

SYLLABUS

COURSE: DHBS 4408 Practice Management
SEMESTER: Spring
CREDIT HOURS: 2.0

REVISED: 2006
REPRINTED: 2006

COURSE DIRECTOR: Harold A. Henson, R.D.H., M.Ed.

GOAL

A study of business methodology in the dental profession: office communications, job preparation, job expectations, practice settings, time and motion management, dental office procedures, records management, and professional presentations. The success of dental practices is dependent not only on the professional skills and expertise of the practitioners, but also their understanding of the business aspects of dentistry and the development of skills necessary to efficiently manage a practice. The dental hygienist's role in a successful practice is to enhance the productivity and atmosphere of the dental office.

OBJECTIVES

The student will perform the following objectives:

I. ASPECTS OF PRATICE MANAGEMENT/PHILOSOPHY

1. Identify means for success as a member of the dental team.
2. List members of the dental team.
3. Identify types of leadership.
4. Identify the role of the hygienist as a team member.
5. Explain the purpose of the office procedural manual.
6. Define your philosophy of dental hygiene.

II. THE BUSINESS OF DENTAL HYGIENE

1. Identify factors to consider in appointment scheduling.
2. Describe appointment book styles.
3. Identify solutions to common appointment scheduling situations.
4. Discuss time management issues.
5. Explain the purpose for a recare system.
6. Identify systems of recare.
7. State barriers to communication.
8. Identify your strengths and weaknesses in interpersonal communication skills.
9. Identify preferred terminology to be used by the dental health professional.
10. Identify methods for creating a climate for communication with patients.
11. Identify Patients' Rights.

III. SOCIAL ISSUES

1. Identify legislation that protects and aids the patient and the dental hygienist against discrimination in dentistry.

IV. RESUME/COVER AND POST-ACKNOWLEDGEMENT LETTER

1. Explain what a resume is and how it can affect an employer's decision to offer employment.
2. Specify the usual components of a resume.
3. Prepare a personal resume for a prospective employer.
4. Write a cover letter that will invite the reader to review the attached resume.
5. Write a post-acknowledgement letter.

V. INTERVIEWING/JOB SEARCH

1. Explain the purpose and significance of the interview.
2. Identify the "do's" and "don'ts" for creating a positive image.
3. Identify ways in which the applicant can prepare for the interview.
4. State five sources for locating employment opportunities.

VI. EMPLOYMENT/CONTRACT/COMPENSATION/BENEFITS

1. Identify items which by law are not to be considered by employers in offering employment.
2. Identify ten considerations in job selection.
3. Name six considerations in negotiating a starting salary.
4. Identify factors used in evaluation for salary increases.
5. Define and state the purpose of an employment contract.
6. List three benefits that may be provided in addition to the regular salary.

VII. ERGONOMICS AND EQUIPMENT PURCHASING IN THE DENTAL OFFICE

1. Discuss what types of equipment are needed in a dental hygiene department.
2. Discuss the role of ergonomics in a dental office.
3. Establishing a budget on equipment purchasing.

VIII. TECHNOLOGY AND DENTAL HYGIENE

1. Explain how to determine computer needs.
2. State ways in which a dental practice can utilize a computer system.
3. Contrast and compare a computerized office with traditional business methods.
4. Explain the role of computerized dental software management systems.

IX. OSHA, HIPAA, AND THE DENTAL OFFICE

1. Identify what agency is represented by the letters: OSHA.
2. Identify in which major category of OSHA dentistry is included.
3. Explain what is required of employers with 10 or fewer employees.
4. Explain what is required of employers with 11 or more employees.
5. Describe the inspection process of OSHA.
6. Describe specific OSHA standards which impact the practice of dental hygiene.
7. Identify what agency is represented by the letters HIPAA.
8. State the reason HIPAA was created.
9. Describe specific HIPAA standards which impact the practice of dentistry.

X. SOFT TISSUE MANAGEMENT

1. Identify the purpose of a soft tissue management.
2. Describe how to implement and evaluate in a dental office.

XI. ALTERNATE PRACTICE SETTINGS AND JOB OPPORTUNITIES

1. List and describe six alternative practice settings.
2. Identify six roles that a dental hygienist could assume in addition to clinical practice.
3. Compare and contrast these alternative roles of a dental hygienist.

XII. FUTURE AND CAREER LONGEVITY

1. Describe the benefits of professional membership.
2. Develop a personal and professional strategic plan.

XIII. FINANCIAL PLANNING

1. Describe malpractice insurance.
2. Describe disability insurance.
3. Identify exclusions and limitations of health insurance plans.
4. Design your personal monthly budget on a dental hygiene salary.

RESOURCES

I. Media resources

Printed Media (Textbook)

Kimbrough, V.J. and Lautar, C.J.
Ethics, Jurisprudence, and Practice Management in Dental Hygiene
Prentice Hall; Upper Saddle River, New Jersey, 1st ed., 2003.

II. Human resources

Harold A. Henson, R.D.H., M.Ed. *Course Director*

Assistant Professor

Phone: 713-500-4395 (voicemail); Room 1.085 J

Email: Harold.A.Henson@uth.tmc.edu

Office hours: The student is invited to make an appointment with the instructor at a mutually convenient time.

Emergency Contact

Ms. Tonya Alvis

Senior Staff Assistant, School of Dental Hygiene

Phone: 713-500-4086; Room: Suite 1.085

Email: Tonya.K.Alvis@uth.tmc.edu

Office Hours: Mon - Fri, 8 am - 5 pm

STUDY PLAN AND REQUIREMENTS

**DHCT 4408 PRACTICE MANAGEMENT
2006 Spring Semester Lecture Schedule**

Session time: Tuesdays, 9:00 – 10:50 am; Room 14
Dates and/or guest speakers may change depending on availability.

Date	Lecture Session	Assignment/Ch. Readings	Guest Speakers
Jan 3	Introduction to Practice Management Philosophy of Dental Hygiene	Prepare a paper on your Philosophy of Dental Hygiene; Read Ch. 6 & 7	
Jan 10	Aspects of Practice Management and Social Issues	Chapters 6 & 7	
Jan 17	The Business of Dental Hygiene	*Philosophy paper due; Read Chapter 8; Quiz on Ch. 6 & 7	
Jan 24	Cover letter/Resume/References/ Post-Interview Letter, Interview, and Job Search	Prepare a cover and post-interview letters and resume; Read Chapter 10; Quiz on Ch. 8	
Jan 31	Employment, Contracts, Compensation and Benefits	Chapter 10	Stephanie Bass, RDH
Feb 7	Office Dynamics and Communication	*Cover/post-interview letter and resume due; Quiz on Ch. 10	
Feb 14	Ergonomics and Equipment Purchasing in the Dental Office	Read Ch. 9	
Feb 21	Technology and Dental Hygiene	Chapter 9	Patterson Dental Representative
Feb 28	OSHA, HIPAA and the Dental Office	Quiz on Ch. 9; Read soft tissue handout	
Mar 7	<i>Spring Break</i>	<i>No Class</i>	
Mar 14	Soft Tissue Management Program		
Mar 21	Alternate Practice Settings/ International Employment	*Office Observation Project due; Read Ch. 11	
Mar 28	<i>No Class (National Board Exam)</i>		
Apr 4	Future and Career Longevity	Chapter 11	
Apr 11	Financial Planning	Quiz on Ch. 11 *Development Project due	David Blomstrom
Apr 18	Group Presentations – Development Projects Course Evaluation		
Apr 25	Group Presentations – Development Projects		

EVALUATION METHODS

Grading Components

This course grade consists of a philosophy paper, cover and post-interview letter, resume, dental office observation project, dental hygiene department project, and unannounced quizzes.

Requirements

- ◆ The student is responsible for reviewing his/her progress with the instructor immediately when there are any questions to resolve any doubt of passing or failing for any area of performance.
- ◆ All assignments must be submitted before the due date or at the beginning of class on the due date to receive full credit. Due dates will be announced in class. There will be a **ten-point deduction** for each **day late**; this includes assignments submitted during or after class on the due date.
- ◆ Unannounced quizzes cover subject matter previously addressed in the course. Make-up quizzes are given only for excused absences with a documented doctor's excuse. There will be no makeup quizzes for any unexcused absences. Some sessions will be lead by guest speakers. Be **prompt** for all class sessions.

Attendance

A student who plans to succeed in this course should attend all sessions and be prompt. Absence of any part of class period will constitute an absence of the entire class time. A minimum of 85% attendance of the class period is required to receive credit for the class. If unable to attend class, please contact the course director or departmental secretary (713-500-4395, or 713-500-4086) as soon as possible before the absence. Students are responsible for obtaining information, materials, and/or assignments that were presented during the missed session.

Baccalaureate Requirements

- ◆ The student will be a group leader and/or facilitators for the department project.

Evaluation

The final grade for the course will be figured as follows:

Philosophy Paper	10 points
Cover and Post-Interview Letters	10 points
Resume	10 points
Office Observation Project	25 points
Department Project	20 points
Facilitator/Group Leader	5 points
Quizzes	20 points
TOTAL	100 points

Evaluation

93 – 100 points	A
84 – 92 points	B
75 – 83 points	C
70 – 74 points	D
69 points and below	F