

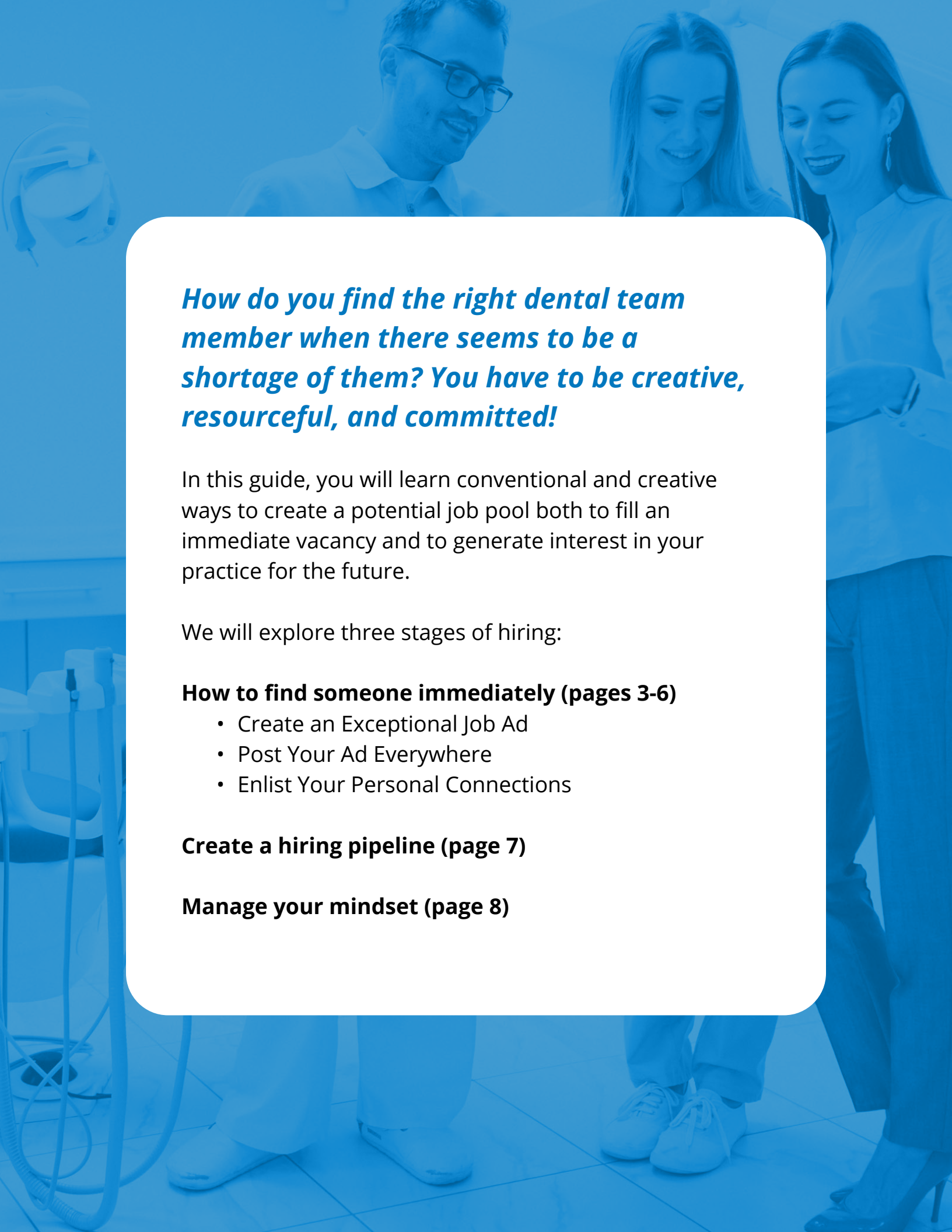


The Stress-Free Guide to Attract World-Class Dental Employees

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*Helping Dentists become Confident Leaders of a
Profitable Practice*





How do you find the right dental team member when there seems to be a shortage of them? You have to be creative, resourceful, and committed!

In this guide, you will learn conventional and creative ways to create a potential job pool both to fill an immediate vacancy and to generate interest in your practice for the future.

We will explore three stages of hiring:

How to find someone immediately (pages 3-6)

- Create an Exceptional Job Ad
- Post Your Ad Everywhere
- Enlist Your Personal Connections

Create a hiring pipeline (page 7)

Manage your mindset (page 8)

How to Find Someone Immediately

Action One: Create an Exceptional Job Ad

Not all job ads are equal. To create an exceptional ad, think like a marketer and sell yourself and the opportunity. Focus on the benefits of the position and your practice. Save the list of job duties for the interview.

Many candidates skip the prose of the ad and go straight to the information about compensation. There are pros and cons of including a pay range in your ad.

Pros to Including the Salary	Cons to Including the Salary
<ul style="list-style-type: none">❖ Attracts 30% more applicants.❖ Anticipates most candidate's major question.❖ Indicates you are transparent about compensation.	<ul style="list-style-type: none">❖ Locks you into a salary that may not be appropriate for some candidates.❖ Deters some candidates from considering you if your offer is seen as low.❖ Requires you to research competitive salaries in your area and either match or beat them.

Given these factors, my personal recommendation is to post a salary range. A range offers you some negotiation space while also offering a baseline for candidates.

Ultimately, your job ad needs to accomplish 3 things:

1. Stand out from your competition.
2. Highlight what is great and special about your practice.
3. Describe the kind of candidate you want.

Below is a four part guide to writing an outstanding ad. Use this format with your own words to describe your practice.

a) Start off with an intriguing question that reflects your values and personality.

Are you a motivated, patient-focused hygienist looking for a place you can shine?...
Do you love?...

b) Describe what's great about your office/team.

"We are a team of ... Our vision/philosophy is to...By working here you will...

c) Describe the qualities/experience you want to see in the candidate.

Our ideal hygienist will have/will be able to...

d) Highlight the benefits of the job.

Location, compensation, 4-day work week, free CE

Here is a sample ad incorporating the above components

Seeking an Exceptional Dental Hygienist

Are you passionate about your patients' dental health and their quality of life?
Are you an enthusiastic hygienist who loves working as part of a team, with superb clinical skills and a gift for communicating with patients? Do you love chocolate, going to ball games and learning new skills?

At Weiss Dental, we see ourselves as educators so that our patients can appreciate a lifetime of optimal health, and quality care. We balance fun with expertise. Our dentist is known for her gentle touch that inspires both our patients and team.

Our beautiful office is located near public transit and with easy parking.
You will enjoy working in our spa like, digital, high-tech practice. We are proud to be a fee for service practice with friendly, appreciative and loyal patients.

You would work Monday - Thursday, seeing 8 patients per day, with additional time for morning huddles and staff meetings. We offer a competitive compensation of between XX – XX plus paid holidays, vacation and generous dental benefits.

Action Two: Post Your Ad Everywhere

Let's look at both conventional and creative places to post your ad. There are national job matchmaking sites and agencies that focus on dentistry. Due to the shortage of employees, some of these sites can be pricy. Be prepared to budget several hundred dollars for your search.

Conventional Place to Post Your Ad:

National Job Sites

- ❖ Indeed
- ❖ ZipRecruiter
- ❖ Glassdoor
- ❖ Craigslist

Dental Specific Agencies

- ❖ Dental Post
- ❖ Ondiem
- ❖ DentalJobCafe
- ❖ Princess Dental Staffing

Creative Places to Post Your Ad:

These days it may not be enough to simply post an ad and wait for responses. You need to be more proactive. Here are some creative ways to share the news that you have a job opening.

- ❖ **Contact the Deans at hygiene and dental assistant schools.** Do not just submit your ad online; make a connection with the professionals who know their students. They can offer recommendations and suggestions.
- ❖ **Social media.** Post that you have an opening on your personal and professional social media platforms and include photos of your happy team. Ask your team to do the same on their social media.
- ❖ **Pay for an ad** on social media such as Facebook and Instagram. Use pictures to spark interest.
- ❖ **Post your ad in community newsletters** published by churches/synagogues and the PTA. Also post online on Next Door or your city's Facebook group.

Action Three: Enlist Your Personal Connections

In addition to posting your ad, talk about your opening with your personal and professional network and recruit them to recruit candidates.

- ❖ **Dental supplies representatives** know the other practices in your area and can spread the word about your opening. They can give you insights about potential candidates. Be nice to your rep – and tell him/her who you're looking for.
- ❖ **Play a recruitment game** with your team.
 - a. Tell your team to bring their cell phones to the next staff meeting.
 - b. Brainstorm the qualities, skills and experience of the employee you want to attract.
 - c. Ask your team to scroll through their contacts to identify 3 people who match those qualities. These can be people they went to school with, who they met at CE events, or who live next door.
 - d. Agree on the wording of the text your team will send to these potential candidates
 - e. The messages should be personalized and simple. "I'm working in a great practice right now and we're looking for a dental assistant. I loved working with you and I'm wondering if you'd be interested in applying?"
 - f. Offer a finder's fee or reward to the employee who finds the candidate you ultimately hire.
- ❖ **Enlist your patients** in your search by approaching patients you like and describe the kind of person you are looking for. It is not uncommon for a patient to become a team member! One pediatric dentist created a wild-west style "Wanted" poster in his reception area describing the person he wants to hire.
- ❖ **Allied health professionals** can become great front desk candidates or new dental assistants. When you encounter good employees at your chiropractor, acupuncturist, GP, or optometrist, engage in conversation about the great things happening at your practice and mention that you are always looking for employees who know the medical field. At the very least, give your business card out to the employees who impress you at these offices. You never know.

Create a Hiring Pipeline

A costly mistake made by many dentists is to wait until an employee resigns to start filling a job. This means you may have less than 2 weeks to find someone. Instead, strategically create connections in your community to people who can either refer great candidates to you in the future or who will be great team members themselves. And you need to forge those relationships prior to having an actual opening.

Here are three ways you can meet local candidates before you have an immediate opening.

- 1) **Go to dental staff association meetings and be the helpful dentist.** Teach a course, mentor students, sponsor an event, or host a CE class at your office. Be a consistent presence for local dental professionals who want to improve their skills. You will create good will with the organizers and you will forge relationships with people who can become your next staff member.
- 2) **Take out ads in your local paper or place a banner outside your office thanking your team for their amazing work and commitment.** Show local dental staff that you are a great boss who appreciates his/her team. You want currently employed dental staff to think, "Hmm, my dentist doesn't appreciate me like that. This might be good place to work." And what can also happen? Potential patients may seek out a dentist who loves his/her team.
- 3) **Become the networking center of your local, dental community.** Offer CE opportunities to dental teams, after work – in your facility, showcasing a technique or a speaker. Host happy hours or picnics. Sponsor a monthly newsletter or a Facebook group. Start a book club. Your outreach will result in your office becoming well known and trusted which will be very helpful if those dental professionals consider switching jobs.



Manage Your Mindset

Finally, challenge your attitudes and beliefs about hiring staff. Many dentists have adopted a doomsday and defeatist attitude about finding the right employees. This has been exacerbated by the news about how hard it is to find employees anywhere in the U.S.

But what I've observed from the last 20 years of working with dentists, is that
You get the team you think you merit.

If you approach the hiring process thinking that you need to settle for any warm body who breathes, then you will end up with a team member who isn't a fit for your practice. On the other hand, if you trust you have a great opportunity for a person who reflects your vision, then you will behave in a way that will attract that person.

I am not asking you to subscribe to a woo-woo, law of attraction mindset. I am saying that your beliefs will influence the hiring and leadership decisions that create your practice's culture. Be extremely clear about the kind of person you want to hire and the kind of team you want to create and then make all your decisions to focus on getting that kind of person.



How I Can Help You

We know it's challenging to find great team members who fit your culture and become long-term contributors to your practice. I've worked with hundreds of dentists to help them find, onboard and train team members so they become long-term, loyal employees. And once you have your team in place, I can help you create a comprehensive compensation plan that is both motivational and affordable for your practice.

My mission is to help dentists become confident leaders of a profitable practice. If that's your goal, let's work together!

Sharyn Weiss, M.A. is the President at Weiss Practice Enhancement, a practice management firm serving dentists nationwide. Sharyn was the Curriculum Developer and a Senior Consultant at Pride Institute for 17 years and is the author of multiple books for dentists on topics such as how to compensate employees, how to hire, and how to lead great team meetings.

Let's chat about how to implement these techniques or other practice management issues. You can reach me at Sharyn@weisspractice.com or schedule a call at a time that works for you.



[Schedule A Call](#)