Job openings increasing for most dental workers, including hygienists (sort of)

According to the dental job board www.dentalcrossing.com, job opportunities for dental hygienists are “pick up greatly.” The website in September reported 445 dental hygienists job postings awaiting suitable applicants in markets across the United States. Of those opportunities, 303 had been added during the week immediately preceding release of the statistics.

In a news release with statistics and analysis covering all dental jobs, DentalCrossing reported that the dental hygienist job listings confirm the ongoing need for hygienists that has led to the opening of many new dental hygiene schools in various regions of the United States.

In the release, DentalCrossing also referenced that 80 percent of dental hygienists participating in a 2013 RDH evillage job benefits survey stated that the new schools were contributing to creating a surplus of dental hygienists, with not all hygienists looking for work being able to find jobs.

DentalCrossing reported that the surplus in certain markets is likely working to the advantage of recruiters who are requiring full-time dental hygienists to work on holidays or who are hiring hygienists to work on only a part-time shift basis. About 1,280 of the 2,111 hygienists participating in the survey reported that they worked full time and worked on many national holidays. Full-time opportunities, according to 80 percent of those surveyed, were hard to come by.

The DentalCrossing news release reported that the dental hygiene job benefits survey identified that employers prefer hiring multiple part-time hygienists to avoid paying benefits, leading at least one respondent to question why the position of dental hygienist appears on top-10 jobs rankings.

DentalCrossing reported that according to the Bureau of Labor Statistics “Occupational Outlook Handbook: 2012-13 Edition for Dentists,” employment in all areas of the dental profession is expected to grow by 21 percent from 2010 to 2020. This is speedier than the average for all occupations.

The latest job-search data from www.dentalcrossing.com is in line with that growth projection. The website reported 6,390 active dental jobs in the United States that needed to be filled, suggesting that dental work opportunities are abundant in many regions across the country. Dentists have become an important part of the lives of teens, tweens and the elderly, and demand for dental services is growing.

Growing public awareness of studies linking oral health to overall health is an important part of the lives of teens, tweens and the elderly, and demand for dental services is growing.

Industry commentary

My journey as a dental hygienist

By: Kareen Wilson, RDH

We all live to be an inspiration to others. At my alma mater, Loma Linda University, there is a statue in front of the dental school that carries the inscription, “To make man whole.” That statue and inscription was there to remind us that it is our duty to inspire and make our patients whole. It can be your children, spouse, loved one or people around you that you want to influence and change their life for the better. As a hygienist, one knows that he or she makes the lives of patients healthier and happier lives.

Through clinical education, I make sure that my patients have all the knowledge to create their happiness through a beautiful and healthy smile. I also strive to use my physical skills to bring joy and relief from discomfort by improving their oral health.

(See JOURNEY, page C2)
Crest Oral-B continues to recognize registered dental hygienists who go above and beyond the call of duty with the third year of the Pros in the Profession awards program. These awards acknowledge the pivotal role hygienists play in their patients’ lives in addition to their unwavering personal commitment to promoting good oral health.

“We have seen extraordinary entries over the past few years, and in 2014, we must continue to honor those hygienists whose passion shine through in their everyday work,” said John Scarrelli, with science communications for P&G Oral Care. “These individuals dedicate countless hours to furthering the oral health cause, so we are pleased to be able to applaud their public service.”

In 2014, Crest Oral-B will reward four exceptional dental hygienists who consistently display dedication to their patients and their craft. Winners receive an all-expense paid trip to visit the Procter & Gamble Gemma Innovation Center at Kronberg, Germany; $10,000, a recognition plaque, and an appointment to the periodicals and announcements on the Crest Oral-B for Dental Professionals Facebook page and on the www.dentalcare.com consumer website.

From now until March 2014, nominations can be submitted via a nomination tab on the Crest Oral-B for Dental Professionals Facebook page. For the first time in the program, hygienists may nominate themselves. Nominations can also be submitted by dentists, fellow hygienists, dental assistants, professional colleagues and academic colleagues. Additionally, Crest Oral-B will be present at dental conventions throughout the year, where applications can be submitted onsite.

To be considered for the program, nominees must meet the following criteria: RDH with two or more years of clinical/professional experience after graduation from dental hygiene school, participation in community service; example of work that goes above and beyond the call of duty.

“My favorite part is being a part of the recipient of the award,” said Crest Oral-B has decided to continue recognizing those in whose profession, said Ann Berson Ross. “I’ve learned so much from the experience and have been afforded so many new opportunities, so I encourage all to take part, as I know so many of us out there deserve the honor.”

To learn more about Pros in the Profession, including how to nominate yourself or a colleague for consideration, along with rules and regulations, you can visit the www.facebook.com/professionalcrestoralb or www.prosintheprofession.com. For information about Crest Oral-B products and resources, you can visit the recently updated www.dentalcare.com consumer website.

About Crest and Oral-B

Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since introducing fluoride toothpaste 54 years ago, it is estimated that Crest has helped prevent more than half a billion cavities in the United States. Headquartered in Cincinnati, Ohio, Crest is owned and distributed by Procter & Gamble. Oral-B is the worldwide leader in the more than $5 billion brushing market. Part of the Procter & Gamble Company, the brand includes manual and electric toothbrushes, floss, and interdental products, such as dental floss. Oral-B manual toothbrushes are used by more dentists than any other brand in the United States and many international markets.

About Procter & Gamble

P&G serves approximately 8 billion people around the world with its large portfolio of well-known brands, which include Ace, Always, Ambi Pur, Ariel, Bounty, Charmin, Crest, Dawn, Downy, Duracell, Fairy, Febreeze, Fusion, Gain, Gillette, Head & Shoulders, Iams, Lenor, Mach3, Oral-B, Pampers, Pantene, Prestobarba, SK-II, Tide, Vicks, Wella and Whisper. The P&G community includes operations in approximately 70 countries worldwide.

You can visit www.pg.com for the latest news and in-depth information about Procter & Gamble and its extensive portfolio of brands.

(Source: Crest Oral-B)
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