**Tooth Talk Tips**

*Recruiting Paid Dental Staff*

**Where to Start:**

* Utilize comprehensive “plans” (recruitment, orientation, retention – samples provided) tailored to your organization. These can help to better define your needs and also encourages consistency with staff.
* Develop a comprehensive position description
* Advertise your position locally and nationally:
* **Look to the military** – As service men and women prepare to leave the armed forces, the military helps them transition to the private sector. Given the large military medical presence in Norfolk, there may be dentists leaving the service who are seeking employment. Captain Matthew Pommer, DC, USN is the Director of Dental Services for the Naval Station in Norfolk and he can be reached at 757-953-8562.
* **Reach out to private practice dentists** - Sending a compelling post card highlighting the benefits of working for your center to private practices may yield some leads. Mailing lists can be obtained from the Virginia Board of Dentistry, <http://www.dhp.virginia.gov/dentistry/>.
* **Post job listings on the Virginia Dental Association (*VDA*) and the American Dental Association’s (*ADA*) websites and other search engines.** The Virginia Dental Association will post dental safety net positions free of charge on its site.
  + To post on the VDA website: <http://www.vadental.org/vda-classifieds-submit-your-ad>
  + To post on the ADA website: <http://careercenter.ada.org/>
* **Explore other job search sites.** Recently, a safety net clinic in Virginia utilized [www.iHireDental.com](http://www.iHireDental.com)
* **Understand your options when it comes to foreign dental professionals**. Many are overwhelmed by the idea of navigating the H1-B visa process. Utilize the attached sheets as guidance.
* **Consider a professional recruiter.** The Virginia Community Health Care Association can assist with all aspects of the recruiting process, whether you are a member of the association or not (*fees apply*)

**Tooth Talk Tips**

*Recruiting Paid Dental Staff Cont’d*

* **Utilize current staff to help recruit.** Staff can be your best “sales force” and advocates to spread the word to former classmates and current colleagues about the organization and its attributes.

**Market your center AND your community:**

* Create a Community Fact Sheet that offers a quick sell of your community. Include:
  + **amenities and honors** (*school accolades, top places to retire, top places to raise a family etc…);*
  + **bragging rights** (*beautiful mountains for outdoor activities, climate, proximity to ocean, mountains, DC, Blue Ridge Parkway, Appalachian trail etc…*). Use pictures when you can. Include this community sheet with every position description you disseminate. If you have a website, use this type of information with links for prospective candidates to “view” all that the area has to offer.
* Create a similar sheet that offers particulars about your site. Highlight the positive features (*new operatory, congenial colleagues, mix of patients, children…use this as one of your first opportunities to share what is unique and special about your clinic*).
* Be competitive with salary and benefits. Be flexible, if possible, to attract and retain the best staff.
* Invite prospects to spend a weekend in your community. Arrange tours of schools, if applicable, neighborhoods and other amenities the prospect and her/his family may be interested in.