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MDA Services: Five Tips to Recruit, Retain Good Employees

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By Reva Darling
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5 Tips to Recruit, Retain Good Employees

In this competitive, unprecedented labor market, retaining and recruiting employees is harder than ever. Dentists struggle to keep the qualified staff and find it hard to

recruit new talent to their practices. And, some dentists haven't kept up with the wage and employee benefit expectations of today's workforce, making it even more challenging to keep team members and hire new ones.

But there's good news, too. Here are five things you can do to make your practice a more attractive place to work. As always, your team at MDA Services and MDA Insurance can help you get these benefit programs up and running and save you money doing so. Here goes:

1. Offer health insurance benefits, even if you aren't required to do so by the Affordable Care Act. You have access to the MDA Health Plan, which offers 11 plan designs and features that are attractive to employees. Every MDA Health Plan provides \$30,000 in lifetime infertility treatment benefits, a much sought-after benefit that only the largest employee benefit plans typically offer. In previous years, our mostly female auxiliary dental team members obtained health insurance from a spouse. But today, with more employers requiring employees to contribute to or pay the entire premium for spouses and dependents, offering a health care plan expands your employees' options. Multiple studies have shown that health care benefits are the highest-valued benefit of employment. Contact MDA Insurance at 877-906-9924 to learn more about the MDA Health Plan.

2. Provide pre-tax benefit options. It's common for employers to pay a percentage of their employees' health insurance premiums. To facilitate payment of the employees' share, establish a pre-tax benefit plan to allow them to have their share of the premium withheld from their paychecks on a pre-tax basis. This reduces their taxable income, so it costs employees less than paying with after-tax dollars. Lower payroll costs enable the employer to reduce its FICA contribution as well. Pre-tax benefit plans are also available for dependent care accounts, health

savings accounts, flexible spending accounts, health reimbursement arrangements, and more. Contact Alerus at 303-481-1577 and talk to Paula Ellermann to explore the available options at discounted costs for you as an MDA member.

3. Set up a retirement plan. Establishing a 401(k) plan for employees can make your practice much more attractive to people looking for a longer-term employment relationship, one that will allow them to save money for retirement. To learn about the MDA-endorsed investment adviser, please follow the QR code on this page.



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4. Offer vision insurance. MDA Insurance has three Vision Service Plans that employees can purchase, offering exam-only, basic and premier coverages. Learn more by talking to the MDA's Tina Voss at 877-906-9924.

5. Provide discounts on auto and home insurance. Your MDA membership gives you and your employees access to MDA-member discounts on auto, home, and renters' insurance. Help your team take advantage of these discounts by hosting a Lunch and Learn, which informs your team about important considerations in auto and home insurance and provides them the opportunity to get a no-obligation quote and a \$10 gift card. Contact the MDA's Jeni Drummond at 800-860-2272, ext. 462, to set one up.

Finally, if you've updated your pay scales and implemented some or all of these benefit plans and still are having trouble filling staff openings, contact Stynt, the temporary services agency endorsed by the ADA and MDA that specializes in health care positions. Stynt may be able to help you find employees that you can hire directly after 90 days of service without a paying a finders' fee. Visit stynt.com/ada or call 888-714-1817. ●