Cost-effective recruitment

When it comes to solving recruitment issues, many principals will advertise in the local and dental press, and on the internet. In the age of information technology, this seems like a convenient and straightforward solution – simply send an email to the publication or website in question, and wait for the bill. The problem is, sometimes the bill is all you receive.

When you advertise a job in the press, you are not guaranteed a response. When you consider the high cost of advertising in the most prestigious publications – for example, those that will reach the highest calibre of candidate – this approach is shown to be far from cost-effective.

Finding a replacement

There are many reasons why you might need a new team member. It might be due to long-term sickness, or the team member might have left for a new challenge elsewhere. Whatever the reason, you need to recruit a replacement, and you need to do so quickly.

Great care needs to be taken when doing this. No principal is going to put patient loyalty to the test by taking on a candidate who is not suited to the task. In the current competitive climate, the dental team needs to be as skilled and experienced as possible to retain patients and to lure patients away from competitors.

Finding the right professional for your practice involves a great deal of hard work, and a large amount of that most precious resource: time.

Lowering the cost

In order to avoid the financial and temporal cost of advertising, you can enlist the help of a recruitment agency. The leading agencies will dedicate themselves to understanding your business and your unique needs, and provide you with excellent candidates whenever you need new team members (be it on an emergency, temporary or permanent basis). With the agency handling the screening and interview process, you can focus on the business of treating patients.

Working through a recruitment agency is simply the most cost-effective method, not only of recruiting urgently-needed expertise, but also to provide you with a safety net should you need to recruit in the future. What’s more, you are much more likely to get the candidates you want from an agency as opposed to those who respond to an advertisement. This is because recruitment agencies are able to scour their extensive databases for candidates who have the experience, education and character to fit straight into your practice with a minimum of time needed to settle in and get acclimatised.

So the next time you need a new team member, think about the benefits of working with an agency. With none of the risks associated with costly press advertising, it really is the best method.

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 webdental@brownslocumlink or visit www.brownslocumlink.com.

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