

## Training suitability

This qualification is suited to applicants who are responsible for the operational management of a dental practice, and working under the guidance of a practice manager or principal. It is targeted towards a range of dental-based practice-types, for example general dental, dental specialists, orthodontists and government dental practices.

This qualification addresses the daily operations of a practice with a strong focus on customer service and supporting client/patient needs complemented by an understanding of risk management and compliance.

## Skill outcomes

On successful completion of this course, students will have the skills to:

- understand personal skills and where you fit into the workplace
- assess the role that risk management plays in a 21st century practice
- recruit new staff and manage a diverse team of people to achieve the best results for the practice
- understand the financial aspects of the practice as a business, especially the information conveyed in financial statements
- apply basic marketing techniques to attract new patients
- analyse client/patient needs and develop strategies to improve services in response to change
- implement operational plans to meet the practice's vision and goals
- apply a continuous process of review and improvements across all aspects of the practice

## Available to

- Individual students
- Blended delivery: workshops and self-paced learning

**Length** 18 months

**Entry reqs.** No special requirements

## Assessment

A combination of knowledge questions, work-related tasks and evidence portfolio, or RPL

## Learning Pathways

Available to higher awards

For details of optional extras and eligible membership please refer to our website [www.unep.edu.au](http://www.unep.edu.au)

## Study period and workload

The estimated time to complete the course is 15 hours per week over a 12 month study period comprising on-the-job learning, workplace practice, self-directed study and assessment preparation. This estimate is based on AQF guidelines and will vary according to student experience and current practice.

## Competencies

Students must complete 10 units of competency:

- Identify risk and apply risk management processes (BSBRSK401)
- Organise and monitor the operation of compliance management system (BSBCOM401)
- Support the recruitment, selection and induction of staff (BSBHRM405)
- Coordinate implementation of customer service strategies (BSBCUS401)
- Implement customer service standards (BSBCUS403)
- Undertake marketing activities (BSBMKG414)
- Report on financial activity (BSBFIA402)
- Implement operational plan (BSBMGT402)
- Implement continuous improvement (BSBMGT403)
- Implement and monitor WHS policies, procedures and programs to meet legislation (BSBWHS401)

## Module descriptions

### Taking control of your career

Following an introduction to the certificate course, this module focuses on understanding your own work style and skills and how these fit into the business of the practice.

### WHS, risk and compliance

Practices have to deal not only with the issues of medico-legal risk but increasingly with business risk. This module provides an overview of risk management and the tools available. Compliance with government and professional body regulation is now a routine part of professional practice. The module also introduces many techniques to help your practice in this vital area.

### Supporting staff recruitment

Recruiting the right people for the job, ensuring they know what to do and then helping them achieve their best in your team is what will drive your practice forward. Learn what you need to do to attract and retain your key people.

### Customer service and marketing

In professional practice it is important to understand patient needs, appreciate how the marketing effort can be used to meet these needs and then put in place systems to monitor and improve on service levels.

### Business management systems and operations

The final module brings together aspects of financial reporting, operational management and implementation of plans with a focus on continuous improvement. The links between people, good practice and planning are explored.



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