

Universitatea de Vară - Managementul Cabinetului Dentar

Dezvoltare strategică inovativă

Stimularea transferului rezultatelor cercetărilor științifice naționale și internaționale în practica de medicină dentară

Entrepreneur and dentist in the 21st century

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A dental practice is a dental service provider, a business, and not least, a brand. The main dental service providers on the market are medico-dental practices. Health care services provided by the medical team represent the offer, and the demand is the need for health care of patients of a particular dental practice. Dental practices facilitate the patients' access to the health care service system. Patient needs for health care can be met in these units or, depending on the case, patients must be referred to other specialized units, such as the Clinic of Cranio-Maxillofacial Surgery. Medico-dental practices provide prophylactic or curative health care services. As a medico-dental health care provider, a dental practice's main objective is to improve the patients' oral health status.

In order for a medico-dental practice to provide health care services, it should earn an income and implicitly, make a profit; so, the dental practice must be a profitable business. Otherwise, medico-dental services are not sustainable. Health care services should combine with the management and marketing of the practice. How can this be done? By creating a brand of the medico-dental practice, which is sold and bought. Thus, the owner of a medico-dental practice must create a brand that sells on the market of medico-dental care products.

A study conducted as part of the POSDRU project no. 55651/2010 showed that more than 95% of dentists carry out their dental work in private settings. Carrying out their work in a private setting, dentists must combine medical knowledge with management and marketing knowledge, but unfortunately more

than 90% of dentists recognize that they have serious deficiencies regarding management knowledge. Among all dentists included in the study within the above mentioned project, 92% of the respondents believe that universities should offer more management courses. A proportion of 50% of the respondents consider that it would be useful for medico-dental practices to be run by a different person than the dentist, who must be trained in management.

The current study is intended both for 5th year students and young graduates who are out on the labour market. This presentation offers guidance to young dentists in mastering management techniques in order to obtain the desired dental practice.

Rock'n Roll in Dentistry

Cătălin Dimir – manager and dentist at Dental Socolov

The presentation called “Rock 'n Roll in Dentistry” will show a different, modern, unconventional and more pragmatic perspective. Every day in a dental clinic it is required to take decisions: some are good, some are bad. The aim of this presentation is to guide the participants into taking the right decisions necessary in the dental office.

Whether an experienced generalist or a passionate specialist, everyone present at this Summer School shares the same desire for continuous improvement and professional achievement. The topics presented in this presentation are:

How to promote/sell premium treatments?

Dental practice management?
 The most efficient protocol in discussing treatment costs?
 How to keep your patients?
 Business ethics.
 Dental practice employees, motivation and loyalty. How?
 Promoting your work.
 Objectives.
 Conclusions:
 The topics found in this presentation are not highly accessible to students but still, Dr Dimir Catalin did some meticulous research in order to hold an objective presentation in dentistry. Dr. Dimir Catalin will share with the participants the knowledge gained from his experience in the private practice in order to transfer it towards the academic field and encourage the collaboration between them.

Rethinking Europe's Worlds of Dental Health: Inequality, Insurance Schemes and Private Dental Practice

Cornel Ban - Assistant Professor of International Relations and Co-Director of the Global Economic Governance Initiative

Europeans access to safety nets, including healthcare, is structured by different welfare state regimes. Most scholars agree that Scandinavia's welfare systems deliver the best coverage and outcome, with Iberia, the Baltics and South-Eastern Europe posting the opposite results. In between these extremes one liberal (Anglo-Irish) and hybrid models. Is this the case in the area of access to dental health? The evidence suggests that it is not and rather than neat patterns we are dealing with a mosaic of outcomes. Indeed, while in general more public commitment to universal access delivers better outcomes, inequalities persist across Europe's varieties of dental healthcare, with the decline of access via public systems putting pressure on dental private practitioners. The presentation suggests that this situation begs for a renewed public commitment to universal access, an outcome that invites some fresh thinking about how management in the area of private dental health provision should think about market share.

Cornel Ban teaches European political economy at Boston University, where he also serves as co-director of the Global Economic Governance Initiative, an academic think-tank. He published extensively on fiscal policy, national competitiveness and social security systems in Europe and Latin America. His latest book deals with the transformation of Spanish and Romanian economies and was just released by Oxford University Press. Currently he is completing a book manuscript on the management of the European sovereign debt crisis that was funded by the European Commission Horizon 2020 research program.

Dental office management: dentist versus assistant

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Who is the manager of your dental office? The dentist, the nurse, the accountant? Management means administration and administrator means management.

Most offices in the country are organized around a doctor who works in a dental chair office with an assistant. This article will refer in particular to this situation. What is the assistant job tasks? Chair side assistance, preparation of all instruments and materials, track inventory and supplies, treatments evidence and patients' management, secretarial tasks and reception activities. Assisting the dentist involves knowledge of therapeutic protocols: materials, instruments, treatments steps and ergonomics, therapeutic facts, communication in the medical team.

Preparing instruments requires knowledge protocols for disinfection, washing, drying, packaging, sterilization, storage, transport, optimization, maintenance, management, replacement, tracking records, archiving etc.

Inventory and supply evidence requires familiarity with specific activities such as counting and grading system for all instruments and materials in the cabinet, checking their completion of orders storage organization, receiving materials, needs analysis, etc. Patient Records: fill in the patients' files, informed consents, letters of reference, medical responses.

Secretarial and reception: reception, recording and paying invoices, received and made phone calls, emails and correspondence management, meet patients, reminders etc.

How do we train our assistants? We offer several ways that should coexist and become habits for both dentists and nurse: theoretical courses, training, hands-on sites, presentations within the team, individual reading, testing, periodic evaluations Perspectives for professional development of dental assistants. If we analyze their activities, is not hard to notice that almost all are management activities: assisting the dentist is also a management activity, manage a working protocol, a lot of materials and instruments, patients and dentists habits. Nurse should mix activities from several professional areas: healthcare, accounting, secretarial, logistics. It is assistant job to do in a right way all these tasks and our duty to know how to train and appreciate.

The role of a Dental Manager

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Dentistry is a health profession that has a dual purpose: to provide Oro-dental health services to the population and to make profit as a small business. The structure of a dental office should reflect than of any successful business. The CEO/The owner sets the vision for the practice and the office manager implements and monitors the systems and it is responsible for their continued operation and success. To be a dental office manager you require to combine different skills, such as communication skills, attention to detail, analytical skills and nonetheless leadership skills. It is important for a manager to motivate the team, to discipline and to resolve conflicts on regular basics.

As a manager you have to:

1. Have the best interest of the dental practice, find inefficiencies and ways to save money.
 2. Oversee the personal, develop work protocols; make sure that the team understands and follows them.
 3. Have a good collaboration with your suppliers
 4. Resolve patient complaints and grievances
 5. Manage the hirings, trainings and periodically to evaluate the personal's activity.
 6. Be informed about the changes in the legislation
 7. Monitor and coordinate all the administrative activities
- Hiding in an office and just trying to manage without being proactive is a recipe for failure.

Online Dental Practice Management Platforms

Mircea Romanțan – Montran SRL, Cluj-Napoca

Designed as a professional solution for dental practices management, the DentaLog platform was created together with dentists and for them.

The number of private dental practices is steadily increasing, eg. in the Northwest region there are about 2000 private dental practices, in Cluj and Bihor between 600 and 700 each, in Bucharest more than 2000. The number of dentists has also increased over time, so in 2015 there were 15,000 dentists, three times more than in 2005.

The DentaLog platform caters to all types of dental practices, from small offices with one dentist to large offices with dozens of doctors from various fields.

Software should intelligently assist the manager of the practice with metrics and easy operations. The platform can be used for different purposes:

- patients' administration, such as: general administration, personal data and unified medical record, developing trends
- collaboration: interaction with partner dental cabinets, suppliers or external clients, multi-point access and input in the medical record
- operational: inventory status, appointments management, notifications SMS/email, definition of treatments and associated cost, average waiting time, peak hours
- financials: invoicing, reporting, projections of cost and income simulations of income e.g. modify cost of a treatment and visualize in real-time the effects on your revenue stream), tracking of collected amounts

The online cloud-based architecture removes the IT infrastructure administration costs and the risk of application downtime. The DentaLog platform makes use of the latest best practices and technologies for optimizing and increasing the security of the platform.

Start with the Brand

Teodora Motorca – Brand Counsellor at Creative Stories

Defining the marketing concept overall and clarifying the difference between branding and marketing. Turning the focus on branding and why this is the starting point of any business: Identifying and building a brand is the foundation to start any business sustainable on the long-term. The branding process defines clearly who you are and what is the unique advantage that you can bring for the world.

The branding process always starts from the business owner/s, describing first their mission, vision and values, which is the core message that the brand will communicate. The greatest brands of our times have started with one person, or one team of people that had a great dream, a mission to change things or invent new ones.

I will guide you through the process of branding, continuing with the personality, voice and attributes of the brand, SWOT analysis, describing your target market and customers and ending with the visual and creative identity.

After discovering, understanding and clearly defining all the aspects of the brand, you can now decide how to apply it and communicate it to the world.

Starting from your team, your website or your email address, everything you do has to represent and express the brand and your core message.

How to get traffic on your website for free?

Ciprian Soleriu – Owner at BrainArt

Every website needs visitors or it will not become a viable business growth vector. Ciprian Soleriu offers the participants 7 tried and tested methods to bring more visitors to their website and become more trustful in order to get more prospects, more sales and a stronger business. These methods range from paid and non-paid and have been proved to work on any type of business in Romania and abroad, in any language.

Research, Development and Innovation in dental medicine private practice

Romana Cramarenco - Lecturer at Babes Bolyai University, Cluj-Napoca

RDI has become part of any economic activity, from logistics to marketing or health sector. In nowadays knowledge economy, the strive for high value-added innovation-driven results is a relevant feature for any company. Keeping the pace of competition or setting the trend asks for constant investment in innovation, either or both radical and incremental.

According to OECD the RDI system consists of complex set of relationships among actors like enterprises, universities, government or private research institutes.

Furthermore, the Four clover model proposed also an actor based model, including catalyst institutions: service providers in the field of innovation and technological transfer, centres for technological transfers, chambers of commerce etc. Guth M. and Cosnita D., differentiated between specialised service providers (experts in the industrial field of the clusters) and generalist consultants dealing with management, communication, project generation etc.

In dentistry the linkages between individual manufacturers and research intensive universities, or manufacturers and practitioners in private practices need catalysts to appraise the state of development of technology transfer. If any, the existing links tend to be organized on a one-to-one relationship. Thus, the chance for generating and internalizing spillover effects remains limited. Technology transfer is thus not as effective as it might be and areas of potential innovation can be missed or not fully exploited, so we can easily acknowledge it as an utopian endeavor.

For private practices in dental industry accessing the perceived as sophisticated framework of RDI and understanding ways to influence and change the environment in which they are acting is crucial for an active presence on the relevant market.

The presentation will focus on the role of RDI systems in enhancing competitiveness, the importance of added value generated by RDI actors, the role of private practices in dental industry as innovation generators and/ or innovation catalysts, as well as an insight on how to become active as a private practice in the RDI network in dentistry.

Public private partnership in developing dental medicine practice

Camelia Moraru – RDI Partners

Daniela Deac - Capital Advisory Partners

Stela Andrei – EPMC Consulting

Developing the oral health care sector at EU level was characterized over the last decade by both an increase of the demand and challenges as well as diversification of educational offers and increased investments in research, development and innovation at both private and public level. The increase effort to enhance the investments on oral health care research and services was mainly determined by the challenges that oral health is posing actually for both public and private sector. EU was spending in 2012 on oral health about 79 billion EUR with an estimated

trend that will reach 93 billion EUR by 2020. At the level of the same year EU have 3,9 billion people registered for suffering of oral conditions such as dental caries, gum disease, tooth loss, with an increasing estimated trend. The prognosis on the development of oral health care system at EU level raise attention on the possibility of self perpetuating inequalities between high vulnerability groups (that are going to be under-using the oral care services) and low vulnerabilities groups (that are going to over-use it) as a consequence of the still prevailing fee for services approach in funding the provision of oral care. Aside the general EU climate, Romania is confronted also with an over-production of new dentists (currently 1500 graduate annually). In the context of an increasing entrepreneurship at system's level and of several funding mechanisms that supports the development of public and private sector the present presentation aims to raise the following topics of discussions: a. the available mechanisms for funding entrepreneurship and research in the field, b. strategies and mechanisms that encourage public – private partnership, c. research, development and innovation funds for companies, strategies and funds for research results transfer into practice. Main focus will be on presenting the EU funded programs and calls such as HORIZON 2020, COSME and available funding opportunities at Romanian level (Programul Operational Competitivitate, Programul Operational Regional, Programul National de Dezvoltare Rurală)