K|V|M ${\scriptstyle \rm KVM}$ – DER MEDIZINVERLAG in der Quintessenz-Verlagsgruppe



Edition:	1st Edition 2003
pages:	160
Images:	45
Cover:	Hardcover
ISBN:	978-1-85097-058-3
Published:	October 2002

KVM - Der Medizinverlag

- Ifenpfad 2-4
 12107 Berlin
 Germany
- **4** +49 (0) 30 / 76180-5
- +49 (0) 30 / 76180-680
- ➡ info@quintessenz.de
- S https://www.quintessence-publishing.com/kvm/de

Book information

Authors:	Raj Rattan / George Manolescue
Title:	The Business of Dentistry
Series:	QuintEssentials of Dental Practice
Short text:	

This book explores the interface between clinical dentistry and the management of a modern dental practice. It covers a range of business areas, including the principles of financial management and the use of financial ratios and indicators in relation to practice profitability. There will be an overview of modern marketing techniques including the concept of branding.

Contents

Chapter 1. What Business Are We In? Chapter 2. Success Factors Chapter 3. Patient-centered Care Chapter 4. Perception is Reality Chapter 5. Marketing Chapter 6. The Basic Principles of Finance Chapter 7. Fee-setting Chapter 8. Understanding Your Accounts Chapter 9. Investment and Protections Appendices Index

Categories:

Practice Management