



CAMOSUN COLLEGE
School of Health & Human Services
Dental Programs

DHYG 250 – Principles and Issues 3
Fall 2012

COURSE OUTLINE

The Approved Course Description
is available on the web @

<http://camosun.ca/learn/calendar/current/web/dhyg.html>

1. Instructor Information

(a) Instructor	Ada Barker
(b) Office hours	See schedule on door
(c) Location	Dental Building – Room 003
(d) Phone	(250) 370-3193 Alternative: (250) 479-8098
(e) E-mail	barkera @camosun.bc.ca
(f) Website	https://online.camosun.ca/

2. Course Content and Schedule

a. Calendar Description

In this lecture course, students focus on the career aspects of dental hygiene. They study workplace settings and educational opportunities, organizational, financial and marketing initiatives in clinical practice. Contracts, office overhead, insurance, and promotional guidelines are emphasized.

- b. i) Pre-requisites: DHYG 151, 162, 190
ii) Co-requisites:
iii) Pre / Co-requisites: DHYG 260

c. Course Particulars

d.

- i) Credits: 1
ii) Components: Class Hours: 1
iii) Seminar hours: 0 Practicum hours 0/ Lab hours 0/ Out of class hours 2
iv) Is the course available by distance education? Yes / **No**
v) Is prior learning available for this course? Yes/ **No**

A weekly schedule of classes will be distributed separately. Students are expected to be prepared for class by reading text chapters and other literature sources.

3. Required Materials

There will be no new text purchases for this course.

- a. Walsh, M and Darby, M. (2010) *Dental Hygiene Theory and Practice*, 3rd edition
- b. College of Dental Hygienists of British Columbia, *Registrant's Handbook*, 2012 version
- c. Other : relevant literature may be periodically reviewed during the term

4. Intended Learning Outcomes

Learning Outcomes	Program Outcomes
By the end of this course you will know and be able to: <ol style="list-style-type: none">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.	<ol style="list-style-type: none">A. Function as a professional dental hygienist.B. Communicate and collaborate effectively with individuals, family, community and interdisciplinary teams.C. Demonstrate critical thinking and use evidence based decision-making to provide optimal dental hygiene services to individuals, families and community.D. Advocate improving oral health and access to oral health services for individuals, families and community.E. Coordinate and contribute to the effective management of the practice environment to ensure quality care and services.F. Function as a competent clinician using the dental hygiene process of care.G. Educate individuals, families and community about oral health including its relationship to general health.H. Apply health promotion principles to improve the health of individuals, families and community.

5. Course Elements

1. Understand teamwork strategies in the workplace.

1.1 Examine general characteristics of dental professionals

- models of professionalism (commercial, guild, service, agent)
- professional socialization
- 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- review
- group dynamics and group process skills
- roles of leaders and followers
- defined roles and responsibilities
- professional limitations
- timeliness, assisting others
- communication and feedback (give and take)
- respect for team members
- loyalty and confidentiality
- 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

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 and Leases
- Fee guides
- Dental insurance and Dental insurance companies
- Human Resources funding
- Fee-for-service payment
- Prepaid financing plans/capitation

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)

3.4 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
- 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

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.

6. Basis of Student Assessment

- a. Quiz: Teamwork Strategies in the Workplace _____ 10%
- b. Assignments
 - a. Dental Hygiene Program Website Review _____ 20%
 - b. Interview with a Dental Hygienist _____ 35%
 - c. Principles of marketing and economics assignment _____ 35%

The minimum grade for successful completion of DHYG 250 is B- or 70%.

7. Grading System

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

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-	Passing grade for DHYG courses	4
65-69	C+	Minimum level has not been achieved.	3
60-64	C		2
50-59	D		1
0-49	F		0

2. **Competency Based Grading System (Non GPA) – This is NOT applicable to the DHYG 250 course.**

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.

8. **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>
Also, refer to the resources for learning section of the DHYG student handbook.

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. Additional information regarding the dental hygiene program is in the student handbook.

<http://www.camosun.bc.ca/policies/policies.html>