



TTG DENTAL PRACTICE CASE STUDY

Background

A dental practice with 2 locations and approximately 25 employees specializing in pediatric and dental anesthesiology.

Client Challenge

The client struggled to attract and retain top talent for critical roles such as registered dental assistants, registered nurses, and office managers. Their hiring process was slow and unstructured, leading to extended vacancies and increased workload for existing staff.

TTG's Solution

- **Revamped the hiring process** - created clear job descriptions, implementing structured interviews, and leveraging specialized recruitment platforms to target candidates with dental industry experience. This ensured candidates had a clear understanding of the position before applying, reducing mismatched hires.
- **Introduced an employee referral program to enhance internal hiring efforts** - by recognizing the value of leveraging existing employees' networks, the solution was to successfully design and launch an employee referral program to incentivize team members to refer qualified candidates. This initiative not only accelerated the hiring process but also improved candidate quality, as referrals were often a strong cultural and skill-based fit. The program fostered a sense of engagement among employees, turning them into active participants in the company's growth while reducing recruitment costs.

Results

- **Reduced time-to-hire by 40%** - streamlined the hiring process through structured interviews, targeted recruitment platforms, and an employee referral program that led to significantly faster placements, minimizing operational disruptions.
- **Successfully filled three key positions within two months** - by refining job descriptions and leveraging specialized recruitment strategies, the organization was able to attract and secure top talent quickly, ensuring critical roles were filled without extended vacancies.
- **Improved staff retention by 25% due to better role alignment and onboarding practices** - Clearly defined job expectations, along with a structured onboarding process, helped new hires integrate seamlessly, increasing job satisfaction and long-term retention.