



INSTRUCTIONAL PACKAGE

DAT122

Dental Office Management

Effective Term

Fall 2024/Spring 2025/Summer 2025

INSTRUCTIONAL PACKAGE

Part I: Course Information

Effective Term: Fall 2024/Spring 2025/Summer 2025

COURSE PREFIX: DAT122

COURSE TITLE: Dental Office Management

CONTACT HOURS: 4

CREDIT HOURS: 2

RATIONALE FOR THE COURSE:

This course introduces basic office functions relating to the business aspect of the dental office.

Upon completion of this course, the Expanded Duty Dental Assistant will gain knowledge of:

- 1) Dentistry as a Business
- 2) Communication Management
- 3) Business Office Systems
- 4) The Dental Assistant and the Workplace

COURSE DESCRIPTION: This course provides a study of the business aspect of a dental office.

PREREQUISITES/CO-REQUISITES:

PREREQUISITES:

DAT 113 Dental Materials
DAT 118 Dental Morphology
DAT 127 Dental Radiology
DAT 154 Clinical Procedures I
DAT 174 Office Rotations

CO-REQUISITES:

DAT 115 Ethics Professionalism
DAT 121 Dental Health Education
DAT 122 Dental Office Management
DAT 123 Oral Medicine/Oral Biology
DAT 183 Specialty Functions

REQUIRED MATERIALS:

Please visit the bookstore online site for most current textbook information. Use the direct link below to find textbooks. [BOOKSTORE](#).

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC's learning management system (LMS) used for course materials.
2024-2025

Access to myHGTC portal for student self-services.

College email access – this is the college’s primary official form of communication.

CLASSROOM ETIQUETTE:

As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins.

Please refer to the HGTC Dental Sciences Policies and Procedure’s Manual for additional information

Part II: Student Learning Outcomes

COURSE LEARNING OUTCOMES and ASSESSMENTS*:

****Students – please refer to the Instructor’s Course Information sheet for specific information on assessments and due dates.***

Upon completion of DAT 122, the student will be competent to perform the following:

1. Understand the business aspect of the dental office.
2. Learn the basic concepts of managing a dental team.
3. Learn communication techniques with patients and co-workers.
4. Interpret different legal and ethical issues in the dental office.
5. Learn how to utilize various business office technologies.
6. Learn both verbal and written communication skills.
7. Apply knowledge of appointment, recall, and inventory systems.
8. Prepare dental claims forms.
9. Skills to find employment after graduation.

COURSE LEARNING OUTCOMES and ASSESSMENTS*

Lecture Learning Outcomes

Module 1

Material Covered: Ch. 1 The Business of Dentistry

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Explain the dual role of dentistry as a business and a healthcare provider.
3. Define the various members of the dental team and explain the responsibilities of each member.
4. Describe emerging dental workforce models.
5. Discuss dentistry as a business and describe the importance of identifying dentistry as a service profession.
6. Define various types of dental practices. Also, list the specialties recognized by the American Dental Association.
7. Describe the various types of dental hygiene practices.
8. Discuss the process for starting a dental/dental hygiene practice.

Module 2

Material Covered: Ch. 2 Dental Team Management

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Discuss the importance of establishing goals and objectives for a dental practice.
3. Discuss leadership and management in the twenty-first century dental office.
4. List and describe the personal characteristics of an effective leader.
5. Discuss organizational culture and describe common organizational cultures that could be applied to a dental practice.
6. Describe factors that may help to motivate employees.
7. Discuss the importance of business office etiquette, as well as ways to implement professional business etiquette.
8. Discuss the shifting role of the administrative assistant in a dental practice and list the various duties involved with the position.
9. Discuss the importance of staff management. Also, list the "five Rs" of successful management.
10. Identify the functions and basic skills of an effective administrative assistant.
11. Discuss the attributes of an ethical administrative assistant

Module 3

Material Covered: Ch 3 Patient management

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Discuss the importance of understanding patient needs, including a discussion about Maslow's hierarchy of needs and Carl Roger's client-centered therapy.
3. Describe the concept of "locus of control."
4. Identify barriers to patient communication and the importance of recognizing nonverbal cues.
5. Explain how improving verbal images in the patient's mind can allay fears and identify phrases that promote successful patient management.
6. Discuss the special needs of patients and their inherent rights, as well as ways to recognize abuse.
7. Describe how to manage difficult or challenging patients.
8. Discuss reception room techniques, including the role of the receptionist and reception room appeal.
9. Discuss the contents of an office policy and design an office policy statement.
10. Explain marketing techniques in dentistry.
11. Describe internal and external marketing.

Module 4

Material Covered: Ch 4 Legal and Ethical Issues in the Dental Business Office

Assessments: Test and Lab Assignments

Objectives

1. Define the key terms in this chapter.
2. Understand the definition and classifications of law in relation to dentistry.
3. Understand the important terms involved in litigation.
4. Discuss crimes and torts with regard to the standard of care in a dental office.
5. Understand the dental practice act.
6. Discuss professional standards that dental assisting and dental hygiene use for accreditation, certification, and licensure.
7. Describe codes of ethics and other professional guidelines of dental organizations.
8. Discuss the ethical and legal considerations for the dental hygienist, dental assistant, and administrative assistant

9. Explain various types of consent
10. Explain the importance of time and motion principles in a dental office.
11. Discuss the importance of body positioning and ergonomics when designing a dental office
12. Describe health and safety issues that affect business office personnel.
13. Discuss the various office supplies needed for a dental office.

Module 5

Material Covered: Ch. 5 Information Technology in the Business Office

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Discuss how the information age has affected dentistry and why implementing a change to a computer system is important to all staff members.
3. Describe the elements of information systems.
4. Explain the four operations of a computing device.
5. Explain how information technology can be used to increase profitability and the purpose of a feasibility study.
6. Understand the various general and specific task software or apps available.
7. Discuss integrated apps and list the guidelines to follow when selecting apps.

Module 6

Material Covered: Ch. 6 Office Design and Equipment Placement

Assessments: Test, Lab Assignments and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Describe the physical environmental factors that relate to dental office design.
3. Discuss the impact of the Americans with Disabilities Act on the dental practice.
4. Describe seasonal affective disorder (SAD).
5. Discuss factors to be considered when designing the reception room.
6. Discuss the importance of a business office work triangle.
7. Discuss factors to consider in the design of the business office workspace.
8. Provide suggestions for workstation organization.
9. Explain the importance of time and motion principles in a dental office
10. Discuss the importance of body positioning and ergonomics when designing dental office.
11. Describe health and safety issues that affect business office personnel.
12. Discuss the various office supplies needed for a dental office.

Module 7

Material Covered: Ch 7 Working with Dental Office Documents

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Discuss the records management system in a dental office and identify the various categories of records that are maintained in a dental office.
3. Discuss the importance of the Health Insurance Portability and Accountability Act (HIPAA).

4. Discuss the importance of maintaining accurate clinical records and list the components of a clinical record.
5. Discuss patient registration and the health history form, as well as discuss how an independent dental hygiene practice can work with patients and their families.
6. Describe all components of the clinical chart.
7. Describe how to enter data on a clinical chart and discuss the various types of clinical data entries.
8. Understand tooth nomenclature, tooth-numbering systems, and tooth surfaces.
9. Explain the use of symbols and abbreviations in clinical records.
10. Describe methods of records retention and transfer.
11. Identify the various types of employee records and the OSHA records that may be included for each employee.

Module 8

Material Covered: Ch. 8 Storage of Business Records

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Discuss the importance of records management, both paper and electronic, and the benefit of keeping dental practice records readily available.
3. Describe the basic steps for preparing records for filing and the importance of retrieval and retention.
4. Discuss the various classifications of filing systems, including the basic alphabetical indexing rules.
5. Discuss the storage and care of electronic files.
6. Discuss the equipment and storage supplies necessary for both the paperless and paper storage of files.
7. Discuss the importance of managing workstation records effectively and list several tips for successful records management.

Module 9

Material Covered: Ch. 9 Written Communication

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Describe the various types of written communication in a dental office.
3. Select stationery supplies.
4. Identify the characteristics of an effective letter.
5. Identify the parts of a business letter.
6. Review rules of punctuation and capitalization.
7. Discuss ways of entering telephone numbers in a letter.

Module 10

Material Covered: Ch. 11 Appointment Management Systems

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Demonstrate knowledge of appointment management, the advantages of an electronic appointment book, and basic scheduling concepts.
3. Describe the components of an appointment matrix.
4. Demonstrate an understanding of time allocation and other important factors in scheduling appointments.
5. Explain the importance of understanding the dentist's body clock when scheduling appointments and discuss several scheduling considerations to keep in mind.
6. Apply the basic steps of entering appointments into an appointment system and additional activities included with appointment entries.
7. Demonstrate knowledge of the daily appointment schedule and scheduling patients in an advanced-function practice.

Module 11

Material Covered: Ch. 13 Inventory Systems and Supply Ordering

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Identify the three basic categories of dental supplies and discuss how to select supplies.
3. Design an inventory system using both capital equipment and expendable and nonexpendable supplies.
4. Discuss automated inventory systems.
5. Discuss manual inventory systems.
6. Describe how to maintain the inventory system, including how to identify reorder points and how to determine supply quantity.
7. Describe techniques for receiving supplies and receiving credit.
8. Discuss back-ordered supplies, purchase orders, and storage of supplies.
9. Evaluate a dental office inventory system.

Module 12

Material Covered: Ch. 12 Recall Systems

Assessment: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Identify the primary objective of a recall system.
3. List the three factors associated with a successful recall system.
4. Describe ways to keep patients informed about the dental practice.
5. Identify and discuss the four main types of recall systems.
6. Explain how to establish a recall system.
7. Describe how to periodically purge the system.

Module 13

Material Covered: Ch. 14 Third Party Reimbursement and Coding

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Understand and use the appropriate terminology when speaking about third party reimbursement

and coding.

3. Understand how easily and often fraud can occur and what to do to avoid it.
4. Discuss reasonable and customary or usual and customary (UCR) fees and other concepts related to fees and third parties.
5. Learn the role of codes and the power of metrics.
6. Identify the steps in accurate filing of American Dental Association claim forms.
7. Discuss coordination of benefits.

Module 14

Material Covered: Ch. 18 The Dental Assistant and the Workplace

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter.
2. Discuss preparing for a job search, including five important questions you should ask yourself.
3. Discuss how to perform a critical self-assessment analysis.
4. Identify your personal assets and liabilities for a job.
5. Discuss methods of marketing your skills.
6. Identify personal priorities for a potential job.
7. Determine your career philosophy and your worth to a practice.
8. Identify potential areas of employment.
9. Discuss places to find employment opportunities.
10. Prepare employment data for job applications.
11. Discuss the steps that can help you prepare for a job interview.
12. List the components of a portfolio.
13. Discuss different types of interview formats.
14. Describe how to follow up after an interview.
15. List hints for success in a job on the dental team and discuss the best way to ask for a raise.
16. Describe how to terminate a job and the importance of a good attitude for continued success.

Module 15

Material Covered: Ch. 10 Telecommunications

Assessments: Test, Lab Assignments, and Final Exam

Objectives:

1. Define the key terms in this chapter
2. Discuss the application of electronic communications and telecommunications in a dental office
3. Explain the special features of telephone equipment and services
4. Describe various types of communication systems commonly used by the dental team
5. Develop effective telephone etiquette to use in a dental office
6. Discuss the components of a speaking voice
7. Discuss how to achieve a good telephone personality
8. Describe the best way to manage incoming and outgoing calls encountered in the dental office
9. Describe how to record phone messages correctly
10. Discuss etiquette involving personal calls, cell phones, and social media
11. Describe how search engine optimization (SEO) relates to marketing a dental office

Part III: Grading and Assessment

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*:

Students' performance will be assessed and the weight associated with the various measures/artifacts are listed below.

EVALUATION*

Lecture:	60% of the final grade
Quizzes	20%
Final Exam	17%
Discussions	60%
Lecture Professionalism	3%
	100%

Lab:	40% of the final grade
Competencies	12%
Team Management Paper	10%
Cover Letter	15%
Resume'	35%
Lab Final (Mock Interview)	25%
Lab Professionalism	3%
	100%

****Students, for the specific number and type of evaluations, please refer to the Instructor's Course Information Sheet.***

GRADING SYSTEM:

A = 100 – 90

B = 89- 80

C = 79 – 77

D = 69 – 60

F = 59 and below

*The final grade is based upon your performance in the lecture and laboratory portions of the course. You will be required to pass **BOTH** the lecture and the laboratory portion of the course with a **77%** or higher to be eligible to progress in the curriculum.

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the [academic calendar](#) for deadlines for add/drop. You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of 80 percent (80%) of their classes in order to receive credit for any course. Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

****Refer to the HGTC Dental Sciences Manual for additional policies on attendance.***

Part V: Student Resources



THE STUDENT SUCCESS AND TUTORING CENTER (SSTC):

The SSTC offers to all students the following **free** resources:

1. **Academic tutors** for most subject areas, **Writing Center support**, and **college success skills**.
2. Online **tutoring** and academic support resources.
3. Professional and interpersonal communication **coaching** in the EPIC Labs.

Visit the [Student Success & Tutoring Center](#) website for more information. To schedule tutoring, contact the SSTC at sstc@hgtc.edu or self-schedule in the Penji iOS/Android app or at www.penjiapp.com. Email sstc@hgtc.edu or call SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455, or go to the [Online Resource Center](#) to access on-demand resources.



STUDENT INFORMATION CENTER: TECH Central

TECH Central offers to all students the following **free** resources:

1. **Getting around HGTC:** General information and guidance for enrollment, financial aid, registration, and payment plan support!
2. Use the [Online Resource Center \(ORC\)](#) including Office 365 support, password resets, and username information.
3. **In-person workshops, online tutorials and more services** are available in Desire2Learn, Student Portal, Degree Works, and Office 365.
4. **Chat with our staff on TECH Talk**, our live chat service. TECH Talk can be accessed on the student portal and on TECH Central's website, or by texting questions to (843) 375-8552.

Visit the [Tech Central](#) website for more information. Live Chat and Center locations are posted on the website. Or please call (843) 349 – TECH (8324), Option #2.



HGTC LIBRARY:

Each campus location has a library where HGTC students, faculty, and staff may check out materials with their HGTC ID. All three HGTC campus libraries are equipped with computers to support academic research and related school work; printing is available as well. Visit the [Library](#) website for more information or call (843) 349-5268.

STUDENT TESTING:

Testing in an **online/hybrid** course and in **make-up exam** situations may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms (which may have a fee associated with the usage)

Furthermore tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

DISABILITY SERVICES:

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to HGTC's [Accessibility and Disability Service webpage](#). The Accessibility and Disability Services staff will review documentation of the student's disability and, in a confidential setting with the student, engage in an interactive process to develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided. Students will need to reach out to the Accessibility and Disability Services staff each semester to renew their accommodations.

COUNSELING SERVICES:

HGTC Counseling Services strives to optimize student success through managing personal and academic concerns that may interfere with achieving educational goals. Staff are available to every student for assistance and guidance on personal matters, academic concerns and other areas of concern. HGTC offers free in-person and telehealth counseling services to students. For more information about counseling services, please reach out to counseling@hgtc.edu or visit the website the [Counseling Services webpage](#).

STATEMENT OF EQUAL OPPORTUNITY/NON-DISCRIMINATION STATEMENT:

Horry-Georgetown Technical College shall not discriminate in employment or personnel decisions or in student admissions or in student decisions, or in all other segments of the College community on the basis of race, color, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation, in the educational programs and activities which it operates, and the college is prohibited from discrimination in such manner by applicable laws. Practices and requirements for nondiscrimination extend to the enrollment of students in programs and activities of the College and employment by the College.

All inquiries regarding the federal laws as they relate to discrimination on the basis of sex may be directed to Tamatha Sells, Title IX Coordinator, Horry-Georgetown Technical College, Building 1100C, Room 107B, 2050 Hwy 501 E, PO Box 261966, Conway, SC 29528-6066, 843-349-5218, tamatha.sells@hgtc.edu or to the US Department of Education Office of Civil Rights. (Telephone: 800-421-3481/Email: OCR@ed.gov).

Other employee and applicant inquiries concerning the federal laws and their application to the College may be directed to Jacquelyne Snyder, Vice President, Human Resources and Employee Relations & the College's Affirmative Action/Equal Opportunity Officer, Horry-Georgetown Technical College, Building 200C, Room 205B, 2050 Hwy 501 E, PO Box 261966, Conway, SC 29528-6066, 843-349-5212, jacquelyne.snyder@hgtc.edu.

Other student and prospective student inquiries concerning the federal laws and their application to the College or any student decision may be directed to Dr. Melissa Batten, Vice President, Student Affairs, Section 504 & Title II Coordinator Horry-Georgetown Technical College, Building 1100C, Room 107A, 2050 Hwy 501 E, PO Box 261966, Conway, SC 29528-6066, 843-349-5228, melissa.batten@hgtc.edu.

TITLE IX REQUIREMENTS:

Title IX of the Education Amendments of 1972 protects students, employees, applicants for admission and employment, and other persons from all forms of sex discrimination.

HGTC prohibits the offenses of domestic violence, dating violence, sexual assault, and stalking and will provide students, faculty, and staff with necessary information regarding prevention, policies, procedures, and resources.

Any student, or other member of the college community, who believes that they have been a victim of sexual harassment, domestic violence, dating violence, sexual assault, or stalking may file a report with the college's Title IX Coordinator or campus law enforcement*.

*Faculty and Staff are required to report these incidents to the Title IX Coordinator when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

For more information, contact Tamatha Sells, Title IX Coordinator, Conway Campus, Building 1100C, Room 107B, 843-349-5218, tamatha.sells@hgtc.edu.

PREGNANCY ACCOMMODATIONS

Under Title IX, colleges must not exclude a pregnant student from participating in any part of an educational program. Horry-Georgetown Technical College is committed to ensuring that pregnant students receive reasonable accommodations to ensure access to our educational programs.

Students should advise the Title IX Coordinator of a potential need for accommodations as soon as they know they are pregnant. It is extremely important that communication between student, instructors, and the Title IX Coordinator begin as soon as possible. Each situation is unique and will be addressed individually.

Title IX accommodations DO NOT apply to Financial Aid. Financial Aid regulations do not give the College any discretion in terms of Financial Aid eligibility.

Certain educational programs may have strict certification requirements or requirements mandated by outside regulatory agencies. Therefore, in some programs, the application of Title IX accommodations may be limited.

To request pregnancy accommodations, please complete the [**Pregnancy Intake Form**](#).