

Curriculum Outline for the Practice Management Webinar Project (PMWP)
Michael Perry, DDS, 5-19-20 – Draft 5

Each line item is a training. Each stage and level is a prerequisite for the subsequent stage and level.

Content is specific to general practices, but some will apply to some specialties. Some trainings apply to Insurance Independent practices (II), some to PPO practices (PPO), and some to both (BOTH). The presenter(s) is listed next. The duration in hours is listed last.

Stage 1 - Basic

Level 1 – Introduction to the Practice Management Webinar Project (BOTH) (Michael) (1)

Level 2 -

Private Dental Practice Business Systems (BOTH) (Michael) (1)
Introduction to Human Resources in a Dental Practice (BOTH) (Ali) (2)
Introduction to Regulatory Compliance in a Dental Practice (BOTH) (Savannah) (1)
Introduction to Marketing in a Dental Practice (BOTH) (Jessica) (1)

Stage 2 – Core

Level 1 –

Professional Vision Development (BOTH) (Michael) (1)
Business Planning & Action Planning (BOTH) (Michael) (2)
Leadership (BOTH) (Michael) (2)
PPO transitions (BOTH) (Michael) (2)

Level 2 –

Patient Scheduling (BOTH) (Ashlee) (1)
Financial Policy (II) (Michael) (2)
Financial Policy (PPO) (Ashlee) (2)
Case Presentation (II) (Michael) (2)
Case Presentation (PPO) (Ashlee) (2)
Dental Benefits Claims Filing (PPO) (Savannah) (1.5)
Dental benefits narrative system (II) (Michael) (1.5)
Hygiene, part 1 (BOTH) (Michael) (2)
Hygiene, part 2 (II) (Michael) (2)
Hygiene, part 2 (PPO) (Michael) (2)

Level 3 –

Overhead Management (BOTH) (Michael) (2)
Collection of Past-due Accounts (BOTH) (Ashlee) (1.5)
Employee Recruitment (BOTH) (Ali and Jessica combined) (1.5)
Employee Policy Manual (BOTH) (Ali) (2)
Dental Practice Act (BOTH) (Savannah) (1.5)
OSHA (BOTH) (Savannah) (2)
HIPAA (BOTH) (Savannah) (2)
Infection Control – Hazard Communication (BOTH) (Savannah) (1)
Marketing – 6 Pillars of Digital Marketing-How to Design Your Program (BOTH) (WEO) (1)
Marketing – Implementation of Your Marketing Plan (BOTH) (Jessica) (1)
Marketing – The Top 25 Most Common Marketing Mistakes (BOTH) (WEO) (1)
Marketing – SEO-Best Practices to Generate New Patients (BOTH) (WEO) (1)

Stage 3 – Advanced

Advanced Leadership (BOTH) (Michael) (2)
Advanced Patient Scheduling (BOTH) (Ashlee) (1)
Advanced Financial Policy & Case Presentation (II) (Michael) (2)
Advanced Financial Policy & Case Presentation (PPO) (Ashlee) (2)
Advanced Dental Benefits Claims filing (BOTH) (Savannah) (1)
Advanced Hygiene (II) (Michael) (2)