Using Employee Benefits to Anchor Your Dental Team

by JERRI WILDHABER

In the high-stakes world of dentistry, the "revolving door" of staff is more than an inconvenience—it's a profit killer. With turnover costs for a single dental professional often exceeding 50 percent to 150 percent of their annual salary, retention isn't just an HR goal; it's a financial necessity. To keep a high-performing team intact, practice owners must move beyond competitive wages and leverage a strategic benefits package that addresses today's dental professional's needs.

HEALTH INSURANCE

While it may seem ironic, many dental staff members lack comprehensive health coverage, yet, employees prioritize their health and wellness options.

How it retains: Offering robust medical and mental health benefits signals that you value the person, not just the "producer." When an employee knows their family's health is secured through their job, the "switching cost" to move to a practice without those benefits becomes too high to risk.

How MDIS can help: We can help you determine if a Group Health Plan could work for your team or maybe a Health Reimbursement Arrangement (HRA) works better for your budget. This is not a one-size-fits all process, and by discussing what you need, we can help you come up with an option that works for your team.

THE "IN-HOUSE" DENTAL ADVANTAGE

Providing free or deeply discounted dental care for staff and their immediate families is a "low-cost, high-value" benefit.

How it retains: It creates brand ambassadors. When your hygienist receives the same top-tier cosmetic or restorative work the practice provides to patients, they speak from a place of personal experience and pride. It fosters a sense of belonging to a "clinical family."

How MDIS can help: We can help you set up Excepted Benefit HRA that lays out schedule of benefits for your team that can be used in your office or with providers outside of your office for treatment you may not provide.

RETIREMENT & FINANCIAL WELLNESS

The "star" employees in any practice are usually those who are planning for the long term.

How it retains: A 401(k) with a vested employer match is the ultimate retention tool. "Vesting" means the employee only "owns" the employer's contributions after staying for a set period (e.g., 3-5 years). This creates a powerful financial incentive to stay and grow with the practice.

How MDIS can help: We have partnered with financial advisors that have experience working with dental practices to help you set up a 401(k) plan that fits your practice and goals financially. We even have a group retirement plan that has significantly discounted fees negotiated for your practice to benefit from when part of the group, while still being able to customize your retirement plan.

THE BOTTOM LINE

A dental practice is only as strong as the team behind the masks. By shifting your perspective from "benefits as an expense" to "benefits as a retention investment," you create a culture where the best talent doesn't just show up—they stay. Call MDIS, we can help you set up employee benefits that your employees want and need.

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