

## GESTIONE PROCESSI DECISIONALI (OPR173)

### 1. language

Italian.

### 2. course contents

Coordinator: Prof. ANTONIO PELLICCIA

Year Course: 5

Semester: 1

UFC: 3

Modules and lecturers:

- ECONOMIA E ORGANIZZAZIONE AZIENDALE (OPR192) - 3 cfu - ssd SECS-P/07

Prof. Antonio Pelliccia

### 3. BIBLIOGRAPHY

Recommended text. Dental Management - Acme Editions - Author Prof. Antonio Pelliccia

### 4. LEARNING OBJECTIVES

The course aims to teach knowledge, skills and behavioral principles relating to the organization relating to the health economy and business organization.

### 5. prerequisites

Basic school education and knowledge of basic science subjects are required: chemistry, physics, and mathematics.

### 6. TEACHING METHODS

It is necessary to acquire the knowledge of basic theoretical notions also through examples of management cases in order to ensure that there is, on the part of the students, an understanding of the scientific subject.

### 7. OTHER INFORMATIONS

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### 8. METHODS FOR VERIFYING LEARNING AND FOR EVALUATION

Oral examination.

Verification of learning and achievement of the knowledge and ability to compliment Simone takes place through an oral exam.

## 9. program

Degree Course Program Economics and Management in Dentistry How patients' choices and decisions are formed

Emotional, experiential and relational marketing Decision-making processes

Construction of a WEB marketing and Social Media Marketing plan applied to dentistry

Obtain Lead Generation and therefore requests for first visits or requests for information

Manage the customer experience flows of new patients Manage communication flows

Social Media Marketing, Facebook, LinkedIn, Instagram,... You Tube, Web TV,

Community, Blog and personal marketing activities General principles of business organization

Freelance relationships

Business risk analysis to achieve growth Financing phase of the dental clinic

Risk capital

The credit capital Investment planning

The different forms of aggregation in the dental sector

How to redistribute costs and revenues among shareholders

The different forms of aggregation and development of the profession in the dental sector by setting up a company The organization of a team: comparison methodologies The mechanisms that generate trust.

The management of incentives

Agreements and contracts with collaborators

Quality management: TQM (Total Quality Management) The purpose of the cost calculation.

Break even analysis

The budget: civil and fiscal aspects. Notes

The bases of reference in determining the price of the service Monetary balance. Self-financing. The ability to earn Financial planning

Determination of operating income and assets Importance of warehouse management and consumption Clinical protocols and effects on management Opportunity shares

The performance list

Check costs and analyze profit margins Check and analyze profitability and receipts

Economically measure the quality perceived by patients The list of freelance services and agreements Conventions, marginality analysis

Analytical marketing Strategic marketing Operative marketing Motivational marketing

Company Code of Ethics Front Office Manual ASO Manual

First Visit Protocol

Treatment maintenance booklet Tele video consultancy

The solution of automatism with the management IT platforms "Virtual Manager" ® and marketing automation "CommunicActions"