

Is your dental practice  
thriving in **today's**  
economic climate?



**Faculty of Dentistry**  
The University of Hong Kong

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*Short Course in Dental Practice Management:*

# The Business of Dental Practice

**An intensive one-day workshop on  
making money ethically**

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Friday, 6 May 2011

*Details overleaf, and at:* <http://facdent.hku.hk/cde>



Short Course in Dental Practice Management:

# The Business of Dental Practice

An intensive one-day workshop on making money ethically

## Overview

The dental profession continues to face difficult times. Many dentists are saying that they are struggling to maintain their previous levels of income. This intensive workshop explores the critical elements that combine to create a successful patient-centred, aesthetic dentistry-based practice. There is no one magic bullet that can make this happen. Success is achieved through having a well-considered and heart-felt vision plus a mixture of passion and attention-to-detail that turns that vision into reality. Profit is merely a by-product of that success.

## Programme

8.30 - 9.00	Registration
9.00 - 10.15	Practising dentistry in the current business environment <ul style="list-style-type: none"><li>• <i>Entrepreneurship in a competitive business environment</i></li><li>• <i>Understanding the drivers of business success and failure</i></li><li>• <i>The importance of core values</i></li></ul>
10.15 - 11.00	Refreshment break
11.00 - 12.15	Service design <ul style="list-style-type: none"><li>• <i>What business are you in?</i></li><li>• <i>Who are your customers, what do they want and how do they evaluate you and your practice?</i></li><li>• <i>Dealing with dissatisfaction</i></li></ul>
12.15 - 1.00	Team leadership <ul style="list-style-type: none"><li>• <i>Understanding your leadership style</i></li><li>• <i>Why would anyone be led by you?</i></li><li>• <i>Motivating staff</i></li></ul>
1.00 - 2.00	Lunch
2.00 - 3.15	Marketing Dentistry I <ul style="list-style-type: none"><li>• <i>What is marketing?</i></li><li>• <i>Is it ethical?</i></li><li>• <i>Financial management in dental practice</i></li></ul>
3.15 - 3.45	Refreshment break
3.45 - 5.00	Marketing Dentistry II <ul style="list-style-type: none"><li>• <i>Ethical selling strategies</i></li><li>• <i>Offering solutions to your patients' problems</i></li></ul>

### Date

One full-day:  
Friday, 6 May 2011.

### Venue

Prince Philip Dental Hospital,  
34 Hospital Road, Hong Kong.

### For

Dentists, hygienists, dental technicians, dental surgery assistants, practice managers, and front-desk staff.

### Fee

HK\$1,200 per person.  
10% off for 2010/11 Season Ticket Holders.

### CDE credit

DCHK/CDSHK accreditation for this course is 5 credits.

### For more details and to apply

E-mail Dr Philip Newsome at [newsome@hkucc.hku.hk](mailto:newsome@hkucc.hku.hk)

Or visit

<http://facdent.hku.hk/cde>  
and click on:  
"Comprehensive Dental Care Module"

## Course organiser

Dr Philip Newsome, PhD, MBA, BChD (Hons), FDS RCS (Ed), MRD RCS (Ed)  
Associate Professor, Comprehensive Dental Care, Faculty of Dentistry, The University of Hong Kong

Dr Philip Newsome graduated with Honours from Leeds University Dental School in 1976. After 5 years in general practice, he returned to Leeds as a Lecturer in Conservative Dentistry. In 1986, he left the UK to take up a position at the Faculty of Dentistry at The University of Hong Kong, where he is currently an Associate Professor. He holds the Fellowship in Dental Surgery and Membership in Restorative Dentistry from the Royal College of Surgeons of Edinburgh as well as an MBA, with Distinction, from the University of Warwick Business School, and a PhD from The University of Bradford Management Centre. He is on the Specialist Prosthodontist Registers of both Hong Kong and the UK. Dr Newsome is particularly interested in the factors that underlie success in dental practice and has published and lectured widely on this subject. He is on the Editorial Boards of *Aesthetic Dentistry Today* and *Private Dentistry*, and has written a number of textbooks, including *The Patient-Centred Practice*, and (co-authored with Chris Barrow) *Profitable Dental Practice*; his most recent book is *Helping Patients to Say Yes. Ethical Selling for the Dental Team*, co-written with Ashley Latter.



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