

# DentalOne Brushes Up on Industry-Focused Recruiting

## COMPANY

DentalOne Partners

## WEBSITE

[www.dentalonejobs.com](http://www.dentalonejobs.com)

## INDUSTRY

Dental

## HEADQUARTERS

Plano, Texas

## iHIRE SOLUTIONS

- Job Wrap
- Resume Search
- Branded Display Ads

## RESULTS

- Promoted 2,830+ jobs through iHire's platform to date
- Automated job postings to save recruiting team time and resources
- Improved the candidate experience
- Augmented brand exposure to qualified talent
- Earned 261,000 display ad impressions in less than two months

## Background

[DentalOne Partners](#) is one of the nation's largest Dental Support Organizations (DSOs), servicing more than 160 dental practices and doctors in 13 states. Founded in 1981 and headquartered in Plano, Texas, DentalOne is committed to changing the dental space by supporting smart, technologically advanced practices that allow doctors to focus on patient care instead of administrative tasks – including recruiting.



## Challenges

The dental industry is exceedingly competitive, with a [0.9% unemployment rate](#) and a projected [job growth rate of 19.1%](#) through 2026 for dentists alone. This makes recruiting even more challenging, especially for DSOs like DentalOne who regularly hire hundreds of dentists, hygienists, clinical assistants, and other administrative professionals for clients across the nation.

Although general job boards cast a wide net, DentalOne sought a solution for targeting specialized, high-quality talent more efficiently. With a “stretched-thin” team of 10 recruiters, DentalOne wanted to save time in the hiring process while providing a positive candidate experience and augmenting its brand.

## Solutions

DentalOne found its ideal solutions in [iHire](#), a recruiting technology provider with 56 industry-focused talent communities including iHireDental, iHireMedicalSecretaries, iHireHealthCareAdministration, and others. Each community provides a best-in-class job seeker experience by delivering the most relevant career opportunities, intuitive tools (e.g. Resume Review, Job Tracker, Live Career Advisor), and a library of useful resources and templates.

Today, DentalOne is using iHire's [Job Wrap](#), which aggregates jobs from its applicant tracking system (ATS) and automatically posts them to iHire's communities via an XML feed.

All postings include DentalOne's branding, which is reinforced through its [company profile page](#) on iHire.com. Comprising DentalOne's logo, job listings, corporate video, and more, the profile is visible to job seekers across iHire's platform.

“

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”

- Sally Peter  
Manager, Doctor Recruiting & Retention  
DentalOne

In addition, DentalOne is leveraging iHire's [Resume Search](#) to proactively source career-driven talent from 3 million searchable resumes containing candidates' contact information. And, with iHire's easily configurable email alerts, DentalOne recruiters receive matching resumes directly in their inbox.

Most recently, DentalOne began using iHire's [display advertising solutions](#) to increase its exposure to qualified talent, drive traffic to its job ads, and boost brand awareness. These banner ads are displayed across iHire's high-traffic candidate pages and featured in mobile-optimized Job Alert emails sent to active members.

"Effective talent acquisition requires strong employer branding," said Sally Peter, Manager, Doctor Recruiting and Retention, DentalOne. "We're always looking for ways to make our brand stand out while providing a positive candidate experience. iHire's solutions addressed both of these goals."

## Results

To date, DentalOne has promoted more than 2,830 jobs through iHire's talent communities, averaging 200 active jobs per month. Because Job Wrap automates the posting process, the DentalOne team is saving valuable time and freeing up staff to focus on other important tasks. DentalOne recruiters also appreciate the ability to view candidates' contact info in Resume Search, allowing them to reach out directly with a personalized message. This capability, along with iHire's user-friendly solutions and services for job seekers, enables DentalOne to ensure a superior candidate experience.

Additionally, DentalOne's display ads received more than 261,000 impressions in their first two months of use. This means the organization is getting its brand in front of top talent and supporting its goal to drive traffic to its job postings.

Above all, DentalOne is sourcing industry-focused candidates that are five times more likely to be qualified than those found on general job boards. In fact, 81.6% of iHire's candidates in the healthcare space have at least one year of professional experience and 65.7% have college degrees. As a result, DentalOne is able to better meet its clients' hiring needs. Notably, the first year using iHire marked one of DentalOne's busiest hiring periods in company history – the firm was able to easily accommodate the higher volumes of job ads and applicants without missing a beat.

"The iHire platform basically runs itself – it's very user-friendly and intuitive, which benefits our overall organization," said Samantha Oakley, Director, Talent Acquisition and Retention, DentalOne. "The job applicant flow has been great as well, and iHire's Customer Success team has always gone the extra mile to ensure our needs are met."



[www.iHire.com](http://www.iHire.com)

iHire is a leading career-oriented platform that brings candidates and employers together in 56 industry-focused communities. We believe that by narrowing job seekers' and employers' searches within a specific industry, we can connect high-quality talent with the right opportunities faster, easier, and more effectively than a general job board. Everyone deserves to find work that is fulfilling, inspiring, and meaningful. Since 1999, we've combined cutting-edge technology with our expertise in the recruitment space and the invaluable insights of our members to achieve just that. Visit [www.iHire.com](http://www.iHire.com) for more information.