Experience is no substitute for training

By Sally McKenzie, CMC

Problems, problems, problems. At times, it can feel as if the problems are going to take over your existence. If you’re fortunate to have a reasonably well-adjusted attitude about life and work, you’ve probably come to realize that problems are a fact of life and not all problems are bad. In fact, in dentistry, you make your living identifying and solving oral health problems for your patients. However, some problems can be far more draining than others, namely, dealing with the dreaded problem employee. Take this scenario:

The dentist has a vacancy to fill. She needs to hire a scheduling coordinator immediately. She wants someone with plenty of experience because there will be little time for training in her busy practice. A pleasant personality and nice demeanor are good qualities to have if they are part of the package, but the driving factor on the winning applicant’s scoring sheet will be experience.

The resumes come in and in a matter of weeks, the dentist finds Cassandra. She definitely brings experience, having worked in two dental practices and a medical office in the past 10 years. Cassandra is it, and the dentist can’t wait to get her in the door and at the desk so that she can scratch this vacancy problem off the list. Slam, bang, another hire done, back to the important stuff—dentistry.

Eight weeks down the road more serious problems have taken over. The schedule is a disaster. No-shows have skyrocketed. On some days production comes to a screeching halt, other days the team is racing from dawn till dusk. And at least once a week the dentist or the hygienist is double-booked, sending everyone scrambling.

The dentist is about to have a meltdown and Cassandra is about to have a meltdown. That list of problems has grown tenfold. So what happens? This dentist was drawn to the practice because she/he will know exactly how to perform the job she/he is hired for, and according to the dentist’s preferred standards.

It doesn’t occur to the hiring dentist that the new employee cannot “hit the ground running” without some training, without a job description or without daily feedback and periodic performance reviews.

Certainly, a more experienced new hire may pick up systems more quickly, but it doesn’t mean you show the experienced new hire the desk, the computer, the phone and the bathroom and expect her/him to perform as though she/he has been in your office for years.

Spell it out

New hires need to understand your big picture. What are your goals for the practice and how does this employee’s responsibilities fit into achieving those goals? Explain it to the new hire. Just because the new hire has worked in another dental practice before does not mean she/he will understand your objectives, your desires and your preferred ways of doing things.

However, if you share your vision and goals, you help your new employee understand that she/he is not just another cog in your practice wheel. She/he is essential to the success of something much greater.

There is far more satisfaction in any job when specific goals are identified and utilized than merely going through the motions of just another day in just another practice. Everyone needs finish lines to run toward and stars to reach for.

Spell out your preferences or suffer the consequences. That experienced new employee brings the last office’s system protocols into your practice, unless she/he is trained otherwise. Cassandra had come from a practice in which the dentists wanted to be very busy, so patients were booked in any and every available slot.

She was unfamiliar with the new practice’s recall system because her former employer used automatic fill. She needs to hire a scheduler that the new employee cannot “hit the ground running!” Dentists often think that just because the employee brings experience she/he will know exactly how to perform the job she/he is hired for, and according to the dentist’s preferred standards.

Performance reviews are one of the most effective tools in measuring employee success. Take steps to ensure your office has a formalized performance review process. At a minimum, appraise performance in these areas:

- Following instructions, cooperation, quality of work, initiative, innovation, time management, communication, and flexibility
- Work ethics
- Attitude
- General characteristics, e.g., professional appearance, verbal skills, ability to work under pressure, organization skills, ability to prioritize
- Attendance

Experience is certainly an excellent quality for any new hire to bring into the practice, but it’s no guarantee that the employee will succeed. Every new hire needs some measure of training, a new employee orientation to the practice and clear guidelines and direction from day one.

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Sally McKenzie is CEO of McKenzie Management, which provides success proven management services to dentists nationwide.

In addition, the company offers a vast array of practice enrichment programs and team training. McKenzie is also the editor of an e-Management newsletter and The Dentist’s Network newsletter sent complimentary to practices nationwide. To subscribe, visit www.mckenziemgmt.com and www.thedentistsnetwork.net. She is also the publisher of The New Dentist magazine, www thenewdentist.net. McKenzie welcomes specific practice questions and can be reached toll free at (877) 777-6515 or at sallymck@mckeni ziemgmt.com.

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