

What Are You Worth??

Aspire Higher! Your Career, Your Decision

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Your choice

Active-you make change happen and deal with it . You are out of your comfort zone!

Passive-do not choose to change-fear of change. Brings stress, depression, apathy and even physical illness

Estimating your Worth

What do I offer?

Introspection

Self-perception

Employers view

Hygienists want and need...

Good working conditions

Good Equipment

Supplies

Superior Instruments

Superior Service

Patient Satisfaction

Compliance

Retention-track it!

What Dentists Want and Need

Productivity-numbers

Profitability-bottom line

Patient Retention

Recognition A Dental Hygusiness?

Dental Hygienist

Business Person

Know your numbers

- ✓ Ask to view your daily production-it is your key to success
- ✓ Production divided by hours worked=hourly production
- ✓ 3x your hourly or daily rate
- ✓ Boost production and *keep your employer Happy!*

Statistics-BLS-2008

Hygiene up 36% to 2018

Among fastest growing occupation

Median income-\$66,750

Job openings

Utah

150 openings-2008-2018

ADHA-6 Entry level-2 degree completion

Florida

470 openings-2008-2018

ADHA-21 Entry level-2 Degree completion

ADHA Statistics

Dental Hygiene Schools

5 yrs-2006-2010 up by **13%**

1986-2010 up by **63%**

50% increase 1986-2006

Dental Schools

Dental programs **2006-2010**

3.6% increase

Some schools **closing**

Think like a CEO

You are the product

Branding

Personal touches

Define your services

Stand out in your practice!

Special Patient Care

A good brand will...

Building Brand *You*

Questions:

I love helping people _____ (Do what?)

I am an expert _____ (In what?)

This can help my client's because _____ (need?)

I reflect this passion _____ (how?)

Find your Brand Values

Ask others 10 words that people use to describe you

The 3 or 4 words used most are your best values

The Three Essentials-design set protocols and streamline procedures for:

- ✓
- ✓
- ✓

What is Remin Pro?

- **Fluoride** (1450 ppm)
- **Hydroxyapatite** (Calcium and Phosphate) = natural tooth substance
- **Xylitol** (non-sugar sweetener with cariostatic effect)

Non-Invasive Delivery of Doctor-Prescribed Medications

Take it up a notch

Consider products and services to help boost productivity

Incorporate these into each phase of your patient evaluation

Let your employer know what you want!

The Business Proposal

Research your target audience
Know their mission statement
Know what they want by listening
Learn how they make decisions
Then press the buttons

Make it personal

Make them say “yes”-make the proposal easy to understand and simplify concepts and steps

How do I get an interview?

How does your image come across on paper
Cater your resume, cover letter to the job wanted
Do you need a curriculum vitae (CV)?
Would a performance portfolio work better?

- ✓ The Cover Letter
 - Purpose-
 - Identification-
 - Promotion-
- ✓ The Resume
 - Chronological Resume
 - Functional Resume

What do they want? The Perfect Candidate

Get noticed!

Highlight production
Business skills
Soft skills
What can you do for us!

Proof of Performance Portfolio

Supports claims made in resume
Can be used in your interview as visual communication
Improves your confidence level
Will help you get the job!

- ✓ Contents of the POP
 - List of accomplishments in your career to date
 - Samples of your work

- ✓ More Contents of the POP
 - Research, publications, reports
 - Testimonials and letters of recommendation
 - Awards and Honors
 - Conferences and workshops attended
 - Degrees, Licenses and Certifications
 - Professional Development Activities
 - Military records and awards
 - References list
 - Customize it for your job*

Curriculum Vitae (CV)

Educational and academic background

Teaching and research experience

Publications, Presentations, Awards, Honors, and Affiliations

Career Opportunities

- ✓ More Career Opportunities
 - University Faculty
 - Oral Care Products Industry
 - Private company clinical trials

Career Resources

NIH Virtual Career Center

International Federation of Dental Hygiene

ADHA Career Information Center

Search dental company websites

Craigslist, CareerBuilders.com, Monster.com

Dental management companies

Manage large group practices

Benefits, Incentives, Self-directed

Advertise on their own websites

Network with others

Google in your area