

Managing the Dental Team

ADA's Guidelines for Practice Success™ (GPS™)

SAMPLE JOB DESCRIPTION: OFFICE MANAGER

This information provided courtesy of [The ADA Practical Guide to Creating and Updating an Employee Policy Manual](#), a publication of the American Dental Association.

Office Manager

Reports to: _____

PRIMARY RESPONSIBILITIES

Responsible for administering the day-to-day activities of the business office, including: patient and employee relations; staff interviewing/dismissal; management of marketing and communications efforts; ensuring regulatory compliance; staff training and motivation. Assist the dentist with other tasks as assigned.

SPECIFIC DUTIES

- Manage day-to-day operations of dental office
- Manage and direct staff assignments and activities, in accordance with office policies and applicable laws
- Manage compliance with OSHA, state and federal regulations
- Know and follow dental office contingency plan
- Stay current with trends, legislation and regulations in the dental profession
- Manage patient financial accounts
- Manage the hiring and ongoing performance of staff
- Manage and update office computer systems

Patient Management

- Oversee patient relations and handle patient complaints
- Help explain office policy to patients
- Help support staff as needed (i.e., appointment scheduling, collections, insurance, etc.)
- Monitor patient relations with regular patient satisfaction surveys

Staff Management

- Assign, direct and manage staff duties, as assigned by the dentist
- Determine staff schedules
- Recruit, interview and hire employees as directed by the dentist
- Orient and train new staff
- Organize staff training on OSHA and HIPAA compliance
- Display any posters required by federal, state or local law
- Monitor staff performance
- Conduct staff and salary reviews
- Coordinate team meetings
- Engage in conflict resolution
- Help arrange for staff CE
- Make business travel arrangements for dentist and staff

Records and State and Federal Regulations Management

- Help implement compliance with state and federal regulations
- Arrange for OSHA, HIPAA, and risk management training
- Maintain employment records
- Update and maintain employee policy manual
- Help dentist draft office policies

Marketing and Public Relations

- Oversee the design of marketing and promotional materials (print and electronic)
- Manage dental office advertising/recruiting ads for new staff
- Implement marketing strategies
- Coordinate event planning, conference travel, volunteer and mentorship opportunities, community outreach, and similar programs
- Assist with dental office facility management

Social Media

- Oversee the development and maintenance of pages on appropriate social media platforms, including the practice blog
- Supervise the creation of appropriate and engaging social media content
- Monitor and manage comments and questions that arrive via social media channels
- Develop and implement a strategy for handling negative reviews on sites such as Yelp
- Stay current with trends in the dental profession and social media in general

PERSONNEL REQUIREMENTS

Education/Experience

- High school diploma or equivalent; some college preferred
- Dental experience preferred
- Working knowledge of computers for word processing, insurance claims processing and records management **[list computer software experience required including any specific dental software]**
- Knowledge or experience in staff management

Interpersonal

- Excellent communications skills
- Team player
- Conflict resolution experience
- Customer service or patient relations experience
- Ability to communicate all concerns to the dentist

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