



mBA

By Dr. Anna Maria Yiannikos

Dental Business Workshop

for Dentists!!

What does a dentist need to be able to efficiently administrate and manage his/her own clinic?

MERIMNA INSTITUTE - ATHENS, GREECE

MAY 14, 2017

Executive Summary

Workshop Description / Content

- ✓ Marketing
- ✓ Presentation & Communication Skills
- ✓ Accounting
- ✓ Creation of your own Business Plan
- ✓ Introduction to Human Resources Management
- ✓ Leadership
- ✓ Economics
- ✓ Consumer Behavior
- ✓ Patient Satisfaction Surveys
- ✓ Negotiation Skills

Program Importance & Highlights

The main objective of this 1 full day workshop is to make an introduction to all individual participants and teach them all basic fundamentals that are needed in order to administrate and manage their own clinic profitably.

At the completion of this workshop all participants will be able to design their own SWOT ANALYSIS of their dental clinic and recognize possible upcoming opportunities, will also have the opportunity to identify their vision in order to pursuit!

You will learn how to find your strategic objectives, how to design step by step your patient satisfaction questionnaire (a valuable tool to gain loyal patients).

Another very important aim of the workshop is to identify the importance of price elasticity in pricing your services.

You will learn how to control the cognitive dissonance phase of your patients with a specifically designed protocol, how to become a formidable negotiator whether you are negotiating with your associates or patients as well as being ahead of possible dirty tricks.

Finally you will become a master in presenting your cases to your patients in order to increase your acceptance rates and ultimately increase your revenues and profitability of your dental clinics.

Target Audience:

Exclusively for dentists (with professional experience or not) and dental students.

Tools that are going to be used and taught

Through this workshop participants will come in to contact and be taught tools such as:

- SWOT Analysis
- How to implement your vision
- Identify your strategic objectives
- Tools for designing Patient Satisfaction Surveys
- Elastic and inelastic demand - their protocols and their importance in dentistry
- Cognitive Dissonance – What is it and how can we deal with it effectively
- Dirty Tricks in Negotiations – How to identify and deal with them
- Communication Protocols – How to design them
- Patient Case Presentation – How to increase your patient case rate acceptance

Educational Tools

- Exercises
- Slide Handouts

Evaluation

The understanding of this 1 day course 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. Harrison Acorn Press, 2000 and 2004
- "The Business of Dentistry" Authors: Raj, R., & Manolescue, G. Quintessence Publishing Co Ltd, 2002
- "Dentistry with Vision" Authors: G.Kendall, G. Wadhwa Quintessence Publishing Co, Inc, 2009
- "Accounting Fundamentals for Health Care Management" Authors : S. Finkler, D. Ward, T. Calabrese ISBN:978-1-4496-4528-1
- "FT Essential Guide to Writing a Business Plan: How to Win Backing to Start Up or Grow Your Business." Author:Vaughan EvansPearson, 2011
- "Leadership Plain and Simple" Author:Steve Radcliffe ISBN-978-0-273-77241-5
- "Getting to Yes: Negotiation Skills & Strategies"Author:Katie Lenhart
- "Economics for Business"Author:David Begg Damian Ward
- "Consumer Behavior" Authors:Evans, M., Jamal, A., & Foxall, G. John Wiley & Sons Ltd, 2006
- "Measuring Customer Satisfaction and Loyalty" Author:Bob HayesASQ 2008
- "Hire Tough Manage Easy"Author: Mel Kleiman ISBN 1-893214-00-1
- "Raising Happiness"Authors: Christine Carter, Ballantine Books, 2011

Dr. Yiannikos Profile



Dr. Anna Maria Yiannikos has the unique privilege of being among the few dentist with an MBA diploma and practicing dentistry for more than 24 year. She is a pioneer in the fields of dental laser (among the 2 first woman worldwide with such an academic title) and aesthetic dentistry. Her Clinical Research about Dental Lasers received a Golden Award in ISLD Congress in Berlin 2006. Furthermore Dr. Yiannikos has 2 Master Degrees, one in Lasers (MSc. 2006) and one in Business Administration (MBA, 2009) and is an Adjunct

Faculty Member of the AALZ at RWTH Aachen University Campus. She is a lecturer for the Master Course "Laser in Dentistry" for the Marketing Module in RWTH AACHEN University Germany and the main lecturer of the innovative dental continues education program Dental Business Administration (DBA). She has been a keynote speaker in many International Congress as well as the representative of Cyprus at the World Federation for Laser Dentistry.

General Information

Date: May 14, 2017

Location: Merimna Institute, Athens, Greece

Tuition Fees: 150 €

Merimna Institute,
272A Vouliagmenis Avenue,
Agios Dimitrios, Athens, GREECE
E-mail: imerimna@otenet.gr
Tel.: 210 97 34 000
Fax: 210 97 34 330

Visit Our Website

WWW.merimnaseminars.gr