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Semester effective:

Dental Hygiene (DNTH) 4050 Healthcare Management and Administration (3 Units)

Prerequisite: Admission to the Dental Hygiene completion program

Hours and Units Calculations:

48 hours lecture. 96 Outside of class hours. (144 Total Student Learning Hours) 3 Units

Catalog Description: An introduction to business management practices, finance, management, for oral health care programs and businesses. This course examines current societal and professional issues and their impact on dental hygiene business practices and employee management. The course cover connections in following areas: productivity, planning, legal and ethical issues affecting businesses in the oral health care sector, financial statements, personnel considerations and other challenges faced in the dental hygiene profession.

Type of Class/Course: Degree Credit

Textbooks:

Kimbrough-Walls, Vickie, and Charla Lauter. Ethics, Jurisprudence and Practice Management in Dental Hygiene, Pearson Education, 2021.

Buchbinder, Sharon B, and Nancy H. Shanks. Introduction to Health Care Management. 3rd ed., Jones & Bartlett Learning, 2016.

Additional Required Materials: N/A

Course Objectives:

By the end of the course, a successful student will be able to:

1. Evaluate the importance of advocacy, communication and leadership skills of dental hygienists to enhance their role of practitioner as well as the advanced roles of researcher, manager, change agent, consumer advocate, and health promoter/educator.
2. Analyze current issues related to the business practices in dentistry and the implications of these issues to the profession of dental hygiene.
3. Analyze oral health care business organizations, the functions and responsibilities of the businesspersons.
4. Evaluate financial statements as part of business decision making.
5. Demonstrate an understanding of laws and ethical principles as they effect business dealings and personal rights in the oral health care sector.

Course Scope and Content:

- Unit I Current issues in health care business
 - A. Alternative Practice Models
 - B. Future trends in oral health care
 - C. Affordable Care Act
 - D. Access to care issues
 - a. Disparities
 - b. Financial barriers
 - c. Government programs and assistance
 - d. Geographic and organizational barriers
 - e. Social and cultural barriers

- Unit II Management and leadership
 - A. Leadership vs. management
 - B. Negotiations
 - C. Interviewing
 - D. Employment contracts, compensation, benefits
 - E. Employee evaluations
 - F. Public relations
 - G. Advocacy

- Unit III Finance and marketing
 - A. Successful marketing
 - B. Financial planning for business
 - a. Financial statements
 - b. Financial ratios, trends and cash flows for decision making
 - C. Planning process and setting objectives

- Unit IV Law and ethics for business in health care sectors
 - A. Ethical principles and core values
 - B. Informed consent
 - C. Decision making models for ethical problems
 - D. Jurisprudence
 - a. Criminal law
 - b. Civil law
 - c. Tort law
 - d. Contract law
 - e. Case law
 - f. Practice Act/Business and Professions Codes
 - E. Workplace legislation
 - a. Affirmative action
 - b. Pregnancy discrimination (Americans with disabilities act)
 - c. Family and Medical Leave Act
 - d. Occupational Safety and Health Act
 - e. Reporting domestic violence, child abuse, spouse abuse and elder abuse



Learning Activities Required Outside of Class

The students in the class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Read from relevant textbooks, peer-reviewed journals, and current periodicals 50-100 pages per week.
2. Evaluate business case studies, related to medicine and dentistry.
3. Analyze a financial statement.
4. Final assignment/term project: work with a independently or in a small group to prepare and present a business plan.

Methods of Instruction

1. Lecture
2. In-class discussion
3. Individual and collaborative activities in and out of class
4. Research and writing assignments

Methods of Evaluation

1. Written assignments
2. Case Study presentations
3. Discussions
4. Individual or group projects

Supplemental Data:

TOP Code:	124020: Dental Hygienist
SAM Priority Code:	B: Advanced Occupational
Distance Education:	Not Applicable
Funding Agency:	Y: Not Applicable (funds not used)
Program Status:	1: Program Applicable
Noncredit Category:	Y: Not Applicable, Credit Course
Special Class Status:	N: Course is not a special class

Basic Skills Status:	N: Course is not a basic skills course
Prior to College Level:	Y: Not applicable
Cooperative Work Experience:	N: Is not part of a cooperative work experience education program
Eligible for Credit by Exam:	NO
Eligible for Pass/No Pass:	NO
Taft College General Education:	NONE
Discipline:	Dental Technology or Business