



CASE STUDY

# How eLearning Led To Success For A Student **Pursuing A Career In Practice Management.**

## THE CHALLENGE

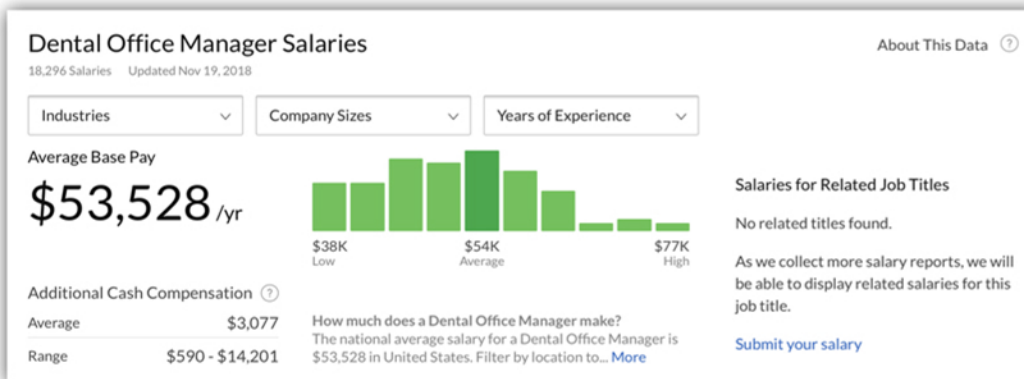
Marsha Clark worked in the dental industry for over 5 years. After toggling between multiple front desk positions and roles, she had to face the reality that she would never make more than \$17 per hour with her current skill set. What's worse? Being in such a junior position, she never worked over 40 hours per week, making her income even smaller and more unreliable.

As a single mother, it was imperative for Marsha to find a career path that could offer financial freedom and benefits. Marsha knew she had to further her education to increase her skill set and pursue a career as a Dental Office Manager.



## WHY DENTAL OFFICE MANAGEMENT?

With an average starting salary of just under \$54k, and many opportunities to move up, Marsha knew Dental Office Management was right for her. Check out the figures below -- provided by **Glassdoor** -- to see average salaries for Dental Office Managers.



SOURCE:



## THE SOLUTION

After days of research, Marsha stumbled upon **Next Good Thing Academy's** website, which offered comprehensive virtual courses for those in search of a career in the dental industry. These courses focused primarily on office management and customer service, which was the perfect fit for Marsha and her needs.

These courses also offered 4 additional perks, which immediately caught their attention:



Each course took **ONLY 30 minutes to complete**, making them extremely convenient, especially for those with busy lives.



The courses were put together by a team of experts with many years of experience in the dental industry. This meant the courses were comprehensive and taught the proper knowledge & skills.



Because they were eLearning courses that were readily available online, they could be accessed anywhere and on any device.



The courses were interactive and offered the proper challenge to not only test the student's knowledge & skill, but ensure retention of important information for their future careers.

What's more? These courses were much more affordable than alternative options, which meant Marsha would be able to find a high-paying job in Dental Office Management without having to pay a fortune to do so. Needless to say, eLearning was a no brainer for her, and she enrolled immediately.



## THE RESULT

Upon completing her online courses, Marsha received a Certificate of Completion, which proved to be a massive help in her job search. She was able to find an Assistant Dental Office Manager position for a large dental group that offered great pay, 40 hours per week, and a robust benefits package.



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This case study was brought to you by **Next Good Thing Academy**.  
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