

# Digital Business Management Course Series



Course	1	2	3	4	5	6	7
Title	Business management of the dental practice	How digitalization can improve the effectiveness of practice management	Improving patients' experience	The benefits of the digital workflows	Income generation for digital dental treatments	Human Resources - How to make your team ready for digital dentistry	Examples of digitalized clinics
Topics	<p>Introduction to efficient dental practice management</p> <p>KPIs and key ratios: the master keys to management</p> <p>Exercise: calculate the chair/hour</p> <p>The financial template</p> <p>Sustainability</p> <p>Digital marketing</p>	<p>What is a digitalized dental clinic?</p> <p>The importance of working with full digital workflows</p> <p>Advantages of digital diagnosis</p> <p>The role of the intraoral scanner in the digitalization of the clinic</p> <p>How to choose an intraoral scanner?</p> <p>Why choose Primescan</p> <p>What it means to have a digital patient</p> <p>Data security</p>	<p>First visit protocol basic concepts</p> <p>Digitalization as a tool to improve the patient experience</p> <p>Patient follow-up</p> <p>Digital engagement with patients</p> <p>Journey of the patient in a digitalized clinic</p>	<p>Digital implant treatment workflow - Single tooth</p> <p>Digital orthodontic Aligner treatment workflow</p> <p>Digital endodontic treatment workflow</p> <p>Digital prosthodontic treatment workflow</p> <p>How to plan a multidisciplinary case with the different professionals, remotely</p> <p>The relationship between the dental clinic and the dental laboratory</p> <p>What is Chairside?</p> <p>3D printing in a dental clinic: Primeprint</p>	<p>How and when to get started with digital workflows</p> <p>Investment in digitalization and its amortisation</p> <p>Income generation for digital dental treatments</p>	<p>How to make a good interview</p> <p>Company culture</p> <p>Managing change: team motivation</p>	<p>How the digital workflow has benefited the practice and patients</p>
Speakers	Fran Caro, Jan Jurkemik	Roberto Molinari, Gertrud Fabel, Swen Deussen, Verena Freier, Eimear O'Connell	Fran Caro, Daniela Aggio, Dorotea Ashraf	Martin Wanendeya, Angelica Iglesias, Francesc Abella, Atef Shaker, Nina Shaffie, Costanza Micarelli, Verena Freier, Gertrud Fabel	Simon Fieldhouse	Michele Rossini	Leanne Branton, Giacomo Armani