Selective-Elective Program

COURSE#: REST9910
[ X ] SELECTIVE
[ ] ELECTIVE
TRIMESTER: Fall (1st Eight Weeks)

DEPARTMENT: Restorative Dentistry
COURSE TITLE: The Way It Really Is

MAIN PURPOSE OF THIS COURSE:
To introduce the student to basic principles of practice management, patient and staff communication, consultation/fee presentation and understanding behaviorally one’s self along with the patient.

COURSE CONTENT:
1. A “bit” of Pankey philosophy
2. Communication skills
3. Fee development; presentation and rationales
4. Insurance discussion – assignment of benefit, predetermination, how to, yes, no
5. Methods of treatment deliver – conventional as opposed to HMO’s IPA, PPO, etc.
6. Development of a professional and personal philosophy
7. Initial office planning

OBJECTIVES OF COURSE:
To initiate student thinking relative to:
1. Developing a practice management philosophy
2. Developing a personal philosophy for living
3. Earning a living performing dentistry and enjoying it

EVALUATION OF STUDENTS:
Pass/Fail

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PROGRAM DESCRIPTION

Number of students: Unlimited
Day/Time: Thursday-9:00-10:00 am
Number of weeks of Program: 8
Number of hours of Program: Didactic 8
TOTAL: 8
COURSE DIRECTOR(s): Dr. Daniel Chertoff
LECTURE SCHEDULE SUMMARY

1. A Bit of Pankey Philosophy
   A. Pankey cross of life
   B. Pankey dental cross
   D. Associated dental cartoons over the past thirty years – and what they teach us.

2. Communication Skills
   A. The telephone – it's significance
      1. A fantastic marketing tool
      2. Telephone skills – how to
      3. The initial phone call, information needed, why and now utilized
   B. Mail-outs
      1. New patient “welcoming letter”
      2. New patient insurance policy letter
      3. Appointment cards
      4. Thank you greeting cards to dental missionaries of record
      5. A recall system that works – how to, a sixteen year review
   C. The Appointment Book – The “Queen” of the Practice
      1. Skeletonizing
      2. Buffer time, emergency time
      3. Productivity to profitability
      4. Appointment making techniques
      5. Coordinating hygiene and doctor appointments
      6. Types of appointment books

3. Fee Development

4. The Consultation (Treatment Conference) Appointment