



Right package of benefits can help attract and retain dental team members

Mara Roberts, President, AIC, ARM, CLU, WDA Insurance & Services Corp. mroberts@profinsprog.com

The workforce shortage continues to create a significant headwind for the Wisconsin dental community. While efforts are underway to expand enrollment in training programs, the more immediate need to fill positions and keep existing teams in place presents a challenge. Fortunately there are a few things dental practices can do to attract and retain employees. If you have not developed a recruitment message and/or packet, commit to doing so now!

Put some time aside to take a close look at the culture of your practice. Would you receive high marks from past and current employees as a great place to work? Are you willing to make the necessary changes to create a culture that appeals to today's employees? Inclusiveness, transparency, flexibility and a clear mission with established values are not just "buzzwords" any longer – they are benchmarks by which prospective employers are measured.

Don't underestimate the importance of these items. Ask your dental team what makes your practice a great place to work and list those items in your recruitment materials. Ask your dental team for suggestions regarding which benefits they would most like to see added and which benefits, currently offered, are not of much value. They will appreciate the opportunity to share their opinions and help take the guesswork out of what employees might find meaningful.

Is your current benefit package above average? Most employers think they need to spend more in this area to be competitive, but this is not always the case. Take a moment to list all the tangible and intangible benefits you currently offer to employees. Tangible benefits are those that can be measured in financial terms, while intangible benefits cannot be quantified directly in economic terms, but still have a very significant impact.

Salaries are obviously an important tangible benefit; however, they are not always the key determining factor when employees consider whether to accept a job offer from you and turn down one from a competitor. What does your benefit package look like? Have you updated it recently? Many of today's employees are interested in not only what you pay for, but also what you provide them access to.

- Short term disability and life insurance are important yet inexpensive benefits that team members can purchase on an individual basis through payroll deduction.



The WDA offers these plans for your employees.

- If you are offering health insurance, promote any "value-added" items offered with your plan such as Teledoc medical and counseling services, health club reimbursements or discounts, and vision benefits.
 - Flexible work schedules are valued by employees.
 - Continued learning opportunities, including virtual, during lunch, team meetings or on demand. Your key advisors, suppliers and partners all offer a variety of free programs.
 - Consider adding coverages such as short-term disability, long-term disability and life insurance on a group basis (to all employees). The WDA offers these types of plans and they can be set up as voluntary (employee paid) or employer paid. Regardless of who pays, this is an inexpensive way to provide access to important protection for your employees. Group plans are also a cost-effective way to obtain additional coverage for yourself if you did not qualify for individual disability insurance or need more than your current plan is able to offer.

Take the time to reconsider your benefits package and restructure it to better meet the needs and expectations of today's employee. Contact the WDA's benefits team for advice and direction on how to design a benefits package that will help you attract and retain dental team members. 😊

WDAISC BENEFITS TEAM:

Christine Nadolski | cnadolski@profinsprog.com | 414-755-4172

Wendy Block | wblock@profinsprog.com | 414-755-4185