



# 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 EGYPT

An 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 Sessions consisting the modules  
of the program**

Session 1:  
2<sup>nd</sup> to 4<sup>th</sup> of September 2016

Session 2:  
12<sup>th</sup> to 15<sup>th</sup> of January 2017

Session 3:  
4<sup>th</sup> to 6<sup>th</sup> of March 2017



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 EGYPT 2016

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

### SESSION 1

2<sup>nd</sup> to 4<sup>th</sup> of  
**September 2016**

Location **EGYPT**

### SESSION 2

12<sup>th</sup> to 15<sup>th</sup> of  
**January 2017**

Location **EGYPT**

### SESSION 3

4<sup>th</sup> to 6<sup>th</sup> of  
**March 2017**

Location **CYPRUS**

# 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

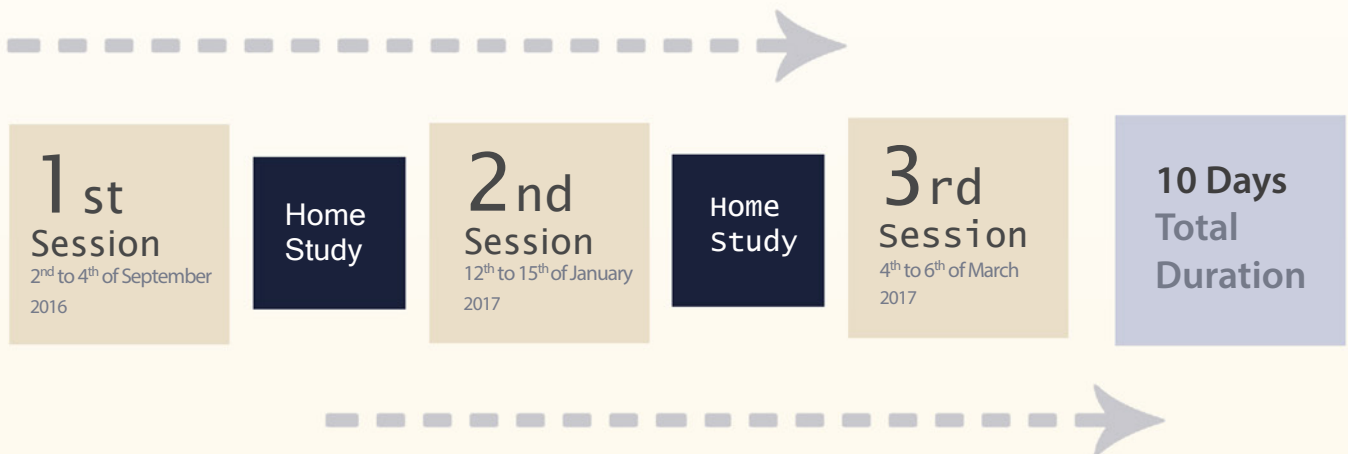
Session 1: 2<sup>nd</sup> to 4<sup>th</sup> of September 2016

Session 2: 12<sup>th</sup> to 15<sup>th</sup> of January 2017

Session 3: 4<sup>th</sup> to 6<sup>th</sup> of March 2017

### At the end of the course:

- Creation of a business Plan for your
- Clinic, Case Documentation Discussion
- Evaluation by an Experts Committee



## 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 English. 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

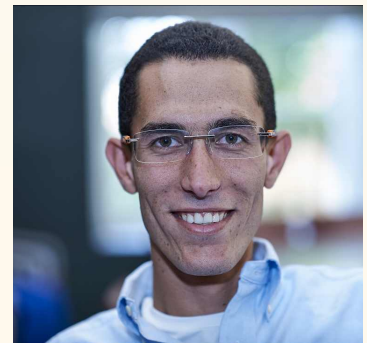
She has the privilege of being one of the few dental practitioners with an MBA degree and has been practicing dentistry for more than 20 years in Cyprus. She is a pioneer in the field of Dental Lasers and Cosmetic Dentistry. Her Clinical Research about Dental Lasers received a Golden Award in ISLD Congress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

DBA Program Manager Egypt / Visiting Lecturer

Dr. Amir Ezzat is the first Egyptian dentist to gain a M.Sc. in Laser Dentistry (RWTH-AALZ Aachen University). Furthermore he has completed a Fellowship in laser dentistry (RWTH-AALZ Aachen University) in 2013 as well as is the Laser Safety Officer (RWTH-AALZ Aachen University) in 2012. He also completed a DGOI Specialisation Degree in Oral Implantology (MIU- Goethe Frankfurt University) in 2015, and a BDs Of Oral & Maxillofacial Dentistry (MIU University) in 2011. Dr. Amir also maintains 3 different clinics in Egypt where he practices dentistry and is also the manager of the clinics.

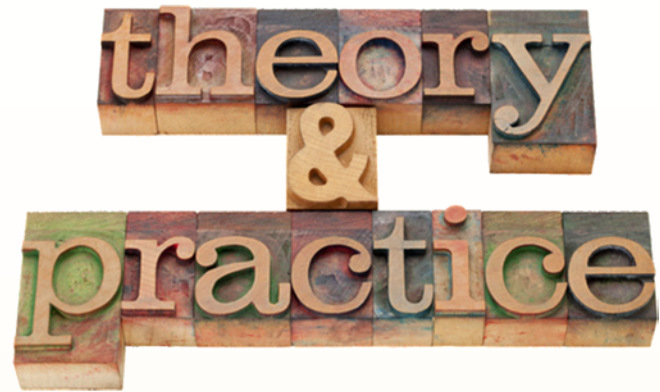


## Objectives:

### 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 effectively
- 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



### 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.



# Course Fee Options

Different fees are offered for DBA Mastership course in order to adapt & satisfy all candidates requirements and individual need.

## Basic Structure:

### Option 1:

**Standard DBA Course Fee** (complete program with 10 Modules) **3\$00€**

### Option 2:

**Owner /Manager & Administrator /Assistant\*** (price for 2 participants) **3500€**

### Option 3

**Administrator / Assistant\*** ( only 4 modules) **600€**

### Option 4

**Daily Course / Seminar 250€**

**Special Early Bird Registration - 2500€- Valid only until 31/07/16**

#### \*Administrator/Assistant - Special Conditions:

Price differentiation on above options exist due to different circumstances under the course will be attended. The Administrator/Assistant option allows candidates to the following Modules **only: Accounting, Marketing, Presentation & Negotiation Skills**. Furthermore they will not be able to participate to the Cyprus Completion Session & the Graduation Ceremony. The participants that select this fee will also receive only a **certificate of attendance** and not a CPD certificate for participating to the course.

# Course Schedule:

## 10 Days including the Ceremony

Location: Dental Care Center Maadi, Cairo

Lecturer: Dr. Anna-Maria Yiannikos / Dr. Amir Ezzat Youssef Hanna

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, Dental Managers & 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

# Daily Schedule

## Basic Structure:

10:00 a.m. –18:00 p.m.

Location: Dental Care Center Maadi, Cairo

Lecturer: Dr. Anna-Maria Yiannikos / Dr. Amir Ezzat Youssef Hanna

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:

1<sup>st</sup> & 2<sup>nd</sup> Session of DBA Mastership will be conducted in Egypt. 3<sup>rd</sup> Session which will include presentation/ evaluation of business plan & graduation ceremony will be conducted in Cyprus.

If considered necessary above described venue for session might change.



# Marketing

Lecturer: Dr. Anna-Maria Yiannikos - Dr. Amir Ezzat Youssef Hanna

## Course description:

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. An additional bonus lecture will be complete by Dr.Amir with the subject of Medical Insurance and their policies in Egypt. In addition an expert from a medical insurance company will be invited to explain the idea and point of view of the medical insurance companies to the dentists.

## Course Educational Objectives: Participants will be taught during this lecture:

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. The Fundamental Concepts of Marketing</li> <li>2. The Marketing Mix for Dental Clinics</li> <li>3. The Value Proposition Concept</li> <li>4. The Return on Investment concept (ROI)</li> <li>5. The difference between satisfaction and loyalty</li> <li>6. The factors that are important for our patients when they evaluate our clinic's quality</li> <li>7. How to deal with your clinic's delays to increase your patients' satisfaction level</li> <li>8. How to make promotional campaigns with impact</li> <li>9. The important factors for our clinic's environment &amp; our location selection</li> <li>10. Mission and Vision statements</li> <li>11. Learn how to make performance appraisals</li> <li>12. How to reward your team</li> <li>13. Define the reference group, the opinion leaders &amp; their importance in the decision making process</li> </ol> | <ol style="list-style-type: none"> <li>14. The importance of change -</li> <li>15. The importance &amp; ways to deal with patients complaints quickly &amp; The Recovery Paradox</li> <li>15. Understand the impact of an increase in loyal patients to our profits and revenues</li> <li>16. The importance of differentiation &amp; how to achieve it</li> <li>17. State the different pricing methods</li> <li>18. Reasons that our patients are happy to pay us</li> <li>19. Demonstrate presentation of price during a dental appointment &amp; the Sandwich Technique</li> <li>20. What are the different types of Medical Insurance Companies</li> <li>21. What are the benefits of Medical Insurance in Dentistry</li> <li>21. What are their disadvantages</li> <li>22. How should we as dentists approach them</li> <li>23. Question &amp; Answer Time with Medical Insurance Expert</li> </ol> |
|---|---|

## 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.

## Course Educational Objectives: Participants will be taught during this lecture:

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. The 9 Communication Skills</li> <li>2. How to Prepare, Present and Handle a Presentation</li> <li>3. The 2 Types of Communication &amp; How to apply them productively in our Practices.</li> <li>4. The goals of presentation skills</li> <li>5. The importance of sprint confidence rating scale</li> <li>6. The right approach of making a presentation with impact and it's importance</li> <li>7. The Pros of Good Preparation</li> <li>8. How to Design the Process of Preparation</li> <li>9. How to Define the Concept of Segmentation</li> <li>10. The characteristics of a Great Presenter</li> <li>11. How to Define the Concept of Hook</li> <li>12. How to Recognise and Analyse the importance of 3 keys messages</li> <li>13. How to Determine the ways of Conclusion and how to Evaluate them</li> </ol> | <ol style="list-style-type: none"> <li>14. Why &amp; How should we use visual aids during a presentation</li> <li>15. Performance &amp; its Correlation with Several Factors</li> <li>16. How to use the notes</li> <li>17. How to deal with anxiety</li> <li>18. Summarize all the unexpected conditions during a presentation and the ways to deal with them</li> <li>19. The concept &amp; process of communication Analysis 7%-38%-55% Rule</li> <li>20. Explain and analyze verbal and non verbal communication</li> <li>21. List the powerful words</li> <li>22. Determine the 9 types of questions</li> <li>23. Learn how to listen well</li> <li>24. Explain cross cultural communication</li> </ol> |
|--|--|

## 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

"Effective Presentation"  
Author: A. Jay and R. Jay

"Present yourself"  
Author: M. Gelb

"Dentistry with Vision"  
Authors: G.Kendall, G. Wadhwa

World's Work Ltd, 1983

Pitman Publishing 1996

Aurum Press 1988

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:

## Course Educational Objectives: Participants will be taught during this lecture:

1. Balance Sheet
2. Income
3. Cash Flow
4. How to Define the concept of Accounting
5. The importance of accounting information
6. How to state the main Financial Statements
7. How to Design a balance sheet statement
8. Demonstration of the parts of B/S: Assets, liabilities, owner's equity
9. Description of the main types of owner's equity and explanation of their importance
10. The B/S equation
11. Demonstration of liquidity, leverage and their significance
12. How to State the income statement
13. List the goals of an income statement
14. Summarize the different types of profits and interpret their differentiation points
15. How to Define the concept of COS & Operating Expenses
16. How we measure profitability
17. The revaluation concept
18. The Depreciation Concept
19. Explain the 2 methods to calculate depreciation
20. Demonstrate accrual basis of accounting
21. Explain the the pros and cons of accrual basis of accounting
22. State cash flow statement
23. Describe the direct and indirect method to calculate cash flow from operating activities
24. Illustrate cash flow from financing and investing activities
25. Demonstrate the reconciliation of tax and PPE
26. Summarize and analyze all the main ratios -KPI and their usage

## Educational Tools:

- Slide Handouts
- Accounting Exercises

## 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" Authors: S. Finkler, D. Ward, T. Calabrese  
ISBN:978-1-4496-4528-1

"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.

## Course Educational Objectives: Participants will be taught during this lecture:

- |   |  |
|---|--|
| 1. The Steps of the Development of a Business Plan  | 13. Market and industry analysis   |
| 2. How to Analyze the Market and their Competition  | 14. Compose your SWOT & PEST analysis and evaluate your clinic's performance |
| 3. To Present their Business Proposals  | 15. The different types of competitors-colleagues and our positioning        |
| 4. List the goals & State our audience in a business proposal                               | 16. Determine the 5 forces analysis  |
| 5. Design a good plan with the 7C's   | 17. Learn how to design your strategy process                                |
| 6. Demonstrate the difference between a plan for an established and for a start up business | 18. Define resources   |
| 7. Explain the 4 risks  | 19. Discuss the important financial and KPI for business planning            |
| 8. Describe our clinic's overview   | 20. Classify the financial ratios and understand their importance            |
| 9. Define what is a goal and what is an objective   | 21. Break even analysis  |
| 10. Summarize all the factors that an objective should include to be SMART                  | 22. Risks, opportunities and sensitivity test                                |
| 11. Write your strategic objectives   | 23. Illustrate an action plan  |
| 12. Demonstrate segmentation and its importance   | 24. Learn to write the executive summary                                     |

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

- |   |                                  |
|---|----------------------------------|
| a. A Clear and Logical Definition of the Problem & the Objectives | e. References                    |
| b. Value Contribution   | f. Clarity of Situation Analysis |
| c. Evaluation & Interpretation of Data                            | g. Research                      |
| d. Structure, Coherence, Presentation                             | h. Tools and Methodology         |

## Recommended Literature:

"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 Pearson, 2011

"How To Write Your First Business Plan" Author:Boomy Tokan, 2012

# 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.

## Course Educational Objectives: Participants will be taught during this lecture:

1. How to make a Job Description, a Job Analysis & a Job Specification
2. The Right Selection of Candidates through an un-biased Interview - Effective Recruiting
3. Orientation Program
4. The Training Methods & Process of our New Staff members
5. How to Design the superior team
6. Learn the CAPS
7. Demonstrate the difference between a job and a jobless world
8. List the steps in recruitment and selection process
9. Define the concept of employment planning and forecasting
10. Describe the ways to find your candidates and evaluate them
11. Determine the techniques of employee testing and selection
12. The significance of background investigation and reference checking
13. Validity and variability
14. Personality Tests & the Big 5 Dimensions of Personality
15. Demonstrate the 'no's' of candidates
16. Discuss the classification of interview based on content, administration & structure
17. Define and explain the steps to attract the A star employee
18. Explain the way & importance of asking the right questions during an interview
19. The factors that can undermine success in an interview
20. How to retain and engage your employees
21. Learn how to make effective delegation
22. Design the protocol to criticism of your employees
23. How to deal with conflict
24. The importance of multi-generational team
25. Interpret their differentiation points in motivation, preferred methods of communication, characteristics

## 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:

## Course Educational Objectives:

1. Motivate, Reward and Appraise your Team Members
2. Build the Strategy that Reflects your Values
3. Deal with Conflicts
4. Create Effective Delegation
5. Bring the Change in your Practice
6. Define the concept of Leadership
7. State the Leadership Framework
8. Design your Vision
9. The importance of 'walk the talk'
10. The importance of feedback
11. Illustrate the 'hot' tactics for heating up your team
12. Describe the differences between Managing and Leading
13. How to find your own Leadership Style
14. The 6 leadership styles
15. The Steps of Delegation
16. Johari window
17. Belbin Team Roles- How to find the right team member based on different job requirements

## 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:

## Course Educational Objectives:

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
4. The 3 ways to Negotiate
5. The difference between negotiation personalities and the importance of dealing with them
6. The importance of preparation before starting a negotiation
7. The concept of principled negotiation and it's importance
8. The concept of BATNA
9. Demonstrate jujitsu
10. Dirty tricks - how to recognize them and how to face them

## 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.

## Course Educational Objectives:

- |  |   |
|--|---|
| 1. The Different Types of Competition                        | 18. The Law of Supply & the Supply Curve                            |
| 2. Supply and Demand Function                                | 19. Define the concept of equilibrium                               |
| 3. Pricing and Non-Price Concepts                            | 20. Demonstrate surplus & shortage                                  |
| 4. Cost Curves   | 21. How to analyze changes in equilibrium                           |
| 5. The Concept of Economics                                  | 22. The price elasticity of demand & supply                         |
| 6. Interpret the Differentiation between a Want & a Need     | 23. Elastic and inelastic demand & supply                           |
| 7. The Difference between Inputs & Outputs                   | 24. The correlation between elasticity and total revenue            |
| 8. Opportunity cost concept and its importance               | 25. The importance of income elasticity of demand                   |
| 9. Define the concept of uncertainty in dental care industry | 26. The concepts of marginal product & diminishing marginal returns |
| 10. How to use the resources                                 | 27. List the various measures of costs                              |
| 11. Describe markets/firms/ industry                         | 28. Cost curves & their shapes                                      |
| 12. The factors of production                                | 29. Explain economies and diseconomies of scale                     |
| 13. Economic models  | 30. Demonstrate demand & supply of dental labour                    |
| 14. The importance of demand                                 |   |
| 15. The law of demand & demand curve                         |   |
| 16. Describe Normal & Inferior Goods                         |   |
| 17. The importance of Supply                                 |   |

## 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:

## Course Educational Objectives:

1. The 3 Stages of Decision Purchasing Process
2. The Factors that can Influence Each Stage
3. The Principles of Segmentation, Positioning and Targeting
4. Define the concept of consumer behavior
5. The factors that influence consumer behavior
6. The stages of consumer behavior
7. Identify the types of consumer/patient buying decisions
8. Discuss the significance of consumer involvement
9. Determine the factors of the level of patient involvement
10. Describe consumer involvement and brand differentiation
11. Consumer Involvement Theory
12. The difference between different types of buying and decision behavior
13. Identify & understand the cultural factors that affect consumer buying decisions
14. Explain Hofstede's Cultural Dimensions
15. Interpret the components of culture
16. The social influences on consumer buying decisions and their importance
17. Define the concept of social class and its importance in consumer behavior
18. Summarize all the Potential Family Life Cycle Stages
19. Recognize and analyze the importance of Psychological Influences on Consumer Buying Decisions
20. Explain Perception Definition
21. The different types of learning and their importance
22. Design the adoption process
23. How to Find the Internal and External factors of adopting an innovation

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:

“Consumer Behavior”

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 us dentists is lacking in & in which areas we should improve towards our patients and our employees is very important for our sustainability and profitability.

## Course Educational Objectives:

1. P[ , Ä Ö^ç^[[ ] ÄÜ~^•ä } } ää^
2. V@Ä^] ^•Ä -Ü^•^ä&@Ü~^•ä } •
3. P[ , Ä Ö^ä^|ä^|ä@Ä~|ç^•
4. How to Ö^•ä } ÄyourÄ , } Ä~|ç^y Step by Step
5. The modes of Delivery
6. The difference between the categories of sampling procedures
7. Recognise and analyse the categories of sampling procedure
8. Define the factors of selection of a survey method
9. Describe the ways to increase the response rates
10. Explain the importance of a good questionnaire
11. Demonstrate the steps of questionnaire design
12. Describe and state the undesirable questions
13. Summarize all the types of questions
14. Describe the physical characteristics of a questionnaire
15. Explain the pros and cons of the use of 'don't know' option
16. Illustrate how to translate our patients' answers to scale

Educational Tools:

- Exercises
- 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

### Dental Care Center Egypt



Street 219 Building #9, Degla, Maadi, Cairo, Egypt

Tel: (+20) 100 6030 066

Mail: DBAeduEgypt@gmail.com

#### Contact Person:

Dr.Amir Ezzat - DBA Program Manager Egypt

### Yiannikos Centre for Holistic Dentistry



8 Alkaious & Pindarou , 1060, Nicosia, Cyprus

Tel: (+357) 22 764 765

Fax: (+357) 22 756 160

Mail: dba@yiannikosdental.com

#### Contact Person:

Marianna Koutrakou - Marketing Manager

[www.dbamastership.com](http://www.dbamastership.com)

Location: Dental Care Center Egypt - Degla, Maadi, Cairo

#### Dates:

Session 1: 2<sup>nd</sup> to 4<sup>th</sup> of September 2016

Session 2: 12<sup>th</sup> to 15<sup>th</sup> of January 2017

Session 3: 4<sup>th</sup> to 6<sup>th</sup> of March 2017

#### Terms & Conditions:

**Cancellation Policy:** In order to receive full refund of course fees, cancellation notice must be sent at least 30 days prior to the start dates of the course. Yiannikos 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 sent to the participant. Early bird fee applies up to 3 months before the scheduled start date of the course. **Personal Data Protection:** Yiannikos 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