



## Basics of management and marketing in dental practice

<b>1. IMPRINT</b>	
<b>Academic Year</b>	2023/2024
<b>Department</b>	Faculty of Medicine and Dentistry
<b>Field of study</b>	English Dentistry Division
<b>Main scientific discipline</b>	Medical sciences
<b>Study Profile</b>	General academic
<b>Level of studies</b>	Uniform MSc
<b>Form of studies</b>	Full-time program
<b>Type of module / course</b>	Obligatory
<b>Form of verification of learning outcomes</b>	Completion
<b>Educational Unit / Educational Units</b>	Department of Social Medicine and Public Health Oczki 3 st, 02-007 Warszawa, phone: 22 621 52 56 e-mail: msizp@wum.edu.pl
<b>Head of Educational Unit / Heads of Educational Units</b>	Prof. dr hab. n. med. Aneta Nitsch-Osuch

<b>Course coordinator</b>	Prof. dr hab. n. med. Aneta Nitsch-Osuch; anitsch@wum.edu.pl
<b>Person responsible for syllabus</b>	Magdalena Bogdan; mbogdan@wum.edu.pl
<b>Teachers</b>	Dr n. ekon. Magdalena Bogdan; mbogdan@wum.edu.pl

## 2. BASIC INFORMATION

<b>Year and semester of studies</b>	5 <sup>th</sup> year, 10 <sup>th</sup> semester	<b>Number of ECTS credits</b>	1.00
<b>FORMS OF CLASSES</b>		<b>Number of hours</b>	<b>ECTS credits calculation</b>
<b>Contacting hours with academic teacher</b>			
Lecture (L)		4	0.15
Seminar (S)		8	0.30
Discussions (D)			
e-learning (e-L)			
Practical classes (PC)		4	0.15
Work placement (WP)			
<b>Unassisted student's work</b>			
Preparation for classes and completions		14	0.4

## 3. COURSE OBJECTIVES

O1	To gain the knowledge of marketing and management basics in dentistry office.
O2	To prepare graduates of the English Dentistry Division to conduct medical activities in the forms prescribed by law.

#### 4. STANDARDS OF LEARNING – DETAILED DESCRIPTION OF EFFECTS OF LEARNING

Code and number of effect of learning in accordance with standards of learning	Effects in time
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##### Knowledge – Graduate\* knows and understands:

G.W10.	principles of operation, management, and computerization of healthcare entities and other public health institutions
G.W12.	principles of negotiation and agreements for the provision of healthcare services in the public and private sectors
G.W25.	legal basis for communication in medicine
G.W29.	legal regulations concerning the provision of healthcare services
G.W30.	basic obligations of an employee and an employer

##### Skills– Graduate\* is able to:

G.U9.	prepare competitive bids related to providing healthcare services
G.U10.	organise and run a dental office
G.U11.	work in a team and lead a team in a dental office
G.U15.	provide patients with necessary information regarding oral health promotion
G.U22.	act under conditions of uncertainty and stress

\* In appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019 „graduate”, not student is mentioned.

#### 5. ADDITIONAL EFFECTS OF LEARNING

Number of effect of learning	Effects of learning i time
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##### Knowledge – Graduate knows and understands:

K1	-
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##### Skills– Graduate is able to:

S1	-
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**Social Competencies – Graduate is ready for:**

SC1	-
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<b>6. CLASSES</b>		
<b>Form of class</b>	<b>Class contents</b>	<b>Effects of Learning</b>
Lectures	L1*– Lecture 1 – Fundamentals of the theory of organization and management in a healthcare institution, including the conditions of a dental office. Analysis of materials posted on the e-learning platform WUM	G.W10., G.W12., G.W29., G.W30.
Seminars	S1* –Seminar 1 – Fundamentals of marketing and social communication theory in health care – features of social marketing and differences from commercial marketing, logic model of social intervention, principles of social communication in health care	G.W10., G.W25., G.W29., G.W30., G.U9., G.U10.
	S2 *–Seminar 2 – Management in a dental office - part 1. Fundamentals of strategic and operational management, quality of services, and use of innovative information technology (IT) tools in dental management.	G.W10., G.W25., G.W29., G.W30., G.U9.,G.U15., G.U22.
	S3* –Seminar 3 – Management in a dental office - part 2. Basic medical communication issues, including negotiation methods and techniques for working with conflict patients.	G.W10., G.W25., G.W29., G.W30., G.U9., G.U15., G.U22.
	S4* –Seminar 4 – Seminarium 4 – Presentation of the results of marketing strategies for the functioning of the health care institution, including the conditions of a dental office, and group discussion	G.W10., G.W25., G.W29., G.W.30., G.U9.,G.U15., G.U22.
	PC1*– Practical Class 1 – Marketing strategies in terms of functioning medical entity, taking into account the conditions of the office dental. Carrying out group workname them and discuss in terms of the arcana of medical art	G.W10., G.U10., G.U11.
Practical classes		
<b>7. LITERATURE</b>		
<b>Obligatory</b>		
<ol style="list-style-type: none"> <li>1. Bercovitz E. Essentials of the health care marketing. 3rd edition.</li> <li>2. Feldstein P. Health care economics. 3rd edition.</li> <li>3. Swayne L.E., Duncan W.J., Ginter P.M., Strategic Management of Health Care Organizations. 6th edition. Wynbrandt J.: <i>The Excruciating History of Dentistry. Toothsome Tales &amp; Oral Oddities from Babylon to Braces</i>, St. Martin's Griffin, New York 2000.</li> </ol>		
<b>Supplementary</b>		
Getzen, T., Health Economics: Fundamentals and Flow of Funds, John Wiley & Sons, Inc., 1997.		

## 8. VERIFYING THE EFFECT OF LEARNING

Code of the course effect of learning	Ways of verifying the effect of learning	Completion criterion
G.W10., G.W25., G.W29., G.W30.	Active participation in online lectures.	Completing lectures through get acquainted with them at e-learning platform, knowledge of lecture content will be verified within seminar discussion
G.W10., G.U10., G.U11.	Active participation in seminars and preparing a presentation.	Preparation and presentation of a project in the form of a marketing strategy for a dental office.
G.W10., G.W25., G.W29., G.W30., G.U15., G.U9., G.U22	Active participation in seminars and preparing a presentation. The course ends without a grade (only receiving credit) and will be verified on the basis of: <ul style="list-style-type: none"> <li>• active participation in lectures, seminars, and practical classes evaluated by the teacher,</li> <li>• finishing the practical tasks assigned by the teacher in frame of seminars,</li> <li>• preparation of a project in the form of a marketing strategy for a dental office, in frame of practical classes.</li> </ul>	

## 9. ADDITIONAL INFORMATION

1. Lectures and available educational materials present the most important information on the theory and practice of public health.
2. The person responsible for teaching in a given year: Magdalena Bogdan, PhD; email: mbogdan@wum.edu.pl Information about the duty hours and the class rules are available in the unit.
3. The Student Scientific Society of Healthcare Management run by the Department of Social Medicine and Public Health of the Medical University of Warsaw is supervised by Magdalena Bogdan, PhD; mbogdan@wm.edu.pl). Information about The Student Scientific Societies is available on the Department's website: <https://msizp.wum.edu.pl/>

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### ATTENTION

The final 10 minutes of the last class in the block/semester/year should be allocated to students'  
Survey of Evaluation of Classes and Academic Teachers