COMMON COURSE OUTLINE: Course discipline/number/title: DA 1215: Dental Practice Management

A. CATALOG DESCRIPTION
1. Credits: 2
2. Hours/Week: 1 hour lecture, 2 hour lab
3. Prerequisites (Course discipline/number): DA Program Admission
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course focuses on developing skills as a dental business assistant. Topics included are: reception skills, business letter writing, telephone techniques, bookkeeping/accounting procedures, banking procedures, dental insurance, preventive recall programs, appointment scheduling, inventory control and management, general office procedures, and dental computer applications. This course also focuses on employment seeking skills to include preparation of resumes, job application letters, job application form, and follow-up letters and preparing for an employment interview.

B. DATE LAST REVISED (Month, year): April, 2012

C. OUTLINE OF MAJOR CONTENT AREAS:
PART 1: Dental Business Assistant Skills
1. Dentistry as a Business
   a) Management Styles
   b) Goals and Objectives
   c) Dental Practice Philosophy
   d) Business Office Etiquette
2. Dental Team Management
   a) Office Manager/Business Assistant
   b) Duties
   c) Characteristics
   d) Staff Communications
   e) Team Productivity
   f) Time Management
   g) Office Procedure Manual
   h) Personnel Policy
   i) Staff Meetings
3. Patient Management
   a) Barriers to Communication
   b) Reception Room Communication
   c) Office Policy
   d) Marketing Techniques
   e) Patient Rights
4. The Electric Business Office
   a) Electronic Equipment
   b) Computer Operations
5. Office Design
   a) Ergonomics
   b) Americans with Disabilities Act
   c) Reception Room Design
   d) Business Office Design
6. Dental Office Documents
   a) Types of Dental Records
      i. Active and Inactive
      ii. Clinical Records
      iii. Financial Records
      iv. OSHA Records
      v. Employee Records
      vi. Transfer and Retention of Records
C. OUTLINE OF MAJOR CONTENT AREAS: Continued...

b) Health Insurance Portability and Accountability Act
   i. Compliance
   ii. Protected Health Information
   iii. Patient Confidentiality
   iv. Enforcement

7. Business Record Storage
   a) Filing Systems
      i. Indexing
      ii. Storage
      iii. Supplies
      iv. Records Management

8. Written Communications
   a) Types of Letters
      i. Referral
      ii. Letter of Appreciation
      iii. Congratulatory
      iv. Newsletter
   b) Effective Letter Characteristics
   c) Mail
      i. Classifications
      ii. Services
      iii. Laboratory Case Packaging
   d) Business Letter Writing
      i. Parts of a Business Letter
      ii. Punctuation Styles
      iii. Addressing Envelopes
      iv. Folding Letters
      v. Develop a Business Letter

9. Patient Communications
   a) Trust Building
   b) Effective Communication Techniques
   c) Patient Situations
      i. Nervous Patient
      ii. Talkative Patient
      iii. Angry Patient
      iv. Difficult Patient
      v. Child Patient
      vi. Elderly Patient

10. Telecommunications
    a) Types
    b) Features
    c) Managing Telephone Calls
       i. Guidelines
       ii. Incoming Calls
       iii. Outgoing Calls
       iv. Managing Special Situations
          1. Appointment Scheduling
          2. Questions Regarding Account Statements
          3. Request to Speak to the Doctor
          4. Emergencies
          5. Quote of Fees
          6. Complaint Calls
          7. On Hold

11. Appointment Management Systems
    a) Appointment Books
i. Styles
ii. Matrix
iii. Factors to Consider in Appointment Scheduling
iv. Appointment Book Symbols
v. Daily Schedule
vi. Expanded Function Scheduling

12. Inventory Systems and Supply Ordering
   a) Types of Dental Supplies
   b) Inventory Systems
   c) Factors that Determine Supply Quantity
   d) Receiving Supplies
   e) Storage of Supplies
      i. Material Safety Data Sheets

13. Recall Systems
   a) Types
   b) Developing a Recall System

14. Dental Insurance
   a) Parties Involved
   b) Types
   c) Terminology
   d) Fraud
   e) Insurance Form Completion

15. Bookkeeping Systems-Accounts Receivable
   a) Systems
   b) Payment and Credit Policies
   c) Credit Bureau
   d) Collection Agency
   e) Collection Letters

16. Other Financial Systems
   a) Checks
      i. Types
      ii. Deposits
   b) Monthly Expense Sheet
   c) Yearly Summary
   d) Payroll Records
   e) W-2 Forms

17. Infection Control Systems
   a) Disease Transmission
   b) Infection Control Procedures
   c) Regulatory Agencies
   d) OSHA Records

PART II: Employment Strategies
1. Employment Objective
   a) Employment Search Techniques
   b) Personal Skills Inventory
   c) Determine Employment Objective

2. Preparing Resumes and Application /Cover Letters
   a) Resumes
      i. Purpose
      ii. Content
      iii. Styles
      iv. Layout
      v. Paper
   b) Application/Cover Letters
      i. Purpose
      ii. Types
iii. Content
   c) Job Application Forms
      i. Guidelines
      ii. Errors
3. Employment Interviews
   a) Interview Preparation
      i. Appearance
      ii. Body Language
      iii. Presentation
   b) Interview Follow-up
      i. Follow-up Letter
4. Job Negotiations and Acceptance

PART III: Dental Computer Applications
1. Introduction to the Computer
2. Entering Account (Guarantor) Information
3. Entering Patient Information to Accounts
4. Insurance
5. Appointment Scheduling/Tracking Patients
6. Transactions
7. Letters
8. Patient Recall
9. Walkout Statements/Routing Statements
10. Treatment Plans
11. Charting

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Describe dental management styles.
2. Describe effective dental team management styles.
3. Describe dental marketing strategies.
4. Describe dental computer applications.
5. Describe effective dental office design/equipment.
6. Demonstrate effective dental records management.
7. Describe effective dental records principles.
8. Describe dental record filing.
11. Process incoming/outgoing mail.
12. List the components of a business letter.
13. Prepare a referral letter.
14. Demonstrate effective patient communication.
15. Describe dental appointment management systems.
16. Demonstrate effective appointment management systems.
17. Describe effective telephone techniques.
18. Demonstrate effective telephone techniques.
19. Explain inventory supply systems.
20. Describe dental recall systems.
21. Define dental insurance terms
23. Prepare dental insurance forms.
24. Describe dental accounts receivable bookkeeping.
25. Describe dental accounts payable bookkeeping.
27. Explain employee record keeping.
29. Prepare hazard communication documents.
30. Describe dental assisting marketing strategies.

D. LEARNING OUTCOMES (GENERAL): The student will be able to: Continued...
31. Demonstrate professional employee traits.
32. Assemble personal inventory.
33. Identify resume content.
34. Prepare personal resume.
35. Prepare employment application/cover letter.
36. Prepare employment application form.
37. Develop interviewing skills.
38. Apply interview follow-up techniques.
39. Define basic computer terms.
40. Perform initial computer set-up.
41. Enter data into computer.
42. Enter dental patient account information into computer.
43. Enter transactions into computer.
44. Perform appointment scheduling using the computer.
45. Track patients in and out of the dental office using the computer.
46. Process dental insurance using computer software.
47. Post payments on computer accounts.
48. Perform patient recall operations using computer software.
49. Prepare patient treatment forms using computer software.
50. Prepare walkout statements using computer software.
51. Prepare patient letters using computer software.
52. Perform charting operations using computer software.

E. **LEARNING OUTCOMES (MNTC):** NA

F. **METHODS FOR EVALUATION OF STUDENT LEARNING:**
   1. Weekly written quizzes
   2. Written Assignments
      a) Business letter
      b) Dental Assisting Employment Ads
      c) Personal Skill Inventory
      d) Assessing Your Employment Objective
      e) Employment Data Fact Inventory
      f) Application Letters
      g) Final Application Letter
      h) Resume
      i) Final Resume
      j) Interview Probe Question Responses
   3. Workbook assignments
   4. Skill Sheet Evaluation
      a) Telephone Techniques
      b) Patient Communication
   5. Dental Computer Application
   6. Interview Experience
   7. Final Exam

G. **RCTC CORE OUTCOME(S) ADDRESSED:**
   ☑ Communication
   ☑ Critical Thinking
   ☑ Global Awareness/Diversity
   ☑ Civic Responsibility
   ☑ Personal/Professional Accountability
   ☑ Aesthetic Response

H. **SPECIAL INFORMATION (if any):** None