicing dentistry for more than 20 years in Cyprus. She is a pioneer in the field of Dental Lasers and Cosmetic Dentistry. Her Clinical Research about Dental Lasers received a Golden Award in ISLD Congress in Berlin 2006.

Furthermore Dr. Anna-Maria Yiannikos has 2 Master Degrees one in Lasers (MSc. 2006) and one in Business Administration (MBA, 2009) and is an Adjunct Faculty Member of AALZ at RWTH Aachen University Campus.

Dr. Nakas Nikolaos DDS CEO at Merimna Institute:

DBA Program Manager Greece / Visiting Lecturer

Dr. Nakas Nikolaos was born in Timavos, Larissa, Greece. He graduated dentistry in Aristotle Dental School, Thessaloniki, Greece in 1991. He graduated Advanced Educational Program in Implantology and Oral Rehabilitation at New York University College of Dentistry, Continuing Dental Education Program in 1994. He also attended the Advanced Educational Program in Aesthetics and Oral Rehabilitation at New York University College of Dentistry, Continuing Dental Education Program in 2007.

Dr. Nakas is the Greek Program Leader of all the continuing dental education programs in Greece by the New York University College of Dentistry Linhart Continuing dental education program since 1994.

He is the Greek Program Leader of the CPD programs in Greece for the UCL Eastman Dental Institute, Continuing Professional Development, London, UK since 2008. He is the founder and CEO of the Merimna Institute in Athens, Greece, the first Continuing Dental Education Center in country and, also, the President of the Hellenic Association of Continuing Dental Education. Dr. Naka's private dental center in Athens, Greece, "Odontiatiki Merimna" is limited in implant surgery and Aesthetics.

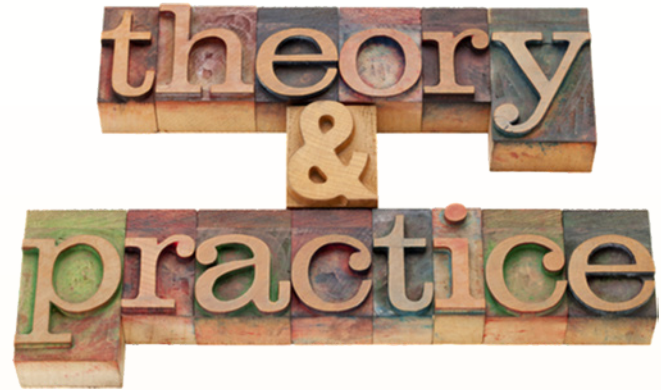


Objectives:

Knowledge:

Fundamentals of:

- Marketing
- Management
- Accounting
- Economics
- Human Resources
- Consumer Behaviour
- Business Administration



Skills:

- Be Managers and Directors of their own clinic
- Business Development & Sustainability
- To make Case Presentations
- To select the most appropriate associates and employees for their clinic
- Create and complete their own business plan
- To evaluate and inspect the needs of their clinic through satisfaction surveys
- Outsourcing & Insourcing Management
- Make their clinics more profitable
- Increase loyalty of their customers/ patients
- Best Resources Utilization

Attitudes / Behaviour:

- Be able to handle and coordinate their team and patients affectively
- Confidence
- Power
- Control

Technology / Equipment/Workload:

Audio Visual Aids (Computers, Television, Video Camera, Hi Fi Speakers, Projector)

Workload: Lectures and Skill - Training: 60 hours

Homework: 160 hours

Total: 240 hours



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Daily Schedule

Basic Structure:

10:00 a.m. –18:00 p.m.

Location: MERIMNA INSTITUTE ATHENS - GREECE

Lecturer: Dr. Anna-Maria Yiannikos

10:00 a.m. –11:30 a.m.	Introduction	
11:30 a.m. –12:00 a.m.	Welcome Break	Educational Tools:
12:00 a.m.. –14:00 p.m.	Main Subject	
14:00 p.m.–15:00p.m.	Group/Individual Exercises Lunch Break	Educational Tools:
15:00 p.m.–17:00 p.m.	Main Subject (Cont)	
17:00 p.m.–17:30 p.m.	Break	Educational Tools:
17:30 p.m.–18:00 p.m.	Main Subject (Cont)	
	Group/Individual Exercises	Educational Tools:

Other Information:

The course fees include lunch and coffee breaks for all days of course.
Please let us know if you have any dietary restrictions.

Location:

If considered necessary above described venue for session might change.

Course Schedule:

10 Days including the Ceremony

Location: MERIMNA INSTITUTE ATHENS - GREECE
Lecturer: Dr. Anna-Maria Yiannikos

Day 1:	Marketing
Day 2:	Presentation & Communication Skills
Day 3:	Accounting
Day 4:	Creation of Business Plan
Day 5:	Human Resources Management
Day 6:	Written Exam for Modules of the 1st Session - Leadership
Day 7:	Economics
Day 8:	Consumer Behavior
Day 9 :	Development Patient Satisfaction Surveys -Negotiation Skills
Day 10:	Written Exam for Module of the 2ndSession - Presentation & Assessment of business plan Certification Awards

Other Information:

Above modules are consisted of lectures that include the following teaching methods:
lecture -demonstration - participation. Program is divided in 3 Sessions.

Why DBA?

- A programme designed from dentists for dentists, DentalManagers & Administrators
- Includes all necessary knowledge to run you own clinic
- Business consultation & Guidance
- Location
- Certification conforming to continuing professionaldevelopment principles
- Small Class Sizes
- Top Educators

Marketing

Lecturer: Dr. Anna-Maria Yiannikos

Course description:

Location: MERIMNA INSTITUTE ATHENS - GREECE

Lecturer: Dr. Anna-Maria Yiannikos

Marketing is the management process responsible for identifying, anticipating and satisfying patient needs profitably.

This subject aims to provide participants with a full understanding of the principles of marketing and how to apply it to any similar situations in their clinics.

Through this one day module the candidates taking this course will be able to identify and understand the components and value of marketing by learning:

1. The Fundamental Concepts of Marketing
2. The Marketing Mix for Dental Clinics
3. The Value Proposition Concept

Educational Tools:

- Exercises
- Slide Handouts

Assessment:

The understanding of the module from the participants will be assessed through the exercises that they will undertake.

Recommended Literature:

“555 Ways to Reward Your Dental Team”
Authors: Blaes, D. J., & Booth, D. N.

“Marketing Kit for Dummies”
Authors: Hiam, A. Hoboken

“The Definitive Book “
Author: A. Pease

“The Business of Dentistry”
Authors: Raj, R., & Manolescue, G.

Harrison Acorn Press, 2000 and 2004

Wiley Publishing, Inc.,2005

Orion Books Ltd., 2005

Quintessence Publishing Co Ltd, 2002

Presentation & Communication Skills

Lecturer: Dr. Anna-Maria Yiannikos

Course description:

In this era that we are living in, our words, our tone of voice and our body language play a great role to the impact of our success in our practices! Either if we present simple cases to our patients in our clinics daily, or to public our confidence and the ways we are presenting it is extremely essential.

This whole day module will teach the participants:

1. The 9 Communication Skills
2. How to Prepare, Present and Handling a Presentation
3. The 2 Types of Communication and How to apply them productively in our Practices.

Educational Tools:

- Presentation Exercises
- Slide Handouts

Assessment:

The understanding of the module from the participants will be assessed through the presentation, which will be videotaped and played back privately, to determine the strengths and the areas for individual improvement.

Recommended Literature:

“How to develop self-confidence and influence people by public speaking”
Author: Dale Carnegie

World’s Work Ltd, 1983

“Effective Presentation”
Author: A. Jay and R. Jay

Pitman Publishing 1996

“Present yourself”
Author: M. Gelb

Aurum Press 1988

“Dentistry with Vision”
Authors: G.Kendall, G. Wadhwa

Quintessence Publishing Co, Inc, 2009

Accounting

Lecturer: Dr. Anna-Maria Yiannikos

Course description:

General knowledge of accounting is necessary for all and the truth is that we might be disadvantaged by being ignorant of accounting matters.

The main goals of the whole day module of accounting is to learn the 'jargon' of accounting, understand the basic principles of accounting and identify the important information that we can gather from the following statements of our clinics:

1. Balance Sheet
2. Income and
3. Cash Flow

Educational Tools:

Accounting Exercises
Slide Handouts

Assessment

The understanding of the module from the participants will be assessed through the exercises and the discussion that will take place.

Recommended Literature:

"Accounting Fundamentals for Health
Care Management" ISBN:978-1-4496-4528-1

Authors:

S. Finkler, D. Ward, T. Calabrese

"Accounting for Beginners (with Workbook)
REVISED EDITION"

Author:

K Rahman

Business Plan

Lecturer: Dr. Anna-Maria Yiannikos

Course description:

This module will be presented in 2 days – 1st day will be held on the first session and the 2nd as a part of the second session of DBA course.

During the first day the participants will recognize how to execute a business proposal as well as to define the milestones and anticipate potential risks and problems.

Furthermore they will realize the usefulness of the creation of a business plan. Another purpose of the project is both to test the students' ability to use the tools and concepts providing during the DBA course as well as to help them to develop their abilities for writing such a document.

During this module the participants will learn (besides the mentioned above):

1. The Steps of the Development of a Business Plan
2. How to Analyze the Market and their Competition
3. To make a SWOT and PEST Analysis
4. To Present their Business Proposals

Educational Tools:

- Slide Handouts
- Feedback that will give from the lecturer between the two sessions

Assessment:

The understanding of the module from the participants will be assessed through the developing and presenting of their own business plan. The last day a panel of examiners will evaluate the project on the degree to which it demonstrates the following attributes

Recommended Literature:

- a. A Clear and Logical Definition of the Problem & the Objectives
- b. Value Contribution
- c. Evaluation & Interpretation of Data
- d. Structure, Coherence, Presentation

“Business Plan Kit for Dummies”

“FT Essential Guide to Writing a Business Plan: How to Win Backing to Start Up or Grow Your Business.”

Author:Vaughan Evans

“How To Write Your First Business Plan”

Author:Boomy Tokan, 2012

- e. References
- f. Clarity of Situation Analysis
- g. Research
- h. Tools and Methodology

Pearson, 2011

Human Resource Management

Lecturer: Dr. Anna-Maria Yiannikos

Course description:

We are not only the dentists but also we are the Human Resource Managers of our clinics, responsible for the selection & training of our team.

The one day module will teach the participants how to make:

1. A Correct Job Description
2. A Right Selection of Candidates through an un-biased Interview
3. An Orientation Program &
4. The Training of our New Staff members

Educational Tools:

Exercises/ Tests
Slide Handouts

Assessment:

The understanding of the module from the participants will be assessed through the exercises that they will undertake.

Recommended Literature:

“Hire Tough Manage Easy”

Author:

Mel Kleiman ISBN 1-893214-00-1

“Human Resource Management”

Author:

Gary Dessler

Leadership

Lecturer: Dr. Anna-Maria Yiannikos

Course description:

We are not only dentists but we are responsible to provide leadership to strategize, to inspire and to motivate our staff.

We as dentists have so many things to handle of the day-to-day management that we suffer of lack of time for keeping up with new ideas and no time for reflection and exploration of new opportunities.

As a result we end up managing rather than leading.

During the half day program, leadership module aims to teach the participants how to:

1. Motivate, Reward and Appraise your Team Members
2. Built the Strategy that Reflects your Values
3. Deal with Conflicts
4. Create Effective Delegation
5. "Walk the Talk"
6. Bring the Change in your Practice Furthermore though this half day course the participants will find out their own leadership style, acknowledging first the leadership styles.

Educational Tools:

Leadership Exercises
Slide Handouts
The Belbin's Management Team Roles questionnaire

Assessment:

The understanding of the module from the participants will be assessed through the exercises and the discussion that will take place after the completion of the course.

Recommended Literature:

"The Discipline of Market Leaders" Author: M. Tewacy and F. Wiersema	ISBN-13:978-0-20-40719-8
"Leadership Plain and Simple" Author: Steve Radcliffe	ISBN-978-0-273-77241-5
"The naked Leader" Author: David Taylor	ISBN:0-553-81565-2

Negotiation Skills

Lecturer: Dr. Anna-Maria Yiannikos

Course description:

As dentists we are accountable to negotiate continuously (with our patients, our team members, our suppliers, and our lab).

Unfortunately, negotiation is an area where many hidden traps lie. Knowing how to negotiate from 'A' to 'Z' pays to be prepared to protect our interest.

During the half day program, the negotiation skills module aims to teach the participants:

1. The steps of negotiation process-planning, conducting and post-negotiation strategies
2. The fundamentals for successful negotiation
3. Learn different procedures when agreement was unreachable

Educational Tools:

Negotiation Exercises
Slide Handouts

Assessment:

The understanding of the module from the participants will be assessed through the exercises that will take place.

Recommended Literature:

“The Negotiators Handbook”

Author: George Fuller ISBN 0-13-612672

“Getting to Yes: Negotiation Skills & Strategies”

Author: Katie Lenhart ,Feb 2013

“Getting to Yes: Negotiating an agreement without giving in”

Author: Roger Fisher and William Ury Penguin, 2012

Economics

Lecturer: Dr. Anna-Maria Yiannikos

Course description:

As the managers of our clinics by studying microeconomics we could forecast our financial future by taking better decisions. Managerial economics assist us by recognizing the effects of various factors (both economic and non-economic) and then predicts economic consequences in our clinics.

This one-day module aims to teach:

- 1.The Different Types of Competition
- 2.Supply and Demand Function
- 3.Pricing and Non-Price Concepts
- 4.Cost Curves

Educational Tools:

Economic Exercises
Slide Handouts

Assessment:

The understanding of the module from the participants will be assessed through the exercises and the discussion that will take place.

Recommended Literature:

'Economics'
Author:A. Anderton

ISBN 978-1-4058-9235-3

'Economics for Business'
Author:David Begg, Damian Ward

Consumer Behavior Lecturer: Dr. Anna-Maria Yiannikos

Course description:

The study of consumers (patients) in the case of dental care helps clinics to improve their marketing strategies by understanding issues such as:

1. The 3 Stages of Decision Purchasing Process
2. The Factors that can Influence Each Stage
3. The Principles of Segmentation, Positioning and Targeting

The above will be taught during the one day module course.

Educational Tools:

Exercises
Slide Handouts

Assessment:

The understanding of the module from the participants will be assessed through the exercises that will be solved.

Recommended Literature:

“ConsumerBehavior”

Authors: Evans, M., Jamal, A., & Foxall, G.

John Wiley & Sons Ltd, 2006

Patient Satisfaction Surveys Lecturer: Dr. Anna-Maria Yiannikos

Course description:

The necessity of knowing in which areas our dentists are lacking in & in which areas we should improve towards our patients and our employees is very important for our sustainability and profitability.

The full-day module aims to teach the participants:

1. How to Develop a Questionnaire
2. The Types of Research Questions
3. How to Deliver the Surveys
4. Design their own Survey

Educational Tools: Slide Handouts

Assessment:

The understanding of the module from the participants will be assessed through the developing of their own survey.

Recommended Literature:

“Measuring Customer Satisfaction and Loyalty”

Author: Bob Hayes ASQ 2008

“Employee Research: How to Increase Employee Involvement through Consultation”

Author: Peter Goudge Kogan Page LTD, 2006

Contact Information

Merimna Institute Greece



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Mail: dba@yiannikosdental.com

Contact Person:

Marianna Koutrakou - Marketing Manager

www.dbamastership.com

Course fee : 3500€
Location: Merimna Institute Greece

Dates:

Session 1: 18th to 20th March 2016
Session 2: 20th to 22nd May 2016
Session 3: 30th June to 3rd July 2016

Terms & Conditions:

Cancellation Policy: In order to receive full refund of course fees, cancellation notice must be send at least 30 days prior to the start dates of the course. Merimna Institute reserves the rights to change dates or location of program without further notice. Audio or video taping of any kind will NOT be allowed from participants during the course. **Course Fee Agreement:** In order for the participant to guarantee their participation to the course 1/2 of the amount must be paid on the registration date. An invoice will be issued upon receipt of registration form and send to the participant. Early bird fee applies up to 3 months before the scheduled start date of the course. **Personal Data Protection:** Merimna Institute is responsible for the protection of your personal data. Your information and personal contact details are used in order to keep you informed of courses and conferences that might interest you. If you do not wish to receive such information please note here