

## Advertising for Dental Team Members

Currently, **online** is the #1 way to attract potential team members. Local employment agencies using online advertising are active in most communities. A call to such an agency can confirm arrangements and make your job opening information available to scores of applicants.

An alternative for advertising is to post job openings on the practice website, Facebook, Twitter, or other practice social media sites. There are, however, negatives to such postings: the time involved for your staff to handle all respondents and the chance that a patient may apply. If a patient applies, he or she may expect to have an inside edge on the position; and if the person is not hired for whatever reason, an awkward situation may arise, resulting in the loss of that patient.

A third way to advertise for new staff members is classified advertising in local newspapers or other area periodicals. Such ads should be “blind” ads so that applicants respond to a Post Office box or to a telephone number not answered with your practice name. That way, your practice is protected from a number of applicants coming into the office or flooding your office phone with calls.

The following examples of advertisements can be edited to be used in the media of your choice.

## **Advertising for Dental Team Members**

Many potentially-good staff people who could be trained on the job do not read the dental/medical classified ad sections; therefore, if the ad is for a staff member who can be trained on the job, consider placing it in the dental/medical section and in another section as well, perhaps technical, clerical, or computer technician. An additional tip for ads in print media: most newspapers place classified ads alphabetically under each section; therefore, begin all ads with "A".

### **Business Desk Team Member**

A busy progressive office needs an energetic, well-organized people-person with telephone, computer and bookkeeping skills. Role includes scheduling appointments, billing and processing payments, filing insurance, and calling for collections. Pleasant co-workers; professional and personal growth encouraged through continuing education.

### **Business Desk Coordinator**

A multi-tasking oriented, motivated team player with excellent client/patient skills needed now. This position is for you if you are enthusiastic, enjoy challenges and welcome growth opportunities. Beautiful office, great staff. Benefits package.

### **Clinical Team Member (can be edited to be appropriate for hygienist)**

A chairside assistant needed to help dentist care for patients with leading edge dental treatment. The right person must be caring, loyal, and committed to extraordinary patient care. A well established, respected practice located in a new office needs a team-oriented dental assistant with great people skills. Experience (or certification) preferred (or required) (or "will train on the job", if the Dr. is willing to do so.) Menu of benefits including: XXXX. Professional growth for a career-minded person encouraged through continuing education.

### **Patient Services Coordinator**

A progressive, health-oriented dental office needs a Patient Coordinator to focus on extraordinary patient service including: new patient orientation and follow-up contact, dental health education and marketing. Dr. committed to patient-centered practice. Congenial staff, excellent menu of benefits, four-day workweek. Professional growth encouraged through continuing education. Experience in healthcare field preferred; but willing to train the right person. Send resume and references to:

### **Practice Administrator**

Are you ready for a career change to the healthcare profession? (Or: Are you an experienced administrator with experience in the healthcare profession?) A progressive, multi-doctor dental practice needs a Practice Administrator to manage the business and help lead the staff. Business degree or several years of business management experience required; healthcare practice management experience a plus. Congenial staff, personal and professional growth opportunities available through continuing education. Currently two office locations and further expansion planned. We need a person who can handle fiscal management, analyze and solve practice needs and problems, and enjoy coordinating a dental team. A career-minded professional who has a sense of dedication, determination, and humor will have a golden opportunity.

### **Each ad should include instructions:**

Send resume and references to P.O. Box or newspaper, call (919) XXX-XXXX between the hours of \_\_\_\_\_ and \_\_\_\_\_, or email us at \_\_\_\_\_.