



Course Prefix/Number/Title: DENT 122 Intro. to Dental Practice Management

Number of Credits: 3

Course Description:

This course provides students with fundamental knowledge of principles and applications essential for the effective administration and management of a dental practice. Key topics include dental terminology, essential dental concepts, and an overview of dental services.

Pre-/Co-requisites: None

Course Objectives:

Upon successful completion of this course the student will be able to:

1. Summarize dentistry as a business.
2. Summarize the recruitment and management of dental staff.
3. Describe effective strategies for managing communication; verbal, written and electronic.
4. Summarize concepts for patient management.
5. Define key dental terminology and concepts to provide a foundational understanding of dental practice management
6. Describe various services provided in a dental practice, including preventive care, restorative procedures, and cosmetic dentistry.
7. Describe how to maintain inventory systems in a dental practice.

Instructor: Ricki Hill

Office: DCB Downtown Rm 209A

Office Hours: Tuesdays 8-10am or upon appointment

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Email: Ricki.hoffman@dakotacollege.edu

Lecture Schedule: This online, synchronous course is 16 weeks in length.

Required Textbook:

(These books will also be used in DENT 124 and DENT 126)

Finkbeiner, B., Finkbeiner, C., (2020). *Practice Management for the Dental Team*, 9th Ed., St. Louis, MO. Elsevier. ISBN: 978-0-323-59765-4

Finkbeiner, B., Finkbeiner, C., (2020). Student Workbook for *Practice Management for the Dental Team*, 9th Ed., St. Louis, MO. Elsevier. ISBN: 978-0-323-60828-2

Course Requirements:

- The student is expected to have access to a Windows based computer
- The student is expected to read the chapter and review available PowerPoints each week.
- Complete the suggested assignments, workbook and chapter questions to help understand information, even if they are not graded.
- Graded assignments must be completed and submitted by due date to earn points toward the final grade for the course.
- The student is expected to complete the unit tests and final exam on due dates.
- Late assignments will be docked 10% per day. I do understand that emergencies happen, so please communicate with me. Arrangements can be made for a new due date following an emergency or unforeseen circumstance, but ONLY if arrangements are made before the original due date. There is a cut-off date of one week following an assignment due date. If assignments are not submitted within seven days following the due date no credit will be given unless arrangements have been made previously.
- A comprehensive final exam will be completed at the conclusion of this course.

This course will be graded on total points earned out of total possible points for all graded assignments, discussions, unit tests and final exam.

There will be 5-unit tests and 1 final exam.

Grading Scale:

90 – 100%	A
80 – 89%	B
70 – 79%	C

10 – 69%	D
Less than 60%	F

Tentative Course Outline:

Week	Topic	Evaluation
Week 1	Course Overview and review of syllabus Ch. 32 The Dental Office (Modern Dental Assisting text handout)	
Week 2	Ch. 6 Business Office Design and Equipment Placement	
Week 3	Ch. 1 The Dental Team in the Business of Dentistry	
Week 4	Ch. 2 Dental Team Management	Unit Test Ch. 32, 6, 1
Week 5	Ch. 2 (continued) Staff Communication and Competency, Office Procedures, and Hiring Practices	
Week 6	Ch. 3 Patient Management	
Weeks 7 & 8	Ch. 11 (Modern Dental Assisting Text Handout) Overview of the Dentitions for the Dental Practice Manager	Unit Test Ch. 2, 3
Week 9	Overview of Common General Dental Procedures	
Week 10	Ch. 7 Working with Dental Office Documents	Unit Test Ch. 11 and Dental Procedures
Week 11	Ch. 8 Business Record Storage	
Week 12	Ch. 9 Written Communications	Unit Test Ch. 7 and 8
Week 13	Ch. 10 Telecommunication	
Week 14	Ch. 12 Inventory Systems and Supply Ordering	Unit test Ch. 9, 10
Week 15	Class Review for final exam	
Week 16	Final exam- comprehensive (includes Ch. 12)	Final Exam

General Education Competency/Learning Outcome(s) OR CTE Competency/Department Learning Outcome(s):

1. Employs industry-specific skills for workplace readiness.

Relationship to Campus Focus:

1. This course will emphasize communication and technology to enhance “human” nature in the work environment.

Classroom Policies:

- Regular participation is expected.
- The student is expected to complete all assignments and tests as outlined; assignments and tests must be completed in the order that they are presented.
- Late assignments will be docked 10% per day late. I do understand that sometimes emergencies do occur. In this case, arrangements can be made with instructor for a new due date, but ONLY if arrangements are made before the original due date.
- The student is encouraged to complete all section and chapter reviews, even though these reviews will not be graded.
- The student is expected to communicate with other students and instructor via course messages or discussions when it is required.
- Once a test is opened, it must be completed. It is up to students to be sure they are ready to take a test before entering it.

Student Email Policy:

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity:

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

Disabilities or Special Needs:

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

Title IX:

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member

must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.

Topic Schedule

Content order may be changed at the discretion of the instructor.

Week	Class Activities Topics/ Learning Outcomes	Assignments and Evaluations
Week 1 Objective 1	Class Activities • Course overview & review of the syllabus • Walk through CTE Center to look at: Design and layout, flooring, lighting, zones for traffic flow, private areas, dental operatories and equipment, mechanical room and equipment. (Ch. 32 MDA) The Dental Office -Handouts will be provided 1. Pronounce, define, and spell the key terms. 2. Discuss the importance of the design of a dental office. • List the specific areas of a dental office and their use. 3. Summarize how the environment of a dental office affects the dental team and patients. • Give the correct temperature settings to use throughout the dental office. • Describe the types of lighting used throughout the dental office. • List the recommended products to use for flooring throughout the dental office. • Describe the three zones used to understand traffic flow in a dental setting. • Explain how sound can improve acoustic control throughout the dental office. • List the areas in the dental office that are considered private to patients. 4. Summarize the clinical equipment most commonly found in the dental treatment area. 5. Discuss the type of care involved in maintaining the dental equipment.	Read Ch. 32 The Dental Office- Ch. 32 Handout and Ch. 32 workbook pages will be provided on Brightspace Learning Management System for this course. Answer Critical Thinking questions 1 – 5 Chapter 32. Workbook Handout assignment: • Short-answer questions 1- 5 • Fill-in-the-blank statements Questions 1 – 15 • Multiple-Choice questions, 1- 10 Graded Assignment Chapter 32: Answer the Case-study, Questions 1 – 5 on the Ch. 32 workbook handout. Upload your answers to BB LMS.

	• Describe how the central vacuum compressor is used. • Describe how the central air compressor is used.	
Week 2 Objective 1	Class Activities • View different office designs and determine if they accommodate for patients with disabilities. If not, what change needs to be implemented? • Discuss what makes a reception area comfortable Ch. 6 Business Office Design and Equipment Placement 1. Define the key terms in this chapter. 2. Describe the physical environmental factors that relate to dental office design. 3. Discuss the impact of the Americans with Disabilities Act (ADA) on the dental practice. 4. Describe seasonal affective disorder (SAD). 5. Discuss factors to be considered when designing the reception room. 6. Discuss the importance of a business office work triangle. 7. Discuss factors to consider in the design of the business office work space. 8. Provide suggestions for workstation organization. 9. Explain the importance of time and motion principles in a dental office. 10. Discuss the importance of body positioning and ergonomics when designing a dental office. 11. Describe health and safety issues that affect business office personnel. 12. Discuss the various office supplies needed for a dental office.	Read Chapter 6 Answer: • Workbook questions 1 – 14 • Workbook Critical Thinking Activities 1, 2, 3 Review: Chapter 6 Practice Quiz on Evolve Student Online Resources
Week 3 Objective 1	Class Activities • Role-play patient and administrative assistant who is registering a patient	Read Chapter 1 & Review PPT Ch. 1 Answer: • Learning Activities Questions 1 – 8 in text book • Workbook questions 1 – 12

	• Student volunteers describe ways they have been motivated by an employer in the past and explain what motivation works best for them personally Ch. 1 Dental Team in the Business of Dentistry • Define the key terms in this chapter. • Explain the dual role of dentistry as a business and a healthcare provider. • Define the various members of the dental team and explain the responsibilities of each member. • Describe emerging dental workforce models. • Discuss dentistry as a business and describe the importance of identifying dentistry as a service profession. • Define various types of dental practices. Also, list the specialties recognized by the American Dental Association. • Describe the various types of dental hygiene practices. • Discuss the process for starting a dental/dental hygiene practice.	• Workbook Critical Thinking Activities 1, 2, & 3 Graded Assignment Chapter 1: Create a post describing how the various staff members within the dental practice become a team in patient care. What are their responsibilities? What are some of the legal duties of each of these members? List some traits of a person you have found easy to work with. Offer critical feedback to at least two other students. Grading rubric found on BB LMS. Review: Chapter Practice Ch. 1 Quiz on Evolve Student Online Resources
Week 4 Objective 1, 2	Ch. 2 Dental Team Management Ch. 2.1 Setting Goals, Motivating Employees, and Overall Staff Management 1. Define the key terms in this chapter. 2. Discuss the importance of establishing goals and objectives for a dental practice. 3. Discuss leadership and management in the twenty-first century dental office. 4. List and describe the personal characteristics of an effective leader. 5. Discuss organizational culture and describe common organizational cultures that could be applied to a dental practice. 6. Describe factors that may help to motivate employees.	Unit Test Ch. 32, 6, 1 Read Ch. 2 & Review PPT Ch. 2 Answer: • Learning Activities Questions 1 – 11 in text book • Workbook questions 1 – 22 • Workbook Critical Thinking Activities 1a - h Review:

	7. Discuss the importance of business office etiquette, as well as ways to implement professional business etiquette. 8. Discuss the shifting role of the administrative assistant in a dental practice and list the various duties involved with the position. 9. Discuss the importance of staff management. Also, list the “five Rs” of successful management. 10. Identify the functions and basic skills of an effective administrative assistant. 11. Discuss the attributes of an ethical administrative assistant.	Chapter Practice Ch. 2 Quiz on Evolve Student Online Resources
Week 5 Objective 2, 3	Ch. 2.2: Staff Communication and Competency, Office Procedures, and Hiring Practices 12. Define “communication,” discuss how important effective staff communication is, and describe channels of communication. 13. Describe various ways to empower employees. 14. Describe how to successfully conduct a staff meeting. 15. Effectively manage conflict in the dental office and describe barriers to staff communication. 16. List and discuss the advantages of hiring a skilled administrative assistant. 17. Describe how to manage time efficiently, including how to maintain daily schedules 18. Explain the purpose and components of an office procedural manual, including the contents of a personnel policy. 19. Describe hiring practice techniques, explain the use of pre-employment testing, conduct an effective and legal interview, and describe new employee training. 20. Describe the process for evaluating employee performance and explain the process of terminating an employee.	Assignment continued from Week 2.
Week 6 Objective 3, 4	Class Activities • Role play managing difficult patients using scenarios Ch. 3 Patient Management 1. Define the key terms in this chapter.	Read Chapter 3 & Review PPT Ch. 3 Answer:

	2. Discuss the importance of understanding patient needs, including a discussion about Maslow’s hierarchy of needs and Carl Roger’s client-centered therapy. 3. Describe the concept of “locus of control.” 4. Identify barriers to patient communication and the importance of recognizing nonverbal cues. 5. Explain how improving verbal images in the patient’s mind can allay fears and identify phrases that promote successful patient management. 6. Discuss the special needs of patients and their inherent rights, as well as ways to recognize abuse. 7. Describe how to manage difficult or challenging patients. 8. Discuss reception room techniques, including the role of the receptionist and reception room appeal. 9. Discuss the contents of an office policy and design an office policy statement. 10. Explain marketing techniques in dentistry. 11. Describe internal and external marketing.	• Learning Activities Questions 1 - 9 in text book • Workbook questions 1 – 29 • Workbook Critical Thinking Activities 1 - 5 Graded Assignment: A 36-year-old female arrives at the dental office for an emergency examination. She has external swelling of the face, lip, and lower eyelid. The patient is in excruciating pain and has some difficulty opening her mouth. According to Maslow, which unmet need has brought this patient into the office? Explain why. After you post your response, respond to at least two classmates' posts on BB. Grading Rubric found on BB LMS. Review: Chapter Practice Quiz Ch. 3 on Evolve Online Student Resources
Week 7 & 8 Overview of the Dentitions Objective 5	Class Activities • Explore primary and permanent dentition on typodonts • Tooth identification on typodonts • Interactive activity with types and functions of teeth • Interactive activity with tooth numbering systems Ch. 11 Overview of the Dentitions (Modern Dental Assisting Text) 1. Pronounce, define, and spell the key terms.	Unit Test Ch. 2, 3 Read Ch. 11 Overview of the Dentitions- Ch. 11 and Ch. 11 workbook pages will be provided on Brightspace Learning Management System for this course. Answer Critical Thinking Questions 1 – 4 from Ch. 11 Handout

	2. Describe the importance of understanding the dentition 3. Summarize the three dentition periods and explain their differences. • Describe the period of primary dentition • Describe the period of mixed dentition, and the noticeable changes • Describe the period of permanent dentition 4. Identify the two dental arches. • Name the four quadrants of the maxillary and mandibular arch • Name the sextants of the maxillary and mandibular arch 5. Discuss the types and functions of teeth. • Identify incisors within the primary and permanent dentition • Identify the canines within the primary and permanent dentition • Identify the premolars within the permanent dentition • Identify the molars of the primary and permanent dentition 6. Discuss the five surfaces of a tooth. 7. Describe the anatomical features of the teeth. • Identify the convex and concave of a tooth surface • Describe the importance of the contact area of a mesial and distal surface of a tooth • Identify the height of contour of a surface of a tooth • Define an embrasure 8. Explain the concepts of angles and division of teeth. • Locate a line angle and point angle of a tooth • Locate the three divisions of a crown of a tooth 9. Discuss the difference between occlusion and malocclusion of teeth. • Describe the basis for Angle's classification and its three classifications 10. Explain how the dental arch can remain stable and efficient. • Explain closure of the jaws • Describe the curve of Spee • Explain which arch the curve of Wilson is viewed 11. Explain why there is a numbering system for teeth. • Label the primary and permanent teeth in the universal numbering system • Label the primary and permanent teeth in the ISO numbering system • Label the primary and permanent teeth in the Palmer Notation system	Workbook handout pages: • Short-answer Questions, Question 1 – 6 • Fill-in-the-blank statements, Questions 1 – 18 • Multiple-Choice Questions, Questions 1 – 17 • Labeling Exercises, Questions 1 – 2
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Week 9 Objective 6	Overview of Common General Dentistry Procedures Class Activities • Compare the 12 Specialties in dentistry • In small groups, categorize dental procedures into preventive, restorative, cosmetic and surgical • Review tooth numbering systems, tooth identification, form and function Overview of Common Dental Procedures in General Dentistry 1. Define the 12 dental specialties in dentistry 2. Define and categorize common dental procedures, such as preventive, restorative, cosmetic and surgical. 3. Recognize time estimates for different dental procedures, considering variations based on complexity and patient factors.	Read handout on BB LMS. Assignment: Use the internet to create a list of the 12 dental specialties in the U.S. To be considered a specialist in dentistry requires additional education. Bring to class for an activity.
Week 10 Objective 1, 3, 5	Class Activities: • Compare what information is on patient registration form and health history form • Clinical chart activities • Review tooth numbering systems, tooth identification, form and function • Review common dental procedures Ch. 7 Working with Dental Office Documents 1. Define the key terms in this chapter. 2. Discuss the records management system in a dental office and identify the various categories of records that are maintained in a dental office. 3. Discuss the importance of the Health Insurance Portability and Accountability Act (HIPAA). 4. Discuss the importance of maintaining accurate clinical records and list the components of a clinical record.	Unit Test Ch. 11 and Dental Procedures Read Chapter 7 & Review PPT Ch. 7 Answer: • Learning Activities Questions 1 in text book • Workbook Critical Thinking Activities 1 Review: Chapter 7 Practice Quiz on Evolve Student Online Resources

	5. Discuss patient registration and the health history form, as well as discuss how an independent dental hygiene practice can work with patients and their families. 6. Describe all components of the clinical chart. 7. Describe how to enter data on a clinical chart and discuss the various types of clinical data entries. 8. Understand tooth nomenclature, tooth-numbering systems, and tooth surfaces. 9. Explain the use of symbols and abbreviations in clinical records. 10. Describe methods of records retention and transfer. 11. Identify the various types of employee records and the OSHA records that may be included for each employee.	Graded Assignment: The instructor will assign you a state. You will research what the minimum retention period is for a patient's dental record to be retained according to the statute of limitations within that state. Bring your work to class for an activity. Upload to BB. Grading Rubric located on BB LMS.
Week 11 Objective 1, 3	Class Activities: • Compare minimum retention periods for patient dental records for different states • Groups will explore various filing systems and summarize to present to the class • Groups will list the supplies and workspace necessary to house both electronic and paper records. List pros and cons for each type of system and conclude which system is more efficient. • Review tooth numbering systems, tooth identification, form and function • Review common dental procedures Ch. 8 Business Record Storage 1. Define the key terms in this chapter. 2. Discuss the importance of records management, both paper and electronic, and the benefit of keeping dental practice records readily available 3. Describe the basic steps for preparing records for filing and the importance of retrieval and retention. 4. Discuss the various classifications of filing systems, including the basic alphabetical indexing rules.	Read Chapter 8 & Review Ch. 8 PPT Answer: • Workbook questions 1 – 7 • Workbook Critical Thinking Activities 1 & 2 Review: Chapter Practice Quiz

	5. Discuss the storage and care of electronic files. 6. Discuss the equipment and storage supplies necessary for both the paperless and paper storage of files. 7. Discuss the importance of managing workstation records effectively and list several tips for successful records management.	
Week 12 Objective 3	Class Activities • Review, edit and correct dental practice letters • Review professional emails, discuss if they are professional or not and how to correct them, if not professional • Review tooth numbering systems, tooth identification, form and function • Review common dental procedures Ch. 9 Written Communications 1. Define the key terms in this chapter. 2. Describe the various types of written communication in a dental office. 3. Select stationery supplies. 4. Identify the characteristics of an effective letter. 5. Identify the parts of a business letter. 6. Review rules of punctuation and capitalization. 7. Discuss ways of entering telephone numbers in a letter. 8. Describe the basic steps for preparing effective written communication and how to prepare the envelope for outgoing mail. 9. Explain the use of e-mail in the dental office, including the importance of applying common business etiquette when using e-mail. 10. Describe the use of text messaging in the dental office. 11. Observe ethical and legal obligations in other types of written communication routinely prepared by the administrative assistant. 12. Discuss managing office mail. 13. Identify the classifications of mail and special mail services. 14. Discuss the process for packaging laboratory cases. 15. Explain the procedure for processing incoming mail. 16. Discuss how to manage mail in the dentist's absence.	Unit Test Ch. 7, 8 Read Chapter 9 & Review Ch. 9 PPT Answer: • Learning Activities Questions 1 - 10 in text book • Workbook questions 1 – 40 • Workbook Critical Thinking Activities 1 & 2 • Workbook Internet Assignment question 1 Graded Assignment: Create a post on BB Discussion regarding risks associated with the use of electronic devices within a healthcare setting. How can these risks be minimized? Post. Then respond to at least two classmates' posts. Grading rubric located on BB LMS. Review: Chapter Practice Quiz Ch. 9 on Evolve Online Student Resources

Week 13 Objective 3	Class Activities • Practice simulated phone conversations • Review tooth numbering systems, tooth identification, form and function • Review common dental procedures Ch. 10 Telecommunications 1. Define the key terms in this chapter. 2. Discuss the application of electronic communications and telecommunications in a dental office. 3. Explain the special features of telephone equipment and services. 4. Describe various types of communication systems commonly used by the dental team. 5. Develop effective telephone etiquette to use in a dental office. 6. Discuss the components of a speaking voice. 7. Discuss how to achieve a good telephone personality. 8. Describe the best way to manage incoming and outgoing calls encountered in the dental office. 9. Describe how to record phone messages correctly. 10. Discuss etiquette involving personal calls, cell phones, and social media. 11. Describe how search engine optimization (SEO) relates to marketing a dental office.	Read Chapter 10 & Review Ch. 10 PPT Answer: • Learning Activities Questions 1 – 6 in text book • Workbook questions 1 – 17 • Workbook Critical Thinking Activities 1- 5 Graded Assignment: Pretend you are a new patient looking for a dental home. Look up a website of a dental practice in any state except North Dakota or Montana. -List the things that you liked about this website. -Were there any areas you thought could be improved? Why? -Were your questions answered or was there a link to ask for more information, e.g., does this practice accept your dental insurance or does this practice offer dental whitening? -After your research, would you make an appointment here? -Without listing the name of the dental practice, write up what you found. Submit on BB. Grading rubric located on BB LMS. Review:
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		Chapter 10 Practice Quiz on Evolve Online Student Resources
Week 14 Objective 7	Class Activities - Design an inventory system for expendable supplies. Ch. 12 Inventory Systems and Supply Ordering - Define the key terms in this chapter. - Identify the three basic categories of dental supplies and discuss how to select supplies. - Design an inventory system using both capital equipment and expendable and nonexpendable supplies. - Discuss automated inventory systems. - Discuss manual inventory systems. - Describe how to maintain the inventory system, including how to identify reorder points and how to determine supply quantity - Describe techniques for receiving supplies and receiving credit. - Discuss back-ordered supplies, purchase orders, and storage of supplies. - Evaluate a dental office inventory.	Unit Test Ch. 9, 10 Read Chapter 12 Answer: - Workbook questions 1 – 13 - Workbook Critical Thinking Activities 1, 2, & 3 Graded Assignment: You have just been assigned the position of inventory control dental assistant in your dental practice. You and your co-workers haven't been happy with the quality of many of the products that have been ordered in the past. - List some companies that sell dental products and supplies. - How will you go about finding and ordering new products? - List ways you hear about new dental products or supplies? Submit to BB. Grading rubric located on BB LMS. Review:

		Chapter 12 Practice Quiz on Evolve Online Student Resources
Week 15 Objectives 1 - 7	Class Review for Final Exam	
Week 16	Comprehensive Final Exam- includes Ch. 12	Final Exam