

## ABSTRACT

Oral health care assumes significance in the light of its closer linkage with other dreaded human diseases such as cardiac ailments, cancer and diabetes. AIMST University is the first private higher learning institution offering Bachelors' programme in dentistry. As a part of corporate social responsibility. In this context, the present study investigates the operational efficiency and cost management for sustainable service to the community. It is an exploratory study. The primary data were collected by interview and the secondary data were collected from Dental Institute and Finance and Accounts division of AIMST University. The AIMST Dental Clinics have offered free primary and secondary oral health care to nearly 15,308 patients as of June 2013 covering different parts of Kedah Darul Aman and Penang States. The study examined the current operational procedures and developed a modified operational process and a conceptual operations management model. The major area that requires transformation is the patients' record keeping, inventory management, post treatment counseling to patients and students' attitude. The inadequate management information system has resulted in increased cost of inventory, record keeping and students' participation in treating the patients. In order to render sustained community service, this study also suggested cost management plans such as viable partnership with corporate sectors engaged in manufacturing dental materials and drugs, association with global voluntary organizations and international funding agencies for sustainability. As a part of stress management it is recommended that the organizational support is envisaged in terms of motivation and stress free working conditions to the staff. This pilot study will help reformulating the processes and procedures in line with the global standards of oral health care.