

8 Must-Dos for Dental Team Retention



Before we jump into the eight things you must do to keep your dental team, let's check out the stats that back it up.

16.5%

Staff turnover
in 2022

19%

Staff turnover
in 2023

Top two contributing
factors for turnover:

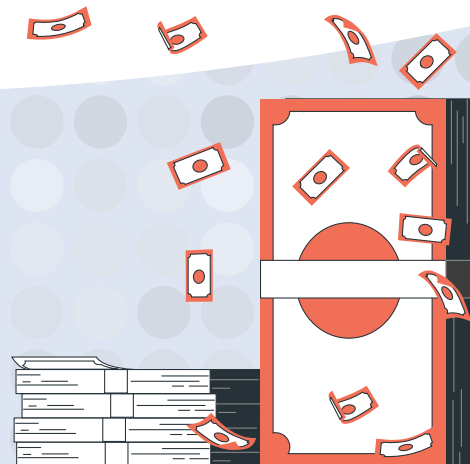
- Compensation
- Work environment

What retention strategies work best?

Fortunately, our networked Smile Source members and Dental Posts's annual salary survey, continue to offer invaluable support and advice. Here are the eight best-practice retention strategies you can do that are in your control.

#1: Pay above average.

To feel their services are valued, dental employees need to be paid above average. They may know more about what other dental practices in your state are paying for their position than you do.



#2: Catch up with (and exceed) the rise in cost of living.

If the cost of living in your area has increased by 3.4% (as it did in much of the nation in 2023), make sure your wages and salaries increase by at least 3.4% in 2024, and realize dental workers are seeking jobs that will pay them even higher.



#3: Consider whether your employee benefits are competitive.



Most private dental practices provide some benefits and the percentages of workers receiving standard employee benefits like paid time off, retirement, medical, dental, and vision have been growing.

#4: Frequently communicate your vision of success and celebrate making milestones with your entire team.

Everyone wants to be on a winning team. They want to know clearly the objectives they are aiming for, the Why behind these objectives, that you recognize their individual contributions, and that your winning team is "rock'n it" as a whole.

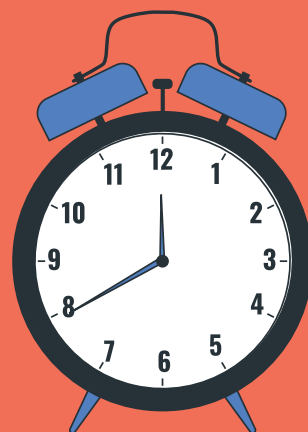


#5: Fuel engagement in their work!

Positive interaction with patients and using their skills are the top things they enjoy most about their jobs. These two aspects of their jobs are paramount in maintaining engagement among dental practice team members.

6: Learn the hours your employees need.

An employee might not bring this up, but numerous low-wage earners were searching for a job that would pay them to work more hours. Are you aware of the financial needs of individuals on your team? You depend on them, so develop the right fit between increased wages/hours and expanded productivity/results.



#7: Understand their perspective.

In an environment of "high trust and appreciation," they know they can safely talk about their aspirations and concerns and know they will be heard and appreciated. They know their opinions and suggestions will be well received and considered.



#8: Conduct stay interviews.

You may be familiar with and conducting regular 6-month performance interviews with each of your employees, but I recommend that you treat these interviews as "stay" interviews. Go into them with the attitude that you want to learn about the other person on a deeper level.



Predictably grow your private dental practice with our support services – including recruiting top talent.

The statistics listed in this infographic came from DentalPost.net's 2023 annual salary survey.

