SUMMARY

The Subject Matter of the Graduation Thesis: The Improvement of the Service Quality Management at a Dental Clinic (by the Example of the Limited Liability Company «Vladimir Novikov’s Dental Clinic»).

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The Information about the Contracting Authority: «Vladimir Novikov’s Dental Clinic» Ltd.

The Topicality of the Research: At present the problems of providing and improving the quality of dental services have come to the fore, have become dominant in the management of dental clinics, have stood on a par with the objectives of increasing the volume of services and profits growth. The issue of the improvement of the service quality management is especially important for private dental clinics, belonging, according to the scale of production, to small and medium-sized businesses.

The Objective of the Research: is to carry out a comprehensive analysis of the theoretical and practical issues of the service quality management at a modern dental clinic and to work out recommendations to improve it.

The Tasks of the Research:
- to describe the quality of a dental service, its nature and specific features;
- to analyze the service quality management at a modern dental enterprise;
- to describe the peculiarities of the development of dental businesses and clinics as organizations;
- to analyze the regulatory framework and standards, overseeing the quality of dental services;
- to carry out an analysis of the process of the service quality management at the dental clinic of Vladimir Novikov;
- to work out the main guidelines to improve the service quality management at the dental clinic of Vladimir Novikov.

The Theoretical Significance of the Research lies in the enlargement of scientific concepts about the service quality management at different dental clinics of the Russian Federation. The practical significance lies in the usage of the recommendations worked out to improve the service quality management that can be applied in the practical activity of «Vladimir Novikov’s Dental Clinic» ltd. as well as at other dental clinics.

The Findings of the Research: The quality of dental services is the characteristics of the activities performed by dentists, including the results reflected in their occupational exposure – teeth filled, dental crowns made and so on. These actions must be performed in no conflict with the medical technology and medicine rules as well.

Recommendations:
- as for the first recommendation, we propose to carry out regular opinion polls of patients to obtain their views on the quality of dental services and the questioning of dentists on the issues how to organize some aspects of their work. The results of these opinion polls will allow the management of «Vladimir Novikov’s Dental Clinic» ltd. to get a large amount of a diverse, but reliable information, allowing them to evaluate fast enough the changes in the quality of dental services in the clinic;
- as for the second recommendation, we propose to pass the certification and receive a certificate of QMS of the International series ISO 9001: 2015.