



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



GOLD COLLAR
GROW BEYOND SKILLS

Postgraduate Certificate in Business Management for Dental Professionals

Strengthen your business acumen to achieve your
dentistry professional career goals.

Program starts on November 7, 2023



Postgraduate Certificate in Business Management for Dental Professionals

OVERVIEW

The profession of dentistry has evolved tremendously in the past couple of decades. To excel as a successful dental professional, you must have both technical as well as good business skills. Strong business acumen can be your differentiating factor from the competition, enabling you to set yourself apart and create a brand of your own.

The Certification Program in Business Management for Dental Professionals has been designed specifically to help dental professionals hone their business skills and learn the nuances of operations, finance, and management.

PROGRAM OBJECTIVES

At the end of the program, you will be able to:

- Identify growth opportunities and develop business strategies
- Manage cost, revenue, and profitability proactively
- Improve processes and drive innovation for enhanced patient experience
- Master the art of negotiation for win-win partnerships and business results
- Take strategic decisions for overall business growth

WHAT YOU WILL LEARN

- Finance Management and Analysis
- Operational Efficiency and Innovation Towards Patient Delight
- Strategic Pricing in Healthcare
- Patient-Clinician Interface
- Micro-Economics for Small/Medium businesses
- Traditional and Digital Marketing

KEY BENEFITS

- Increased viability of your dental practice
- Brand building and social gains
- Operational efficiency and strategic scalability
- Quality and service excellence
- Strategic thinking for clear management direction

WHO SHOULD ATTEND

This program is recommended for dental professionals with 3-8 years of experience.

PROGRAM SCHEDULE:

November 2023 to March 2024
(Tuesdays, Thursdays)

PROGRAM FORMAT:

Half day: Online 5:30-9:00 pm GMT+08
Final day: Face-to-face at AIM, Manila

PROGRAM FEE:

US\$ 3500 Program Fee
US\$ 3200 For first 20 enrollees

To enroll, contact us at

[mail to: SEELL@aim.edu](mailto:SEELL@aim.edu)

or visit executiveeducation.aim.edu



PROGRAM FACULTY



Alberto G. Mateo, Jr Faculty

Alberto G. Mateo, Jr. is the head of the School of Executive Education and Lifelong Learning of the Asian Institute of Management. He is an accomplished professional with an MBA from De La Salle University and a Bachelor's in Accountancy (cum laude) from Polytechnic University of the Philippines. He has held prominent roles as President and Managing Director of HP PPS Philippines, Inc. and President and Country Manager of Pfizer, Inc. He has also been recognized with various awards and honors, including the Pfizer Global W.E. Upjohn Award for Leadership.



Maria Angelica B. Lleander Faculty

Maria Angelica B. Lleander holds a Master of Business Administration from the University of the Philippines, a Master of Arts in Psychology from The Catholic University of America, Washington, D.C., and a Bachelor of Science in Psychology from the University of the Philippines. She has notable achievements as a Human Resources Director in companies like Mundipharma Distribution GmbH, Pfizer Inc (Malaysia and Philippines), and Ciba-Geigy Philippines. Additionally, she has a consulting background with SGV Consulting. Maria Angelica was recognized as Top 2 in her MBA graduating class at the University of the Philippines.



Dr. Sriram Mudambi Founder & CEO, GOLD COLLAR EDUTECH

Dr. Sriram Mudambi, established a leading Dental Materials manufacturing and distribution company in India and, as its Managing Director over the past two decades, is adept in Strategic Marketing, Quality Manufacturing, and building high-performance teams across South-East Asia, Australasia, and the Indian subcontinent to become the fastest growing dental company in the region.



Rafael L. Camus Faculty

Rafael L. Camus holds an MBA from The Wharton School, University of Pennsylvania, and a Bachelor's in Economics from Ateneo de Manila University. His career excels in innovation and corporate planning, spanning roles at ABS CBN Broadcasting, Corp. - from Innovation Officer to Head of Business Development and Content Acquisition at ABS CBN Interactive, Inc. He contributed significantly to Globe Telecom and Express Telecommunications, Inc. as Assistant VP, driving innovation, strategic planning, and business development in telecom and media.



Dr. Sandesh Mayekar SENSEI Father of Aesthetic Dentistry, India

Maintains a multi-disciplinary specialty private practice focused on TMD, Orofacial Pain, Implantology, and Aesthetics in Dentistry in Mumbai, India. Dr. Mayekar's innovative approach has contributed to innumerable developments in dentistry that many dentists strive to emulate.



Raul P. Rodriguez Faculty

Raul P. Rodriguez holds a Ph.D. in Leadership Studies from Ateneo de Manila University and a Bachelor of Science in Management Engineering from the same institution. He has an extensive professional background, including roles as a Consultant and lecturer at Ateneo de Manila University and the Ateneo School of Medicine and Public Health, and leadership positions in various companies, such as Maynilad Water Services, Inc. and SVI-ISI Computer Services, Inc.



Dr. Saiesha K. Mistry Faculty

Dr. Saiesha Mistry is a leading Aesthetic and Restorative Dentist from Mumbai, India. She graduated from the Govt. Dental College and Hospital, Bombay, in 1991, securing the highest marks in Conservative Dentistry as well as having the best All Round Academic Performance at the final B.D.S from Bombay University.



Stephanie B. Guerrero Faculty

Stephanie B. Guerrero, Harvard MBA & UP Industrial Engineering grad. COO at Evident, Marketing Director at Tim Hortons PH, AXA Director, Uber Ops & Citibank AVP. Brand management roles at Unilever, Rexona Asia & PH (Home Care, Hair Care). Diverse expertise across operations, finance, and brand management.



Enrolling in the Postgraduate Certificate in Business Management for Dental Professionals

This is a first-of-its-kind certificate program that will enable participants to deploy time-tested and proven business metrics crucial for the growth and success of their private dental practice.

The program has been designed and curated to help dental professionals to:

1

GROW

Learn to define growth, understand your practice's growth drivers, and learn to deploy them methodically to achieve higher patient retention by delivering a Predictable Enjoyable Patient Experience. Develop a growth mindset and make discerning investment decisions that will lead to increased cash flows and profitability.

2

GROW FAST

Through a practical management strategy, discover how to speed up important growth factors in your practice. Marketing, finance, and branding negotiations, as well as efficient pricing strategies.

3

GROW BEYOND SKILLS

Learn to drive your practice not just with your clinical skills but also by using Key Performance Indicators and a strategic approach to gain competitive advantage and differentiation. Your name is Your Brand.



For guidance & inquiries:
Contact us at
[mail to: SEELL@aim.edu](mailto:SEELL@aim.edu)
or visit
executiveeducation.aim.edu