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# Running a Clinical Business

This module will introduce you to the essential components of running a clinical business, the principles of leadership, management and Clinical Governance. You will be introduced to the importance of planning and the importance of measurement models for strategic planning and policy development. You will be taught to understand profit and loss accounts, as a part of financial planning and taxation. This module will include the management of a dental practice and its staff, staff training and motivation, the principles of good time/appointment management, and managing the finances. Clinical Governance involves the dental team in audit, and self-assessment. This module will provide the background for Clinical Governance, reinforce the concepts of audit and self-reflection throughout the clinician's career. The Health Care Commission's 7 Domains of Clinical Governance will be introduced and how they impact on dental practice leadership and management. Practice marketing, practice image, the advertising and selling of the dentist's services will be introduced, and the concept of ethical selling discussed, with the background of the practice as a brand. Lastly, managing legal contracts with employees, PCTs etc. will be discussed.

**Credits**

10 credits

**Module Attendance Required**

Wednesday afternoons x 8

**Module Dates**

Jan - Feb Year 4

**Assessment**

Please contact us for further information

**Academics involved in the delivery of this module**

Mr M Busby; Mr R Rattan; Mr K Lewis

**Stand Alone Course**

This module can be taken as a stand alone course if required. To apply, please contact Professor FJT Burke, **f.j.t.burke@bham.ac.uk (mailto:f.j.t.burke@bham.ac.uk)** , 0121 237 2768 or Lynda Malthouse, **l.malthouse@bham.ac.uk (mailto:l.malthouse@bham.ac.uk)** , 0121 237 2768.

Applicants need to apply via the paper application:

Postgraduate Application Form

**http://www.birmingham.ac.uk/Documents/students/pg-application-forms.pdf (http://www.birmingham.ac.uk/Documents/students/pg-application-forms.pdf)**

Postgraduate Application Notes

**http://www.birmingham.ac.uk/Documents/students/pg-application-notes.pdf (http://www.birmingham.ac.uk/Documents/students/pg-application-notes.pdf)**

Postgraduate Reference Request Form

**http://www.birmingham.ac.uk/Documents/students/pg-feference-request-form.pdf (http://www.birmingham.ac.uk/Documents/students/pg-feference-request-form.pdf)**

**Fee if taken as a stand alone course**

For further information on fees please contact the Programme Administrator

**Entry requirements if taken as a stand alone course**

For further information on requirements please contact the Programme Administrator

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## Course fact file

**Type of Course:** Module, continuing professional development

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