
TIPS

Transitioning Into Practical Success

In spite of our confidence in these tips, we highly suggest that you work with a Transition Specialist, whether it's Assist to Practice or someone else, whenever you're going through a transition. A Transition Specialist will save you time (better spent in office production), money, and unnecessary stress. **CALL US TODAY** to find out how.

9 Tips for Finding and Keeping Your Next Associate

1. Take the **time** and spend the **energy** to determine your associate needs and plan a **strategy** for recruiting. Review your production and patient patterns. Do you need a full-time associate or a part-time associate? Can a new graduate be expected to meet your clinical demand or do you require an experienced doctor. Is this a permanent or a temporary position? Do you want an associate who will buy in to your practice or an associate who will buy you out? When?
2. Decide **who is to screen** the candidates. You, a staff member, your spouse, or someone else? Put together a screening checklist to determine the candidate's background, experience, and qualifications. If the associateship will lead to a buy in or buy out, include questions regarding the candidate's ability to obtain financing. What sort of debt do they have? Have they contacted a lender regarding the potential loan? Do you know lenders to whom you can refer them?
3. Consider buying temporary **cell phone** service to receive phone call inquiries. There are some cell phone companies that include all of your incoming calls in the flat monthly service. You may also consider setting up a separate **email account** (there are many free web-based email options) to avoid intrusion upon your office phone lines and production time. If you decide to take only emails, give the email account a name that won't allow the candidates to track you down at the office and take away from your time with patients, i.e. GreatSanDiegoPractice@yahoo.com (or @hotmail.com).
4. Place a **classified advertisement** in your state association journal and in several local society newsletters. Keep it simple. Include the general location, any options to buy in/our or partner, potential compensation structure, contact phone number or email, and a request for a CV.
5. List your opportunity with dental/medical **schools** and **alumni** associations in the region.
6. Send flyers to local **military** base medical clinic commanders. Keep in mind that most of our service personnel are discharged in late spring or mid-summer.
7. Provide flyers to your current **supply representative**.
8. Notify your lender (and other **financial institutions** who work specifically in your industry) that you have an opening, particularly if there is an option to buy in or buy out.
9. Ensure that the **new associate feels welcome** by you, the staff, your patients, and the community. Have a "Get to Know You" staff dinner outside the office. Place a small "bio" card on the front counter and in the reception area for patients to read. Place an announcement in the local newspaper and society newsletter. Include a "Welcome" in your practice newsletter, as applicable. Create a "Welcome the new associate" section on your web site, as applicable.

Best wishes for a successful working relationship with your new associate!

We Don't Predict Professional Futures. We Build Them!