

DIGITAL BUSINESS MANAGEMENT



Are you ready for
digital transformation?



Dentistry is evolving, is your clinic digitalized?

We are all aware that dentistry is changing rapidly, the landscape is evolving. Driven by digitalization and the requirement to continually improve the patients' experience.

It's your responsibility to be able to adapt and embrace this reality, in order to shape the future of dental care. **Step into the forefront of digital dentistry!**

"A few years ago we would open the clinic and immediately have patients in the waiting room. Nowadays we have to enhance the patient experience. It is a differential fact, it is a differential value that our patients value."

Francesc Abella



"One of the greatest opportunities that we have as a generation of dentists is to embrace what is coming with digital. We all know about the pace of change with technology and what is happening in the world. So within this our challenge as a profession is to embrace this and to lean into it, and to use tools we have now that are going to be further developed to improve what you do in practice, how you communicate with your team and patients' – so you can take advantage of the revolution in technology that's happening around us right now!"

Martin Wanendeya



"Many dentists fail to fully leverage the potential of digital technology, which means seamlessly integrating the management part and the clinical aspects, while also standardizing procedures. I strongly believe that, before scanning and creating accurate impressions, it's crucial to adopt a digital mindset. This begins with acquiring information, effectively communicating and then processing it. Only after embracing this approach, should one focus on the practical execution of tasks."

Costanza Micarelli



Elevate your practice. A journey to Digital Dentistry.

Start your journey in digital dentistry with our **Digital Business Management online course series**, designed to empower clinicians to **embrace digital dentistry** and its benefits.

Learn from globally renowned speakers how to navigate the digital environment which includes these three objectives:



Business Knowledge.

Manage a practice with solid business, financial, and professional management skills.



Digitalization of workflows.

Integrate digital workflow technologies seamlessly into daily practice to improve treatment effectiveness.



Patient experience.

Improve the patient experience with specific protocols and digital procedures.



Meet the speakers and program.



19 internationally renowned speakers sharing their great expertise with you.

Course 1

Business management of the Dental Practice.

Find out how to support in efficiently managing a dental practice based on financial aspects and KPI interpretation, aiming at how to calculate the income generation for treatment and how to use financial templates. Speakers will discuss some examples of investment options available when embracing digitization, and how to promote investments through marketing.





We will complete this module discussing principles of sustainable dentistry for long-term practice integration, aimed at ensuring ethical and environmentally conscious dental practices for the future.

Speaker	Session Title
 Fran Caro	<ul style="list-style-type: none">▪ Introduction to efficient dental practice management.▪ KPIs and key ratios: the master keys to management.▪ Exercise: example of how to calculate the chair/hour cost.▪ The financial template.
 Ján Jurkemík	<ul style="list-style-type: none">▪ Sustainability.▪ Digital marketing.

Course 2

How digitalization can improve the effectiveness.

Learn the main concepts of digital dentistry, including integrating digital workflows in the clinic, digital diagnosis and choosing the right intraoral scanner for securely creating digital patient profiles.

Speaker	Session Title
 Roberto Molinari	<ul style="list-style-type: none">▪ What is a digitalized dental clinic?▪ The importance of working with full digital workflows.▪ Advantages of digital diagnosis.
 Gertrud Fabel	<ul style="list-style-type: none">▪ The role of the intraoral scanner in the digitalization of the clinic.▪ How to choose an intraoral scanner?▪ Why choose Primescan.
 Eimear O'Connell	<ul style="list-style-type: none">▪ What it means to have a digital patient.
 Verena Freier & Swen Deussen	<ul style="list-style-type: none">▪ Data Security.

Course 3

Improving Patients' Experience.

Optimizing the first visit, starting from recruitment, inquiry processes, and improving patient motivation. Understanding patient needs and using digital tools to boost treatment acceptance rates.

Speaker	Session Title
 Fran Caro	<ul style="list-style-type: none">▪ First visit protocol basic concepts.▪ Digitalization as a tool to improve the patient experience.
 Daniela Aggio	<ul style="list-style-type: none">▪ Patient follow-up.▪ Digital engagement with patients.
 Dorotea Ashraf	<ul style="list-style-type: none">▪ Journey of the patient in a digitalized clinic.

Course 4

The benefits of digital workflows.


Explore the benefits that digital workflows in implantology, orthodontics, endodontics, prosthodontics can bring to your daily practice in terms of treatment outcome, ease of use, and patient experience.

Speaker	Session Title
 Martin Wanendeya	<ul style="list-style-type: none">▪ Digital implant treatment workflow - Single tooth.
 Angélica Iglesias	<ul style="list-style-type: none">▪ Digital orthodontic Aligner treatment workflow.
 Francesc Abella	<ul style="list-style-type: none">▪ Digital endodontic treatment workflow.
 Atef Shaker	<ul style="list-style-type: none">▪ Digital prosthodontic treatment workflow.
 Nina Shaffie & Martin Wanendeya	<ul style="list-style-type: none">▪ How to plan a multidisciplinary case with the different professionals remotely.
 Costanza Micarelli	<ul style="list-style-type: none">▪ The relationship between the dental clinic and the dental laboratory.
 Verena Freier	<ul style="list-style-type: none">▪ What is Chairside?
 Gertrud Fabel	<ul style="list-style-type: none">▪ 3D printing in a dental clinic: Primeprint.

Course 5

Income generation for digital dental treatments.


Gain insights into digitalization's investment and financial viability through income generation, to make informed decisions based for sustainable practice expansion.

Speaker	Session Title
 Simon Fieldhouse	<ul style="list-style-type: none">▪ How and when to get started with digital workflows.▪ Investment in digitalization and its potential effects.▪ Aiming at generating income with digital dental treatments.

Course 6

Human Resources – How to make your team ready for digital dentistry.



Learn how organizational readiness and informed decision-making are essential for successful digital practice transformation and how to identify suitable resources to design an excellent process.

Speaker	Session Title
 Michele Rossini	<ul style="list-style-type: none">▪ How to make a good interview.▪ Company culture.▪ Managing change: team motivation.

Course 7

Examples of digitalized clinics.

Delve into the daily workflows of digitally advanced dental clinics and discover strategies for crafting a seamlessly integrated digital patient experience.

Speaker	Session Title
 Leanne Branton	<ul style="list-style-type: none">▪ How the digital workflow has benefited the practice and patients.
 Giacomo Armani	<ul style="list-style-type: none">▪ How the digital workflow has benefited the practice and patients.

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5-20 min. videos.

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A deep dive into the age of digital dentistry.



Practical approach.

The content is heavily focused on things you can apply practically in your clinic.



Content sharing.

Contents and materials shown will be shared with you after completion of the course series. A Dentsply Sirona specialist will be here to support you if you have any questions.



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Start your Digital Dentistry journey.

Register now

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