Team with talent

Jeremy Reuben insists that by casting a wider net to find your new team member, you are more likely to find several professionals who meet your requirements.

To meet the increasingly high expectations of patients, you need a team that is efficient, extremely skilled and motivated. You also need considerable expertise and experience to give yourself the edge over competitors. To make your business a positive example to others, and attract more patients, you need to be recruiting from the widest pool of talent available.

This is not always easy to do. Recruitment is a highly specialised area, and requires unique expertise. Even when you are drawing just from the local area, sifting through all those CVs and conducting all those interviews is a lengthy, involved process. You would also need to check multiple references for each candidate. Whatever way you look at it, that’s a lot of work – work you probably don’t have time for. Another consideration is that you might not find the person you are looking for in your local area.

Further a field

What if you were casting a wider net? Imagine if you were including candidates from every corner of the UK in pursuit of a team member of the very highest calibre. If you could reach out that far in your search, you would have better chance of finding that consummate professional – but how would you deal with all of those responses from potentially many hundreds of candidates?

It is possible of course to place an advert in the dental press, but this can take time to produce a response. Even then, you might not find the right professional to complete your team. In short, it costs a lot of money to advertise in the dental press, with no guarantee of success.

Lightening the load

By enlisting the support of an employment agency that specialises in finding permanent and locum professionals for the dental industry, you can make the task of recruitment a great deal easier, and by opting for an agency that has a ‘no placement, no fee’ approach, you are assured of a cost-effective service.

With skilled consultants handling the process, you are free to continue focusing to find your perfect match on treating patients and running the practice.

This means that the candidates on the agency database (numbering tens of thousands for the most renowned agencies) are from locations all over the UK, so with a simple phone call or email you will be able to reach all the relevant candidates in your region, and beyond. It is worth remembering that, where permanent positions are concerned, people will often consider relocation. It is also possible that arrangements can be made for the right candidate to relocate temporarily to fulfil a locum role.

It is a simple question of statistics: by casting a wider net to find your new team member, you are more likely to find several professionals who meet your requirements, giving you the luxury of choice. With a UK-wide employment agency handling the recruitment process, your practice can only benefit. So next time you have a vacancy, think about taking the easy route – and let the experts bring the talent to your door.

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About the author

Jeremy Reuben is director of Browns Dental Employment Agency (BDEA) which trades as Browns Locumlink. He’s a qualified pharmacist and a member of the Royal Pharmaceutical Society since 1983. For more information, contact Browns Locumlink on 020 8927 0972, email dental@brownslocumlink or visit www.brownslocumlink.com.
Avoiding the tribunal

There are many things to be aware of when you are the employer, especially with new laws and regulations being brought in all the time. Frank Pons explains

There are more than 70 reasons why an employee might take you to a tribunal, and as an employer you need to be aware of all of them. The reasons for health and safety regulations and employment law are the protection of employees, and employee’s rights.

The penalties for not fulfilling your legal responsibilities can be disastrous. Even claims settled out of court still cost the business on average £7,000, just to cover lawyers’ fees. Not to mention the knock-on effects of such action, like lower moral and adversely affected productivity. So, what things do you need to bear in mind, as an employer in the 21st century?

The minimum wage

Firstly, every employer needs to realise that now, every employee over the age of 21 has the right to expect the minimum wage. Ensure that any workers you have in your practice benefit from a contract that meets this basic requirement.

Sexual harassment

Thankfully, we have moved forward as a society enough to recognise that there are certain things in the workplace that are simply unacceptable. Both male and female employees can be offended by sexual harassment, and all employers need to understand this. What one person calls an ‘innocent remark’ might cause a great amount of upset to someone else.

Safe equipment

You employees should not be in unnecessary danger at work, and employers have to grasp the potential consequences of cutting corners in terms of safety equipment. Under current legislation, every single employee has the right to expect equipment that functions to a safe standard. None of your employees should be at risk because a piece of equipment is faulty or damaged. It is absolutely crucial that all equipment is regularly inspected and maintained, and that all employees have access to safe equipment.

Age discrimination

It is not acceptable to discriminate against someone because of their age. How would you feel, for instance, if somebody told you that you were too old to fulfil a certain task? This sort of thinking has no place in the modern working environment and employers are urged to recognise that the law is well and truly on the side of the employee in this case. Employees must be judged on merit, not on age.

There are many things to be aware of when you are the employer, and with new laws and regulations being brought in all the time, it is absolutely crucial that you stay up to speed. Ensure that your human resources provider can provide you with information and support in comprehending just what sort of comments, behaviour or accident might lead to a costly tribunal, and put all the necessary steps in place to make sure that these situations do not occur.

About the author

Frank Pons is a qualified chartered accountant and tax expert. He founded PFP in 1984, the first company to recognise the need for and provide dentists with tax investigation insurance. For more information contact HR Plus on 0845 307 1177, or visit http://www.hr-plus.co.uk/dentists