

## Job Description - Practice Manager

---

**Job Title:** Practice Manager  
**Function:** Operations  
**Reports to:** Operations Manager

---

### The Role

The Practice Manager is responsible for driving business growth within their Practice.

The Practice Manager delivers the Practice's financial performance, providing leadership and management to Practice colleagues: both self-employed clinicians and employed colleagues, whilst maintaining the highest standards of care and patient satisfaction. The Practice Manager works with all central business functions and regionally aligned colleagues to ensure each practice meets its objectives.

---

### Key Responsibilities:

#### Financial Management:

- Drive the financial performance of the Practice, ensuring the achievement of patient numbers, revenue, costs and profit targets.
- Develop and deliver the strategic plan for the Practice to achieve financial growth, supporting the PortmanDentex business growth plan.
- Manage all practice KPIs to optimise growth opportunities.
- Deliver the NHS financial commitment (where applicable for your Practice).

#### People Management:

- Lead, motivate, and manage Practice colleagues to perform at their best.
- Support Practice self-employed clinicians to deliver practice requirements.
- Foster a values-led performance environment maintaining high employee engagement and retention.
- Coordinate effective recruitment, onboarding and staff induction.
- Provide training and development opportunities for team members to enhance skills, job satisfaction and retention.
- Conduct quarterly performance reviews for employed colleagues; providing feedback, guidance, and recognition.
- Support a value led performance culture.

#### Patient Management & Care:

- Ensure high standards of patient care and satisfaction by implementing processes that promote a positive patient experience.

- Monitor patient journey, appointment scheduling, and treatment coordination to ensure efficiency and minimal wait times.
- Promote the Practice's services, ensuring patient retention and referrals.
- Manage patient complaints swiftly and professionally according to our Complaints procedure.

#### **Operational Excellence:**

- Ensure all equipment, technology, and facilities are functioning properly and are in compliance with PortmanDentex health and safety regulations.
- Ensure that all Practice colleagues adhere to policies, and procedures, while maintaining a safe and compliant environment.
- Manage marketing and patient acquisition strategies in collaboration with the marketing teams to increase clinic visibility and patient base. (

#### **Self-Employed Relationships**

- Build strong relationships with self-employed clinicians in your Practice to ensure chair hours are optimised and churn is minimised.

#### **Compliance**

- Ensure a safe, clean and professional environment for patients, colleagues, associates and contractors.
- Assist the management team in ensuring compliance with all relevant regulation and legislation required to run a dental practice.
- Ensure colleague compliance is maintained with regard to relevant regional regulatory requirements, for example: DBS, GDC, and right-to-work checks, CQC and HIW.
- Work within Standardisation processes and approved business systems, such as team meeting cadence.
- Work within regulated framework as Registered Manager

#### **Administration, Reporting & Performance Tracking:**

- Ensure patient records and personal data are processed according to legislation.
- Track patient referral journey, payment accuracy, and prepare daily banking
- Regularly track and report on key performance indicators (KPIs) related to financials, people, and patient outcomes.
- Develop and implement action plans to address underperformance in any key area, taking corrective steps to meet objectives.

#### **Key Performance Indicators:**

EBITDA

Combined revenue e.g. NHS where applicable

Key Performance Indicators

Net Promoter Score

Colleague engagement

Compliance & Regulatory requirements

### **Expected skills and experience when in role:**

- P&L management
- Team leadership - motivate and inspire a team to deliver their best
- Strong communication and interpersonal skills
- Patient focused environment
- Collaboration - effectively works with others (within teams and outside of team)
- Resourceful - confident with concept of self-service
- Ability to handle high-pressure situations and resolve issues effectively
- Confidence and gravitas to lead, influence and engage with stakeholders
- Adaptable and flexible, managing changing priorities with ease
- Proficient in Microsoft Office Suite
- Collaboration - effectively works with others (within teams and outside of team)
- Resourceful - confident with concept of self-service
- Ability to handle high-pressure situations and resolve issues effectively
- Confidence and gravitas to lead, influence and engage with stakeholders
- Adaptable and flexible, managing changing priorities with ease
- Proficient in Microsoft Office Suite

**Date:** March 2025

**Prepared  
by:** Miranda Clarke

---