

Five Steps to Transform New Hires Into...

MEMBER ARTICLE
| BY BRANDI WILLIAMS, FAADOM

DENTAL SUPER STARS!

Since COVID-19 came onto the scene, thousands have left the workforce in what many are calling the “Great Resignation”. In the dental industry alone, hiring strains have led to vacant chairs, positions left unfilled for months, and team members forced to pick up the slack.

It’s no secret that the hiring pool is shallow, forcing dental leaders to get creative in finding and retaining talent. To navigate today’s staffing shortage, many offices are filling openings with team members who have never worked in the dental industry! It’s time to think outside the box and create a plan to set these new hires up for long-term success and confidence in their new roles. Here are five steps to get started:

1. CREATE A TRAINING WORKFLOW

Before training kicks off, it’s important to first establish the right workflow that will turn your new hire into a dental superstar. Your workflow should look something like this:

- List Tasks: Pre-determine all tasks the team member must complete daily, weekly, and monthly.
- Set Priorities: Determine the order of priorities for the role.

- Create a Checklist: Your training checklist should contain expectations of the role and be signed off both by the trainer and the new team member.
- Determine a Timeline: Create a realistic timeline of when all tasks must be completed, and hold yourself and your new employee accountable to deadlines

2. BLOCK TIME FOR TRAINING

Setting aside time for training is essential in creating skilled, confident, and loyal team members. Be sure to block time on your busy schedule for training, and communicate this with your team, especially if another team member needs to cover your role while you train your new hire. You may also choose to shorten your lunch break or train when patients aren’t in the office to reduce any burden on the team.

3. INCORPORATE ROLEPLAY TRAINING

We’ve all been told “practice makes perfect” and that extends to on-the-job training! Don’t underestimate the importance of practicing with your team using these scenarios:

SUPERSTARS CONTINUED | PAGE 41

...SUPERSTARS CONTINUED

- Pretend you're the Patient: After training on a subject, allow the team member to complete the task with you pretending to be the patient. This allows the employee to get comfortable with new language and terminology, while also allowing you to coach and correct in a safe environment that isn't patient-facing.
- Roleplay with Team Members: The morning huddle is a great time to roleplay a specific task with the rest of your team. This helps create the culture of a safe training environment and ensures that everyone on the team is on the same page.

4. RECAP YOUR DAY

To ensure the training "sticks," recap everything that was covered at the end of the day. Allow the new team member to discuss any challenges, questions, or additional training needed. And remember to celebrate the growth of the team member! From their first insurance verification to scheduling their first appointment, every day there is something to celebrate.

5. STICK TO THE PLAN:

As your new team member starts mastering tasks and requires less oversight, ensure that you continue your training. Don't assume the new team member knows how to complete a task you haven't reviewed or trained. Commit to your new team member and yourself to follow your training plan through to completion.

With so many new faces entering dentistry, we have a fantastic opportunity and responsibility to leave the

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ladder down and welcome a new generation of talent to the dental workforce.

Remember, we all started somewhere! We have the ability to jumpstart careers, develop leaders, and inspire greatness. I encourage you to try these tools to create your next dental superstar! ■



MEET THE MEMBER

Brandi is the Vice President of Growth at Catalyst Dental Allies, a DSO in Oklahoma with 40 locations. She has a 25+ year tenure leading operations, developing teams, acquiring and transitioning practices, exceeding financial and performance goals, and pioneering growth strategies within the field of dentistry. Brandi is also the founding President of the Central OK AADOM Chapter and is passionate about leading and developing great dental teams and sharing her love and knowledge of the industry with others.