



Schulich
School of Business
Executive Education Centre



Online
Virtual
Classroom
Format

UPCOMING DATES

May 14 – Nov 19, 2021

18 workshops over 6 months, alternating Fridays
• No summer months

Completely Online:

9:00 a.m. - 4:30 p.m. EST

Schulich Mini-MBA:

Dentist Business Leadership Program

The Dentist as an entrepreneur –
a program designed specifically
for dentists

**Don't wait
to enrol!**

Class size is
limited to the first
25 registrations.

Learn the Skills to Grow Your Dental Practice

- The only program of its kind in Canada.
- Gain the essential management competencies in a time frame that works for you.

Finally, there is a program that delivers current MBA subjects in a **practical time frame for busy Dentists**. The Schulich Executive Education Centre has pioneered a concise *Mini-MBA: Dentist Business Leadership Program* to provide you with **current, robust business competencies directly applicable to your practice**.

It is designed as a technology enhanced program, allowing for **highly interactive classroom experiences that are supplemented with online materials and pre-session reading at your own pace**. Participants will gain knowledge and insights in a range of MBA subjects including strategic management, marketing, finance and human resources, preparing them to become more effective managers in their organization and beyond.



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Program Overview

This advanced degree program is designed **specifically for Dentists focused on enhancing their business management skills** to drive growth and profitability in their dental practice over the long term.

Whether you are thinking you need to enhance your business acumen or are contemplating doing an MBA or EMBA, this Mini-MBA program will provide you with relevant competencies and access to what has made the Schulich MBA the #1 program in Canada and our EMBA one of the best in the world.

In addition to studying a range of relevant MBA module subjects taught by the top faculty of Schulich's MBA and EMBA programs, you will be trained to think critically and strategically, ask forward thinking questions and make informed decisions. Plus, you will experience our Personal Entrepreneurial Project, a condensed version of the Schulich MBA Strategy Field Study.

Program Insights Include:

- Leading a customer-focused dental practice
- Leveraging business skills and financial expertise to grow a dental practice
- Exploring the entrepreneurial landscape in dentistry, the role of disruptive technologies, innovation, and new business models.
- Understanding the dental regulatory environment

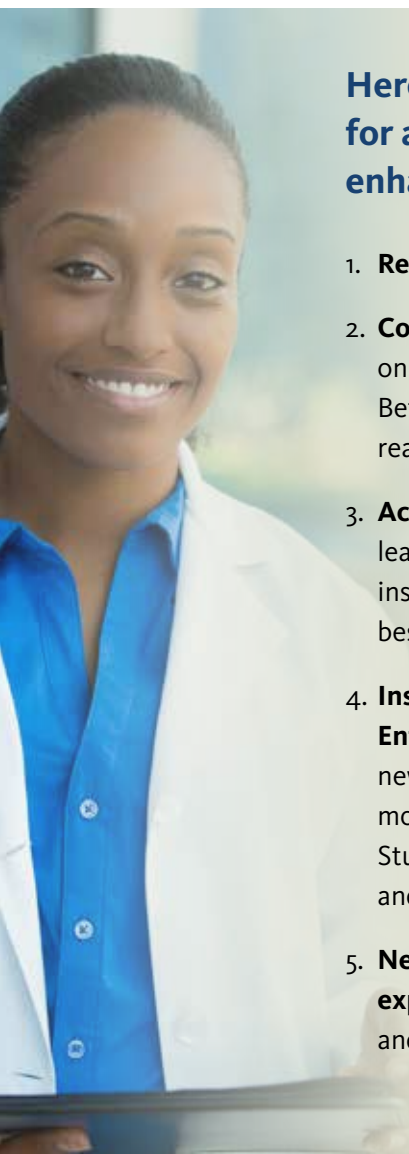


Here's what makes this program ideal for any busy Dentist who is looking to enhance their business skill set:

1. **Relevant, state-of-the-art MBA subjects.**
2. **Convenient virtual classroom sessions:** Attend 18 online workshops over a six-month learning journey. Between workshops, engage with videos and online readings at your own pace;
3. **Access to world-class faculty.** Interact with and learn from top-rated Schulich's MBA and EMBA instructors, consistently ranked among the world's best;
4. **Instant enrollment into our Personal Entrepreneurial Project:** Apply and synthesize your newly acquired skills to a challenging project that is modeled after the renowned Schulich Strategy Field Study and get feedback from professional experts, and
5. **Networking opportunities with highly experienced leaders and Dentists:** Connect with and learn from peers.

Key Features Include

- Develop and implement a hands-on Personal Entrepreneurial Project designed to help you grow your practice
- Group and Individual Coaching
- Learn with top MBA instructors from Canada's #1 Business School and leading dental practitioners
- Fireside chats with distinguished guest speakers, subject matter experts and industry leaders
- Learn how to successfully build and run your practice
- First of its kind program in Canada designed specifically for Dentist leaders
- Receive the Schulich Mini-MBA certificate and 50 Continuing Education points in Category 3 for Ontario dentists. This course is also eligible for 30 Manitoba Dental Association Advanced Study Continuing Education credit hours.
- Schulich gift pack including an official Schulich-branded hoodie, as well as a copy of the book *Profitable Practice – Why a Dental Practice is an Exceptional Investment* from author & instructor Timothy A. Brown, CEO of ROI Corporation



Schulich Mini-MBA: Dental Business Leadership Program

Action Learning Component: A Personal Entrepreneurial Project

A unique program feature of the Dentist Mini-MBA is our “Personal Entrepreneurial Project”, a condensed version of the Schulich MBA capstone project, the Strategy Field Study.

Dentists will work in small groups to complete a Personal Entrepreneurial Project, which focuses on relevant topics to their practice which will require participants to **implement innovative thinking** and solutions to improve their clinical practices. The projects are designed to allow Dentists to apply the learning from the program directly back to their business to take their practice to the next level and accelerate growth.

Dentists will receive **both group and individual coaching** as part of the Personal Entrepreneurial Project to develop the project, finalize project recommendations and prepare the presentation to guest adjudicators.

Sample group project topics include:

- Optimizing **marketing and branding strategies** at your dental practice
- Leveraging **disruptive technology** to improve your business and bottom-line results
- Implementing effective **Human Resources** techniques and approaches to strengthen recruiting, training and retention of office talent
- Streamlining **patient flows, booking systems and information retrieval to improve operations**
- **Increase the value of my practice**

Program Topics At-a-Glance

- 18 workshops over 6 months, alternating Fridays
- 2 workshops per session, 3 hours each in length
- 9:00 a.m. - 4:30 p.m. EST
- No summer months
- See page 4 for more detailed program content

Friday, May 14

WIN Thinking Program Launch • Leading Healthcare Transformation

How Dental Care is Organized, Financed and Delivered and How Changes in These Areas will Impact the Future of Dentistry

Friday, June 4

Strategic Management I and II

Friday, June 18

Cybersecurity In Community Health Care Facilities. Business @ The Speed Of Thought: How Community Health Care Practices Can Model And Make Data-Driven Decisions?

Entrepreneurship and Innovation in Healthcare

Friday, September 10

Trends in Health Technology that will Shape the Future of Dentistry and Impact on Brand Identity

Managerial Finance

Friday, September 24

The Business of Dental Clinics I and II

Friday, October 8

Risk Management for the Dentist Entrepreneur

Emerging Digital Technologies, Business Disruptors and Their Impact on Healthcare

Friday, October 22

Negotiation Strategy

Marketing & Brand Strategy

Friday, November 5

Essentials of Human Resource Management I and II

Friday, November 19

Panel Discussion on the Future of the Dental Business/Industry

Project Presentations, Graduation and Closing

Visit us online to see detailed program content or register:
seec.online/dentist-mini-mba



See detailed
program
content
& register

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online to
register!

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Detailed Program Content

FRIDAY, MAY 14

Workshop 1

WIN Thinking Program Launch

The WIN Thinking is a highly experiential business results-focused Program Launch event. Dentists will be engaged and active as they discover leadership frameworks and techniques to pursue the best version of themselves and ideate about their Personal Entrepreneurial Project.

- Jeff MacInnis

Leading Healthcare Transformation

Set the context for transforming yourself and your organization/ dental practice. Understand your own talent and leadership makeup through LeaderGENE assessment. With a focus on self-awareness and natural style tendencies, participants will be taken through a debrief of their results, leadership norms will be shared, as well as ideas for how to leverage and shift style to meet the needs of your practice.

- Tracey Levison

Workshop 2

How Dental Care is Organized, Financed and Delivered and How Changes in These Areas will Impact the Future of Dentistry

Examine how dentistry is governed and managed, funded and paid for, and who and how it is delivered; the role of subnational, national and international public and private agencies and markets; and how the political economy of dentistry is changing.

- Carlos Quiñonez

FRIDAY, JUNE 4

Workshops 3 and 4

Strategic Management I and II

Examine strategic roles played by hospitals, governments, and regional authorities, as well as their decision-making and accountability structures. This module also examines costs and financing; stakeholders; consolidation and clinical integration; challenges and threats. Strategic concepts in various management and multi-disciplinary settings, changing technologies and methods of health delivery will be illustrated.

- Wissam AlHussaini

Please note: due to faculty availability, subject order and instructors may change.

FRIDAY, JUNE 18

Workshop 5

Cybersecurity In Community Health Care Facilities. Business @ The Speed Of Thought: How Community Health Care Practices Can Model And Make Data-Driven Decisions

Dr. Ian Furst will discuss cybersecurity of dental facilities, the type of data that can be put at risk, and a layered approach to protecting patient data whether on premises or in the cloud. In the 2nd part of his lecture, Dr. Furst will discuss the metrics of practice efficiency, how concepts such as CQI, Lean, and six-sigma are applied in health care, then give real world examples of how EMR software can be leveraged to provide near-real time analytics to efficiency-minded practices.

- Ian Furst

Workshop 6

Entrepreneurship and Innovation in Healthcare

Explore the entrepreneurial landscape in healthcare, the role of disruptive technologies, innovation, new business models, leveraging public-private partnerships, understanding complex regulatory requirements, and the need for human capital. This workshop explores value creation through the art and science of business planning to drive investment, innovation and transformation in healthcare.

- Megan Mitchell, Daniel Warner

FRIDAY, SEPTEMBER 10

Workshop 7

Trends in Health Technology that will Shape the Future of Dentistry and Impact on Brand Identity

In this engaging and thought-provoking workshop, we discuss Medically necessary dentistry, Digital dentistry, Tele-dentistry, Oral-systemic health links and precision medicine/dentistry and how these emerging approaches and insights will shape the future of our profession. Further, we will explore of the impact that trends in health technology will have on brand identity, as well as their integration and influence on the patient experience. We will also touch on the concepts of data-driven marketing and leveraging technology during implementation.

- Michael Glogauer, Daniel Weitz

Workshop 8

Managerial Finance

This session provides an opportunity to learn about investment and financing. The investment decision allocates scarce resources to projects in a business and involves asset valuation and capital

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Detailed Program Content Continued

budgeting. Dentists will learn important financial tips to effectively manage their practice. Session is taught by one of Schulich's top EMBA instructors.

- Beppino Pasquali

FRIDAY, SEPTEMBER 24

Workshop 9

The Business of Dental Clinics I

This workshop focuses on Dental Practice Appraisal and Identifying key metrics that impact Appraisal. Factors involved in Buying & Selling a Practice and issues surrounding associating with, purchase or joining a dental corporation will also be presented.

- Timothy A. Brown

Workshop 10

The Business of Dental Clinics II

This workshop focuses on financial considerations on running an effective dental business. It will also discuss opportunities and challenges caused by clinic networks like 123Dentist and Dentalcorp. What are important issues to consider when deciding to join a partnership.

- Andrea Chan

FRIDAY, OCTOBER 8

Workshop 11

Risk Management for the Dental Entrepreneur

What are some of the things to watch out for in starting and growing your practice? How can I mitigate the risks and overcome the challenges associated with practicing a profession and running a successful business in a highly regulated environment (i.e. financial, HR, regulatory, operations, referrals, location, competition, technology)? This session focuses on risk management and best practices to protect your investment and increase the value of your practice.

- Lionel Lenkinski

Workshop 12

Emerging Digital Technologies, Business Disruptors and Their Impact on Healthcare

Link the execution of business strategy to innovation and new technology in healthcare.

Explore key areas of Digital transformation, Digital dentistry, Virtual access, Dentistry as healthcare, Personalized dental care.

- Shane Saunderson, Michael Glogauer

FRIDAY, OCTOBER 22

Workshop 13

Negotiation Strategy

Few skills are as important to dental leaders as the ability to negotiate, persuade and influence others. In this session, we examine evidence-based approaches to building agreement between parties. This session will describe how to best prepare for a negotiation, how to identify whether potential agreements are good or bad, and how to be most persuasive when presenting offers.

- Kevin Tasa

Workshop 14

Marketing & Brand Strategy

Explore leading empirical evidence and practices today for conceiving and executing a marketing strategy as well as building strong brands and businesses. Describe how behavioural economics and neuroscience inform our knowledge of how to positively impact consumer buyer behaviour today.

- Ashley Konson

FRIDAY, NOVEMBER 5

Workshops 15 and 16

Essentials of Human Resource Management I and II

Learn HR from a managerial standpoint with new perspectives on actively managing your own practice. How do we attract and recruit staff and manage support staff issues?

- Stephen Friedman

FRIDAY, NOVEMBER 19

Workshop 17

Panel Discussion: The Future of the Dental Business/Industry

This panel discussion will examine the Future of the Dental Industry and discuss topics such as disruption, dental service organizations, patient expectations, fees, digital transformation, business environment, regulation, growth opportunities

- George Christodoulou, Timothy A. Brown, Andrea Chan

Workshop 18

Project Presentations, Graduation and Closing

Deliver a Personal Entrepreneurial Project presentation to guest adjudicators, plus graduation and closing ceremonies.

- Michael Glogauer, George Christodoulou, Timothy A. Brown, Andrea Chan, Executive Panel

Schulich Mini-MBA: Dentist Business Leadership Program

Visit us
online to
register!

seec.online/dentist-mini-mba

Program Faculty • Learn From The Best

Read complete bios online at the SEEC (seec.schulich.yorku.ca) or Schulich (schulich.yorku.ca) websites.

**Michael Glogauer, DDS,
PhD, Dip Perio**
• **Program Director, Schulich
Mini-MBA**

Wissam AlHussaini, PhD
• Strategic Management

Timothy A. Brown
• The Business of Dental
Clinics

Andrea Chan, CPA, CA
• The Business of Dental
Clinics

**George Christodoulou, BA,
DDS, MBA, MAGD**
• Panel Discussion on the
Future of the Dental
Business/Industry

Stephen Friedman, MA Psych
• Essentials of Human
Resource Management

Dr. Ian Furst
• Data/CyberSecurity and
Leveraging Data/Data
Mining to Create Value for
Your Patients

Ashley Konson
• Marketing and Brand
Strategy

**Lionel Lenkinski, DDS, Cert.
Endo.**
• Risk Management/Dental
Legal

Tracey Levison
• Leading Healthcare
Transformation

Jeff MacInnis
• WIN Thinking

Megan Mitchell
• Entrepreneurship and
Innovation

Beppino Pasquali, CPA, CA
• Managerial Finance

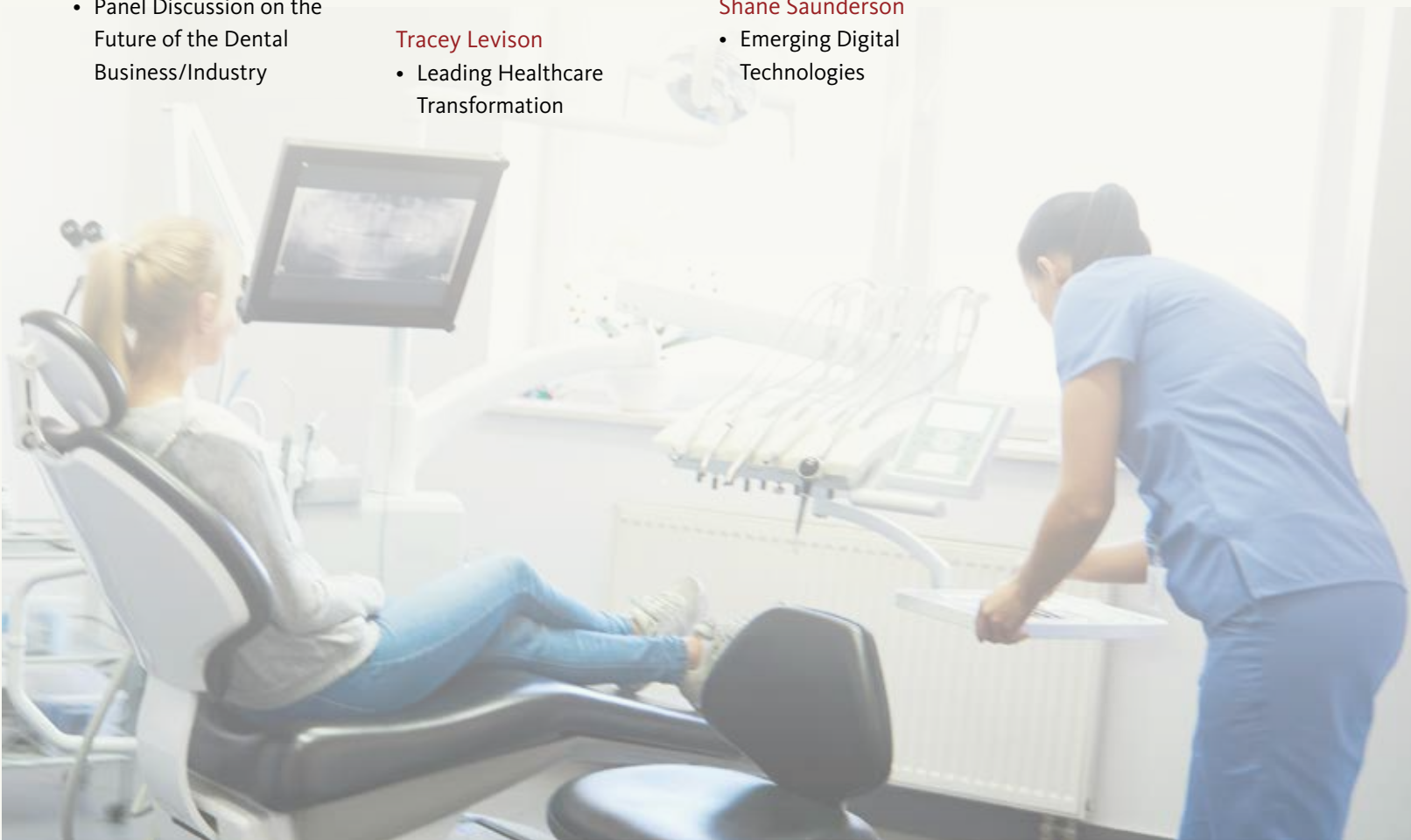
**Carlos Quiñonez, DMD, MSc,
PhD, FRCD(C)**
• How Dental Care is
Organized, Financed and
Delivered and How Changes
in These Areas will Impact
the Future of Dentistry

Shane Saunderson
• Emerging Digital
Technologies

Kevin Tasa, PhD
• Negotiation

**Daniel Warner, Founder &
CEO of MyRemoteClinic**
• Entrepreneurship and
Innovation in Healthcare

**Daniel Weitz, DDS, Cert.
Perio.**
• Trends in Health Technology
that will Shape the Future
of Dentistry and Impact on
Brand Identity





Program Director, Dr. Michael Glogauer, DDS, PhD, Dip Perio, Dentist-In-Chief, University Health Network (UHN); Chief Scientific Officer, Ostia Sciences Inc.; owner, OMG Perio

Schulich Mini-MBA: Dentist Business Leadership Program



Find Out More Today!
at seec.online/dentist-mini-mba

Join Dr. Glogauer for an online information session from 7:00 p.m.- 8:00 p.m. EST

Click here to register for one of the dates listed below.

- Thursday, March 11, 2021
- Thursday, March 25, 2021 (7:30 am – 8:30 am)
- Wednesday, March 31, 2021
- Tuesday, April 12, 2021
- Thursday, May 6, 2021

How do I know if the program is right for me?

It's right for you if you are:

- An experienced Dentist who wants to expand a current practice or launch a new venture
- A busy Dentist who wants to gain a fresh look at how business knowledge is evolving
- A committed Dentist who wants to lead a more customer focused and effective practice



A Convenient Technology-Enhanced Program

The program is composed of a cross section of **MBA subjects to help you build a complete skill set in a range of disciplines** that today's successful leaders need.

Registration Details

Completely Online:

May 14 - November 19, 2021
18 workshops over 6 months, on alternating Fridays
(No summer months)
9:00 a.m. - 4:30 p.m. EST

Program Fee:

\$16,500 CDN + applicable taxes

- Fee includes program tuition and teaching materials.
- A \$2,500 non-refundable deposit is required to enrol in the program.
- Full tuition (\$16,500 plus applicable taxes) is payable by April 23, 2021.
- Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.
- Contact us about discounts for multiple registrants from one organization.
- Modules, speakers, topics, dates and fees are subject to change without notice.
- Access to our learning portal requires a modern browser.
- Complete registration details at seec.online/FAQ.

Technical Requirements

See: seec.online/techreq

Inquiries

Email: rlynn@schulich.yorku.ca



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To reserve your spot,
visit us online today:

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