



Romanian Association of Dental Office Managers

*Driving Excellence in Dental Practice Management
Since 2013*

Let's start with WHY

Established in 2013,
ADOM aims to **empower
professionals in Romanian
dentistry** and drive excellence
in dental practice management.

Our **mission** is to support and
advance the role of **dental
office managers** by providing
**education, resources and
networking opportunities.**

We strive to enhance
the **professionalism and
effectiveness of dental staff,**
to **improve care and patient
experience** nationwide.

Our mission goes beyond traditional advisory roles. We are dedicated to fostering a mindset that empowers individuals to think critically and develop customized cognitive frameworks for the unique challenges their businesses face.

The Core. ADOM Trainers



Andreea NECULA
Operations Director
DENT ESTET



Bianca IACOB
Patient Experience Director
DENT ESTET



Mugur PĂTRAȘCU
Marketing Visionary
Owner Screen Native



Alex NEGRĂ
Social Media & Digital Strategist
Founder Social Smarts



Dr. Dana TABAN
President & Founder ADOM
CEO & Founder DENT ESTET



Psy. Bianca RADU
Patient Experience Coordinator
DENT ESTET



Alina PICIOR
Dental Office Manager
DENT ESTET



Atty. Luciana MIHA
Healthcare Legal Advisor
AM SPPR Collaborator



Cristian TABAN
Vice-President ADOM
Executive Director DENT ESTET

Dr. Dana TABAN, DMD, MBA

President & Founder ADOM
CEO & Founder DENT ESTET



ADOM was founded in 2013 by Dr. Dana Taban, CEO of DENT ESTET Group, a leading force in Romanian dentistry. Since 1999, Dr. Taban's innate leadership and dedication to the most advanced dental technologies have driven her to assemble a formidable team of professionals and, through DENT ESTET, transform the patient dental experience by addressing every aspect of the process.

Cristian TABAN, E MBA

Vice-President ADOM
Executive Director DENT ESTET



With an EMBA from ASEBUSS Business School & Kennesaw State University, and training in executive finance at INSEAD and management at IEDC-Bled School of Management, Cristian has a strong track record with multinationals like Henkel and GE. Since becoming Executive Director at DENT ESTET in 2016, he has leveraged his extensive knowledge to deliver impactful management and leadership courses through ADOM.

Andreea NE CULA

Trainer A D O M

Operations Director DENT ESTET



A steadfast dedication to management excellence and outstanding organizational capabilities has defined Andreea's career progression at DENT ESTET, where she has advanced from HR Manager in 2016 to her present role as Operations Director. The strategic prioritization and resource optimization skills honed through her Harvard Business School education have been instrumental to her success.

Bianca IACOB

Trainer A D O M

Patient Experience Director DENT ESTET



Bianca plays a key role in implementing strategies, developing protocols, and enhancing patient experience within the DENT ESTET Group. As an A D O M trainer since 2016, she delivers operational and agenda management courses. Her dedication to continuous development is reflected in her studies at institutions like Harvard Business School and Maastricht School of Management.

Psih. Bianca RADU

ADOM Trainer

Patient Experience Coordinator DENT ESTET



Since joining DENT ESTET in 2018, Bianca, a Psychology graduate (2004) with specializations in Clinical, Ericksonian, and Medical Hypnosis (Paris, 2019-2020), has made significant contributions at ADOM by delivering training sessions on conversational hypnosis and HR strategies aimed at improving team and patient communication.

Alina PICIOR

ADOM Trainer

Dental Office Manager DENT ESTET



Alina's dedication has driven her career progression from Front Desk Officer to Dental Office Manager in DENT ESTET Braşov. Drawing on her background in Economics, Business Administration, and training in Leadership Coaching and Strategic Negotiations, she excels in creating a welcoming and efficient environment, guided by her philosophy, 'Smile, and the world will smile back at you.'

Mugur PĂTRĂȘCU

Trainer ADOM & Marketing Visionary
Owner Screen Native

Alexandru NEGREA

Trainer ADOM & Social Media and Digital Strategist
Founder Social Smarts

Atty. Luciana MIHAI

Trainer ADOM & Healthcare Legal Advisor
AM SPPR Collaborator



Entrepreneur and digital marketing specialist Mugur Pătrașcu has amassed over two decades of experience in digital media. Before establishing the digital-focused advertising agency Screen Native in 2016, he built a notable career that included founding the iLeo digital agency and serving as Digital Director at Leo Burnett Group.



Alexandru Negrea is an online marketing and communication specialist with over 15 years of experience. In 2015, he founded Social Smarts, a company that delivers intensive social skills development courses. Previously, in 2012, he launched the first intensive Social Media courses in Romania. He is an expert consultant and trainer in Social Media.



Specializing in medical law for dental clinics, Luciana is a consultant, mediator, and trainer with over 15 years of experience. She provides legal training on malpractice, legal management, and entrepreneurship in the dental sector. Her commitment to the field is evident in her long-standing contributions to AMSPPR (since 2007) and her role as an ADOM trainer (since 2021).

The Community



Over 2000 members

Dentists, Dental Office Managers, Front Desk Officers, Healthcare Entrepreneurs

A vibrant and inclusive network, the ADOM Community serves as a hub of knowledge, support, and inspiration for dental professionals in Romania.

We excel at fostering collaboration and networking, providing members with opportunities to connect with peers, exchange ideas, and access valuable advice and support from experienced professionals.

ADOM Curriculum

Dental Office
Managers School

Dental
Management
Seminars

Dental Business
Master Seminars

Dental START-UP
Seminars

Front Desk Officer
Seminars

HR Courses

Marketing Courses

Conversational
Hypnosis Courses for
Dentists

Pediatric Dentistry
Courses

#EduSharing since 2013

- **23** Editions of Dental Office Managers School
- **14** Front Desk Officer Seminars
- **12** Pediatric Dentistry Courses
- **7** Conversational Hypnosis Courses
for Dentists
- **7** Dental Office Managers Seminars
- **2** Healthcare Marketing Trainings
- **2** Dental Business Master Seminars
- **1** HR Course
- **1** Advanced STA RT-UP Seminar

Dental Office Managers School (DOM School)

DOM School, ADOM's flagship program, stands as the most comprehensive dental management program in Romania.

The program's strength lies in its unmatched curriculum depth, enabling participants to develop personalized business strategies. Integrating best practices from US and European dental management programs, DOM School provides comprehensive coverage of all facets of dental office management. Participants benefit from DENT ESTET Group's 25+ years of experience, gaining unique educational value through extensive exposure to practical situations and valuable lessons.

- **3 Modules, 7 Days**
 - Business Plan & Strategy
 - Human Resources & Team Management (Recruitment - Onboarding - Motivation)
 - Legislation - Approvals - Contracts
 - Patient Management & Experience
 - Agenda Management
 - Operational Management (protocols - reporting)
 - Marketing & Communication
 - Accounting & Financial ABC
 - KPIs for Dental Management
 - Treatment Plans & Patient Communication
- **1 Complex Team Project**
- **Toolkit for practical application with +50 materials**

Dental Business Master Seminar

The Dental Business Master Seminar, ADOM's gleaming pearl, has been one of the most highly appreciated business courses for dentists, specifically designed to equip dental business owners with the knowledge, tools, and strategies needed to thrive in today's competitive landscape.

Understanding the real present situation of a clinic (using financial tracking, systems, metrics), focusing on the core processes that bring added success and increased profitability, as well as navigating the due diligence process are crucial components of achieving long-term financial success and organic growth.

- 1- or 2-Day Seminar
 - The Value of the Dental Clinic
 - Organic Growth - Acquisition - Sale
 - Strategic KPIs
 - EBITDA
 - Financial Tracking
 - Due Diligence
 - Non-Disclosure Agreements
- Toolkit for practical application with +10 materials

Advanced STAR T-UP Seminar

The Advanced Start-up Seminar is a beacon for dental entrepreneurs, illuminating the path to clinic success. The seminar covers essential information, strategies, and insights needed to navigate the complexities of clinic development and ensure sustainable success.

Each session combines practical advice with the realities of clinic management, using case studies and dynamic discussions to unfold strategies that boost profitability and patient care, while forging a unique market position. The Advanced START-UP Seminar is a masterclass in business acumen, providing a robust foundation for those poised to make their mark in the dental industry.

- **1- or 2-Day Seminar**
 - Vision & Mission
 - Strategic Planning & Business Plan
 - Operational Management (Protocols & Reporting)
 - Agenda Management
 - Marketing & Social Media Strategy
 - Human Resources Essentials for a Dental Start-up (Talent Acquisition, Onboarding Procedures, Employee Relations, Training & Development, Performance Management Assessment, KPI Management)
- **Toolkit for practical application with +10 materials**

Front Desk Officer Seminar

We recognize the crucial role played by front office staff in ensuring the smooth functioning of dental clinics. This educational program empowers front desk officers with the tools and strategies needed to excel in their roles.

The Front Desk Officer Seminar combines theory with practical applications, offering proven techniques to enhance customer service, manage patient inquiries, handle challenging situations, and optimize front office operations. Upon attending this program, each attendee showcases their gained insights within an individual project focused on their own professional practice, that is further evaluated and discussed with the ADOM trainers for a complete follow up and learning experience.

- **2 Days**
 - Patient Profiling
 - Patient Communication
 - Patient Experience
 - Conflict Management
 - Agenda Management
 - Operational Management (Protocols & Reporting)
- **Toolkit for practical application with +10 materials**
- **1 Project**
- **1 Follow up and Evaluation Session**

Pediatric Dentistry Courses

Our specialized trainings equip dental professionals with the knowledge and skills to provide top-notch dental care to children. Delivered by specialists working within the DENT ESTET 4 KIDS clinics with over 15 years of experience and more than 50,000 patients, these courses empower dentists to excel in pediatric dentistry.

From managing young patients' unique needs to fostering a friendly and reassuring atmosphere, participants gain practical insights to ensure the brightest smiles for the youngest generation.

- **1- or 2-Day Courses**
 - Pediatric Patient Management
 - Prevention & Prophylaxy
 - Conversational Hypnosis
- **Case Studies**
- **Hands-on Sessions**
- **Toolkit for practical application with +10 materials**

Conversational Hypnosis Course for Dentists

Conversational hypnosis is a powerful tool for dental professionals to create a positive and stress-free environment, build trust with their patients, and enhance the overall dental experience.

The Conversational Hypnosis Course addresses adults as well as children and youth, focusing on the emotional characteristics of each age group and adapting the techniques for a personalized approach. The course ensures participants gain hands-on experience in applying techniques in real dental scenarios through interactive demonstrations, case studies, and practical exercises. |

- **2-Day Course**
 - Conversational Hypnosis
 - Practical Tools for Patient Management
 - Pain Management
- **Proven techniques for anxious patient management**

The #ADOMexperience

Excellence in Dental Management in Romania

Dr. Alexandra MIRCEA

Founder of Dentalist Clinic, Bucharest, Romania



The policies and processes presented are a solid foundation upon which you can build the dental experience you want to offer in your clinic.

The ADOM course has helped me cover all areas of the field, get things in order, so that I can further add my own touch.

Dr. Mihaela MAFTEI

Founder of Professional Dentist Clinic, Iasi, Romania



The course perfectly blended the presentation of dental clinic management and marketing concepts with the illustration of concrete cases, all in a very pleasant atmosphere. I highly recommend it!

Dr. Dan GRUIA

Founder of Prodent Dr. Gruia Clinics
Câmpina & Bucharest, Romania



I am pleased to return to ADOM for the second time, after 7 years, with my management team.

Here I know I can find trainers with the highest level of training and expertise, along with a very open and dynamic community of managers.

Dr. Cristian MARINESCU

Founder of DentiSteM Clinic, Craiova, Romania



The ADOM courses are an experience you must have! Even if you can gather information from various sources, you won't find all these details put together and explained by experienced, patient people, who tested everything so that you can apply them in your business.

Dr. Virginia ARDELEANU

Founder of Dr. Ardeleanu Clinics
Bucharest, Oltenița & Giurgiu, Romania



It's fully worth the investment in the "ADOM School" program. It has answered many questions I had.

My only regret is that I didn't take it earlier. I would have avoided a lot of the issues I encountered.

Cristina MĂGUREAN

Manager of Rotar Clinic, Cluj-Napoca, Romania



The ADOM School has definitely exceeded my expectations. The professionals shared their knowledge with us, and it turned into a "magic carpet ride" from which we all benefited.

I wholeheartedly recommend ADOM!

Dan MAFTEI

Manager of Professional Dentist Clinic, Iasi, Romania



A team of extraordinary individuals who consistently manage to transfer to ADOM students not only from their experience, but also from their leadership. And they do this with passion and empathy!

Dr. Vlad DEAC

President of The Employers' Federation of Bihor
Oradea, Romania



ADOM - courses for imparting experience. Wonderful lecturers, engaged participants, lots of enlightenment!

I confidently recommend it to all those who wish to develop their economic knowledge in the field of dentistry. If you want to start your own business in the field...it's a must!

„In the vibrant context of ADOM programs, you'll find the inspiration to fuel your leadership path. This experience will encourage you to move beyond simply following, to thinking independently and becoming your own consultant in the pursuit of success.

Swiftly realizing favorable results involves implementing proven strategies from the very beginning, crafting them in the crucible of real-world application, not just reading about them. Take the reins with an energized approach, and create your own distinct management harmony – a departure from the monotonous sound of imitation. Lead courageously, pave your way, and let practical wisdom be the guiding principle of your entrepreneurial rise!”

Dr. Oana Taban, President & Founder ADOM, CEO & Founder DENT ESTET

Join our #ADOMcommunity!

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