



**CAMOSUN COLLEGE**  
*School of Health & Human Services*  
*Dental Programs*

**DHYG 250 Principles and Issues 3**  
*Fall 2009*

**COURSE OUTLINE**

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**The Approved Course Description is available on the web @** <http://www.camosun.bc.ca/calendar/current/web/dhyg.html#DHYG250>

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*Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records.*

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**1. Instructor Information**

<b>(a) Instructor</b>	Ada Barker
<b>(b) Office hours</b>	By appointment
<b>(c) Location</b>	003
<b>(d) Phone</b>	250-370-3193 <b>Alternative:</b> 250-479-8098 (home)
<b>(e) E-mail</b>	barkera@camosun.bc.ca
<b>(f) Website</b>	

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**2. Intended Learning Outcomes**

In this lecture and seminar course, students focus on career aspects of dental hygiene. They study dental hygiene practice settings, educational opportunities, organizational, financial and marketing initiatives, dental insurance, economics and promotional guidelines of the regulatory authority.

1. Understand teamwork strategies in the workplace.
2. Understand principles of marketing in dental hygiene practice.
3. Understand dental hygiene career options.
4. Be aware of opportunities for career development.

## **Specific Objectives**

### **1. Understand teamwork strategies in the workplace.**

- 1.1 Examine general characteristics of dental professionals
  - models of professionalism ( commercial, guild, service, agent)
  - professional socialization
  - dental hygiene discourse
  - culture of dental hygiene
  - Theories of practice (review/150)
  - Professional practice objectives
  -
- 1.2 Examine professionalism and teamwork
  - Professional knowledge
  - Formal preparation
  - Responsibility and accountability
  - Culture
  - Professional image
  - Effective team behaviours
- 1.3 Discuss Team dynamics
  - developmental stages of teams
  - group dynamics and group process skills
  - common goals and objectives
  - roles of leaders and followers
  - norms
  - defined roles and responsibilities
  - professional limitations
  - timeliness
  - assisting others
  - feedback ( give and take)
  - respect for team members
  - loyalty and confidentiality
  - communication
  - productivity and functioning
  - collaborative evaluation of group work and progress

### **2. Understand principles of marketing in dental hygiene practice.**

- 2.1 Understand the value of a stated Mission and Vision
  - Values clarification
  - Mission statement
  - Vision statement

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2.2 Discuss the entrepreneurial approach to practice.

- Liaison with external groups
- Resources
- Advertising
- Encroaching disciplines
- Collaborative practice
- Ethical obligations

2.3 Discuss marketing techniques to promote dental hygiene services.

- Dental hygienists role
- Economic and other factors influencing use of “dental” service
- Marketing plan (product, price, place, promotion)
- Utilization of dental services
- Office structure and design
- Client satisfaction
- Marketing strategies
- CDHBC guidelines for promotional activities
- Practice as promotion
- Evaluating effectiveness

### **3. Understand economic aspects of dental hygiene practice.**

3.1 Identify the role of related business professionals in operating a practice ( eg,

- Accountant
- Banker
- Technician
- Lawyer
- Insurance Broker
- Sales representative
- Investment counselor

3.2 Understand sources of capital in dental practice.

- Personal finances ( investments, inheritance)
- Mortgages ( business/personal)
- Loans
- Leases
- Fee guides
- Dental insurance
- Dental insurance companies
- Human Resources funding
- Fee-for-service payment
- Prepaid financing plans/capitation

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#### 3.3 Examine the overhead associated with operating a dental practice.

- Accounting /book keeping fees
- Advertising and promotions
- Automobile
- Bad Debt
- Bank charges and interest
- Building ownership costs
- Business tax and license
- Convention and continuing education
- Dental supplies
- Depreciation
- Dues and subscriptions
- Equipment rental
- Consultants/ practice management
- Computer technical support
- GST
- Insurance (Malpractice and liability)
- Lab charges
- Laundry and Janitorial
- Office, postage and stationery
- Rent
- Repairs and maintenance
- Legal fees
- Professional registration
- Rent
- Salaries and benefits
- Utilities (internet, telephone, electricity, heat, water)

#### 3.3 Understand the economic contribution of the dental hygienist to the dental practice.

- Production
- Collegiality
- Education
- Marketing
- Leadership

## **4. Understand dental hygiene career options.**

#### 4.1 Discuss career opportunities for dental hygienists

- Dental Hygiene Service Delivery Framework
- Service delivery settings
- Career Development Stages
  - Employee
  - Entrepreneur
  - Educator
  - Researcher
  - Industry
  - Advocate
- Employment settings open to a new graduate

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- Private practice vs residential care

4.2 Discuss trends impacting the dental hygiene profession.

- Public education
- Private schools
- Technology
- Research
- Direct service
- Legislation
- Education

### **5. Understanding opportunities for career development**

5.1 Discuss on the job education

- Post diploma modules
- Study Clubs
- Instructor Diploma Program
- RCR Designation

5.2 Discuss access to Degree level education programs

- Dental Hygiene Degree/ Degree completion.
- Masters in Dental Science

5.3 Discuss access to Dentistry and other post graduate programs

5.4. Discuss the importance of professional involvement in development of dental hygiene education.

### **3. Required Materials**

(a) Texts

Dental Hygiene Theory and Practice, Darby, M., and Walsh, M., W.B. Saunders,  
2003

College of Dental Hygienists of British Columbia Registrant's Handbook

(b) Other : Articles will be provided for you throughout the course.

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### 4. Course Content and Schedule

There are no exams for this course. Grades will be based on assignment grades.  
Class hours consist of one 50-minute session per week. An outline and class schedule will be distributed in class or available via D2L.

### 5. Basis of Student Assessment (Weighting)

**Assignments: Details/criteria will be discussed in class. Also refer to D2L.**

- |   |            |
|---|------------|
| 1) Dental Hygiene Marketing Project                     | <b>40%</b> |
| 2) Marks (for selected in class exercises and homework) | <b>30%</b> |
| Examples:   |            |
| • Belbin Profile exercise and discussion -              | 10         |
| • Workshop on Class Vision and Mission -                | 10         |
| • UBC DH Program Website Review -                       | 10         |
| 3) Class Attendance/participation                       | <b>10%</b> |
| 4) Interview with a Dental Hygienist                    | <b>20%</b> |

### 6. Grading System

*(If any changes are made to this part, then the Approved Course description must also be changed and sent through the approval process.)*

*(Mark with "X" in box below to show appropriate approved grading system – see last page of this template.)*

- Standard Grading System (GPA)
- Competency Based Grading System

### 7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

#### LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Student Services or the College web site at <http://www.camosun.bc.ca>

## STUDENT CONDUCT POLICY

There is a Student Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section.  
<http://www.camosun.bc.ca/policies/policies.html>

### A. GRADING SYSTEMS <http://www.camosun.bc.ca/policies/policies.php>

The following two grading systems are used at Camosun College:

#### 1. Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-	<i>(B- is required for a pass in this course)</i>	4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

#### 2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.
DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

## B. Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at <http://www.camosun.bc.ca/policies/E-1.5.pdf> for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete</i> : A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress</i> : A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	<i>Compulsory Withdrawal</i> : A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.