



## Leadership and Management for the Dental Professional

An executive certificate program presented jointly by USC's School of Dentistry and Marshall School of Business

September - March  
University Park Campus  
University of Southern California  
Los Angeles



## THE PROGRAM

The Leadership and Management for the Dental Professional program is a comprehensive, business certificate program designed specifically for oral health care providers to develop critical leadership and business management skills in order to better manage their practices, take their business enterprise to the next level or assume senior management positions in health care organizations. The program addresses dental professionals' need for specialized management training, integrated with the process of improving financial and performance goals and examining the current and future challenges facing dentistry.

Program instruction incorporates the foundational areas of business by focusing on strategy, leadership, marketing, accounting, finance and organizational management. These areas are applied to dental practice management and culminate with an action plan that participants can incorporate into their practices or managerial positions. The program is conducted over seven months through a cohort-based model that encourages participants to collaborate with colleagues in order to think beyond their own practices and develop a resource network.

## PROGRAM OBJECTIVES

- Build strategic management and leadership skills
- Develop an enterprise vision that will improve how you practice dentistry
- Enhance leadership tactics to improve the effectiveness of your organization
- Strengthen strategic thinking and decision-making
- Learn how to invoke and support organizational change
- Develop team leadership skills to motivate others
- Introduce effective marketing strategies
- Strengthen financial management skills to increase financial performance
- Provide practical knowledge in all fundamental business areas

## PROGRAM FACULTY

The program will be taught by a highly experienced team of faculty from the USC Marshall School of Business, the USC School of Dentistry and the USC School of Policy, Planning and Development. The faculty team has extensive experience in business management, practice management and critical issues of the oral health care industry.

### FROM MARSHALL SCHOOL OF BUSINESS

*Tom Cummings, PhD* Department of Management and Organization

*Sriram Dasu, PhD* Department of Information and Operations Management

*Merle Hopkins, PhD* Leventhal School of Accounting

*David Logan, PhD* Department of Management and Organization

*Rex Kovacevich, MBA* Department of Marketing

*Kyle Mayer, PhD* Department of Management and Organization

### FROM SCHOOL OF POLICY, PLANNING AND DEVELOPMENT

*Robert Myrtle, DPA*, with a joint appointment to the Davis School of Gerontology

### FROM SCHOOL OF DENTISTRY

*Calvin S. Lau, DDS, MBA* Division of Primary Oral Health Care

*Baldwin W. Marchack, DDS, MBA* President, American Academy of Esthetic Dentistry, Vice-Chairman, Editorial Council, Journal of Prosthetic Dentistry

*Michael J. Mulvihill, III, DDS, MBA* Associate Dean for Clinical Affairs

## TEACHING METHOD

Using case studies, current business articles, in-class exercises, discussions and small group projects, our faculty will lead you to focus on the key knowledge and skills you need in order to apply these concepts to your practice activities.

## WHO SHOULD ATTEND

Designed for experienced oral health care professionals seeking business knowledge.

## FEE

\$9,500, includes books, materials, parking and most meals. It does not include hotel, airfare and meals that are not scheduled during classes or activities.

For more information and registration, please contact USC School of Dentistry, Office of Continuing Education. 925 W. 34th Street, Room 201J, Los Angeles, CA 90089-0641. Phone: 213.821.2127. Fax: 213.740.3973. Email: [cedental@usc.edu](mailto:cedental@usc.edu). You can also register online at [www.uscdentalce.org](http://www.uscdentalce.org). 97 continuing education units will be awarded upon completion of this program.



## TOPICS AND SESSIONS



Participants will meet on Fridays and Saturdays once a month for seven months. The unique design of the program allows dentists to acquire critical leadership and business skills without interrupting their practices.

### **FOUNDATIONS OF BUSINESS** (*September 8 - 9 and October 6 - 7, 2006*)

These sessions will focus on setting the context for the program. Faculty will lead discussions on the role of business in dentistry and health care, building and managing dental practices and help participants to understand the various business models for delivering oral health care and the foundations for of the business strategy. Topics will include:

- Personal Leadership
- People Management
- Accounting Strategies for Practice Management
- Introduction to the Current Business Challenge Project

### **EFFECTIVE MANAGEMENT OPERATIONS** (*November 3 - 4 and December 1- 2, 2006*)

These sessions will focus on understanding effective operations management and concepts that will support business efficiencies, effective practice marketing, new business development and thinking entrepreneurially. Topics will include:

- Strategy Planning
- Marketing Concepts and Practices
- Operations Management
- Financial Planning

### **STRATEGIC PLANNING FOR GROWTH** (*January 5 - 6 and February 2 - 3, 2007*)

These sessions will focus on the issues that face dental health care practioners today and in the future. Sessions will facilitate skill development in understanding factors affecting the dental practice and how to effectively create and implement a strategy for growth and profitability. Topics will include:

- Strategy Implementation
- Information Technology
- Organizational Leadership
- Trends in Oral Health Care

### **PUTTING IT ALL TOGETHER** (*March 3, 2007*)

This final session will allow participants to put what they have learned into a final action plan and gain valuable feedback from the faculty. Participants will present their action plans and reflect on the leadership challenges they may face in implementing their plans.