

# Economic Outlook and Emerging Issues in Dentistry

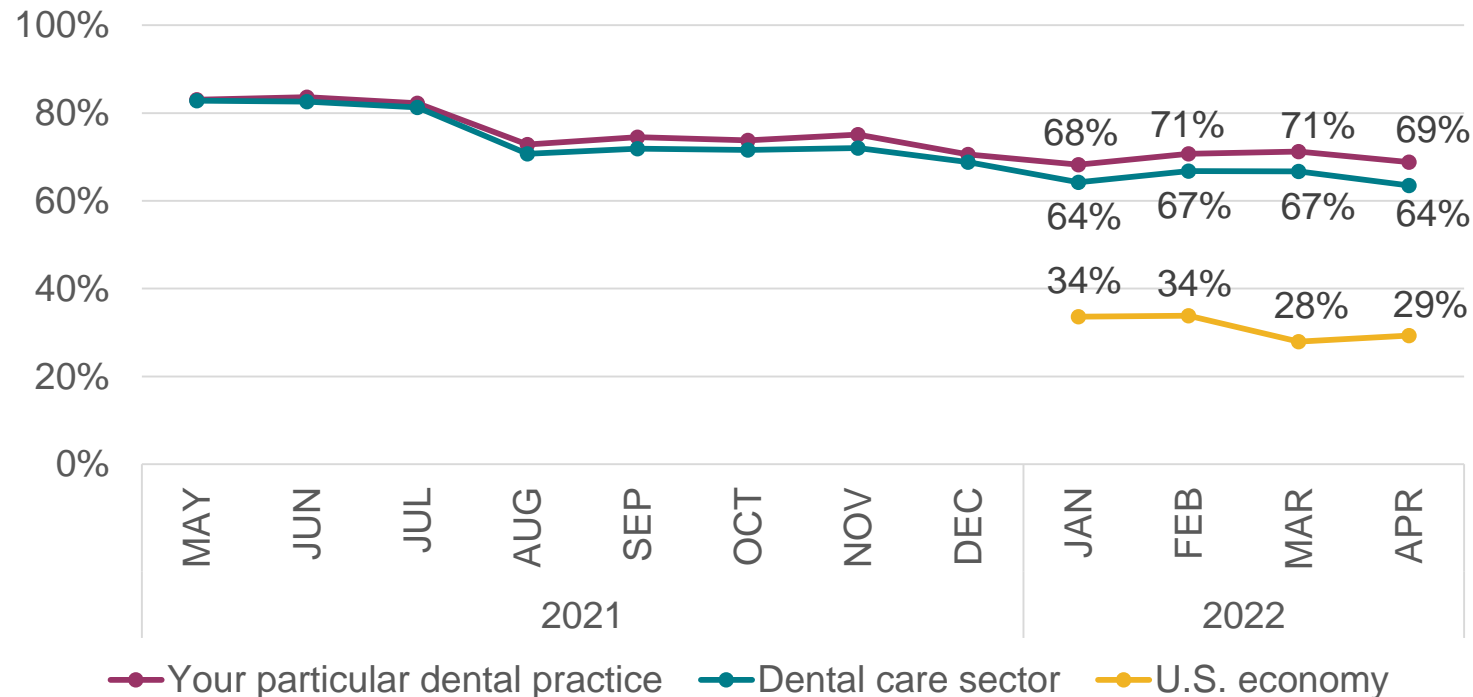
*Insights from Data from April 2022*

# Emerging Issues Polling

- Measuring the ongoing impact of the COVID-19 pandemic and other emerging issues in dentistry
- Over 3000 have opted to participate to date, roughly 1500-2000 respond in each wave
- Data was collected April 19-24, 2022
- Core measures: economic outlook, fullness of practice schedule, schedule barriers, recruitment needs and challenges
- Questions of the month: recruitment tools and perks used by dentists to recruit dental hygienists and dental assistants
- Complete reports with breakdowns available at [ADA.org/HPI](https://ada.org/HPI)
- State dashboard coming soon!

# Economic Outlook

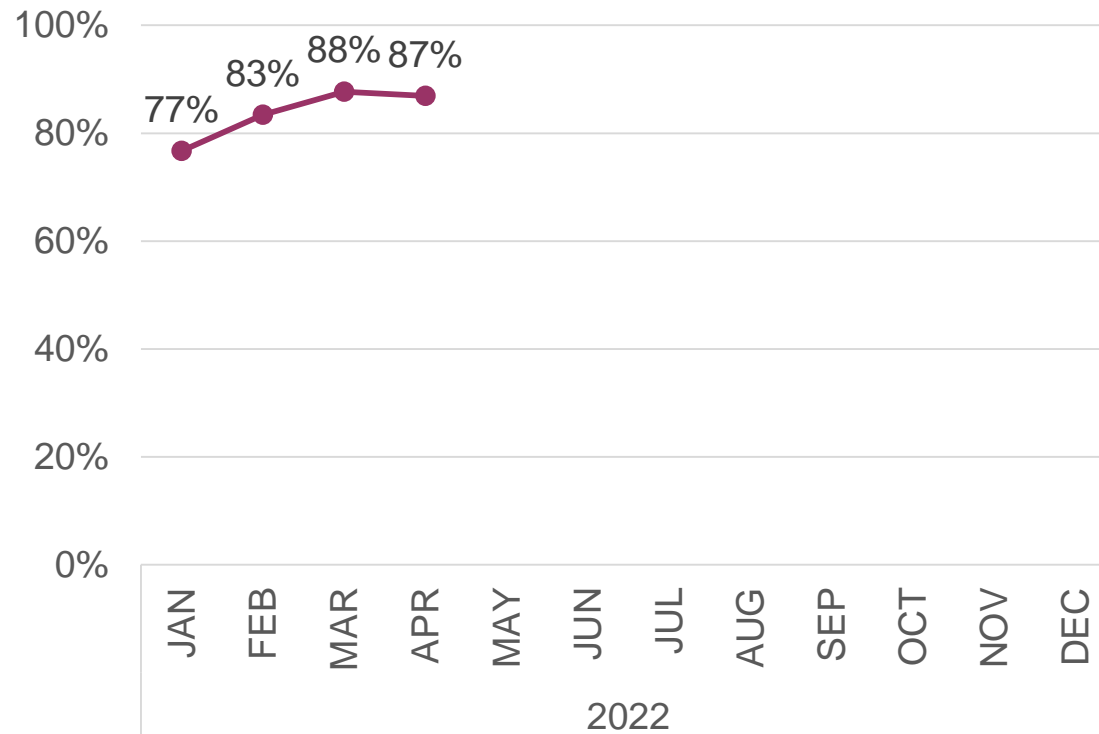
**Looking ahead to the next six months, how confident are you in the recovery of the following?** (Percentages indicating “very” or “somewhat” confident.)



*Dentists’ confidence in the recovery of their practices and the sector as a whole dropped slightly in April. Their confidence in U.S. economic recovery remained very low.*

# Practice Schedules

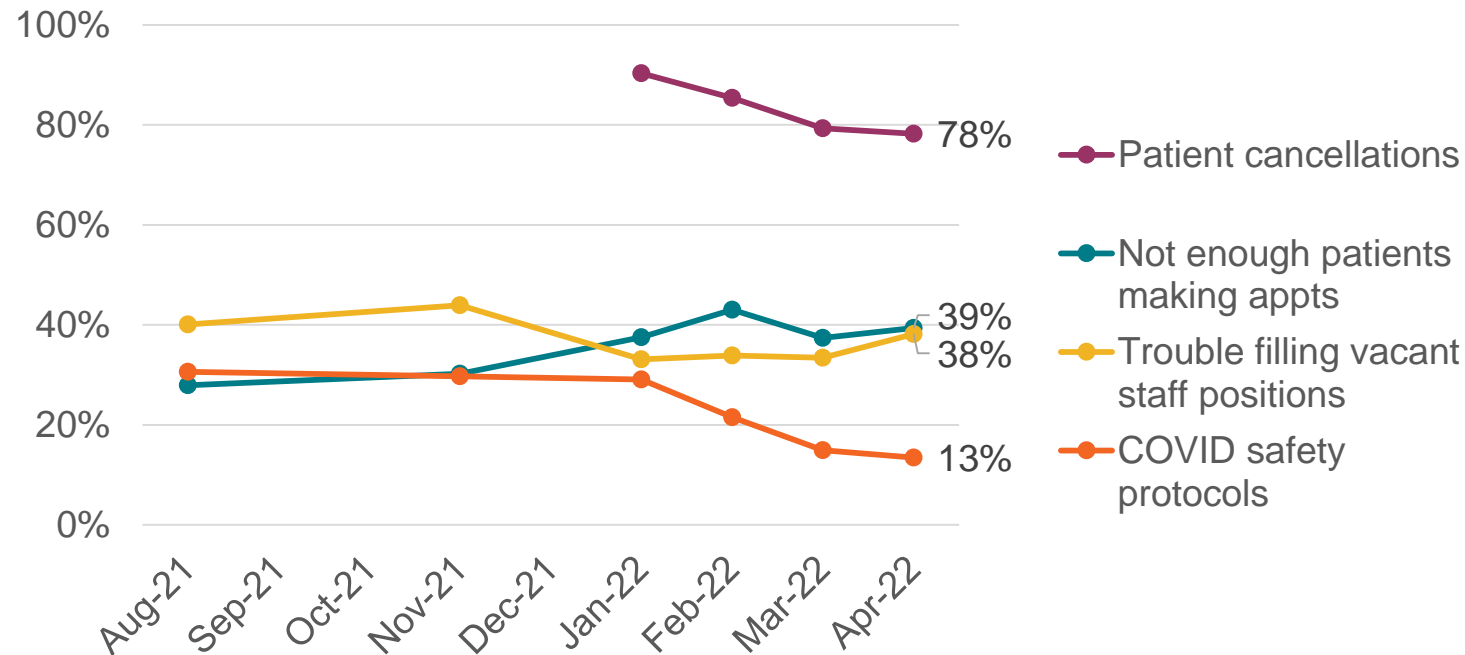
**How full was your dental practice's appointment schedule last week?**



*Across the U.S., schedules in dental practices were 87% full on average in April.*

# Scheduling Barriers

**Which of the following factors prevented your dental practice's appointment schedule from reaching 100% last week? (Select all that apply.)**

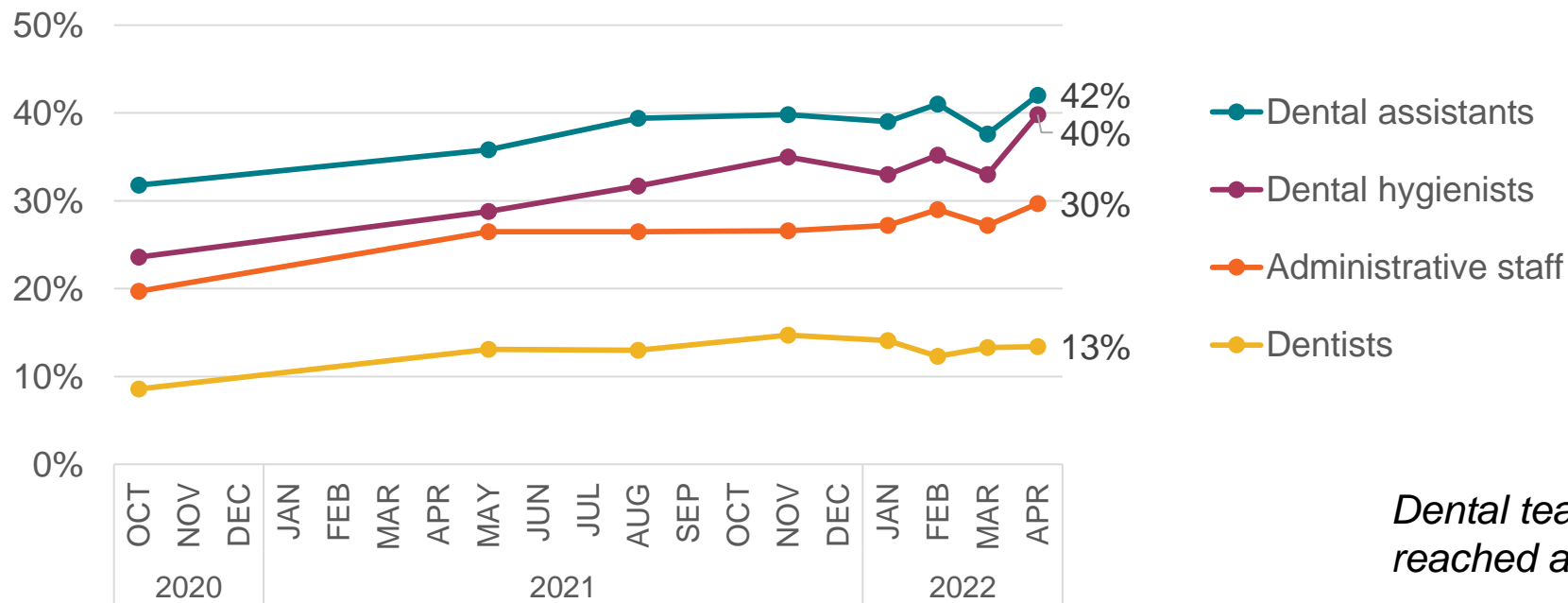


*Patient cancellations remained the most common reason schedules were not full in April.*

*Compared to fall 2021, COVID safety protocols are less of a scheduling concern, and insufficient patient demand is more of a scheduling concern for dentists.*

# Dental Team Recruitment

Have you recently or are you currently recruiting any of the following positions in your dental practice? (Percentages indicating “Yes.”)

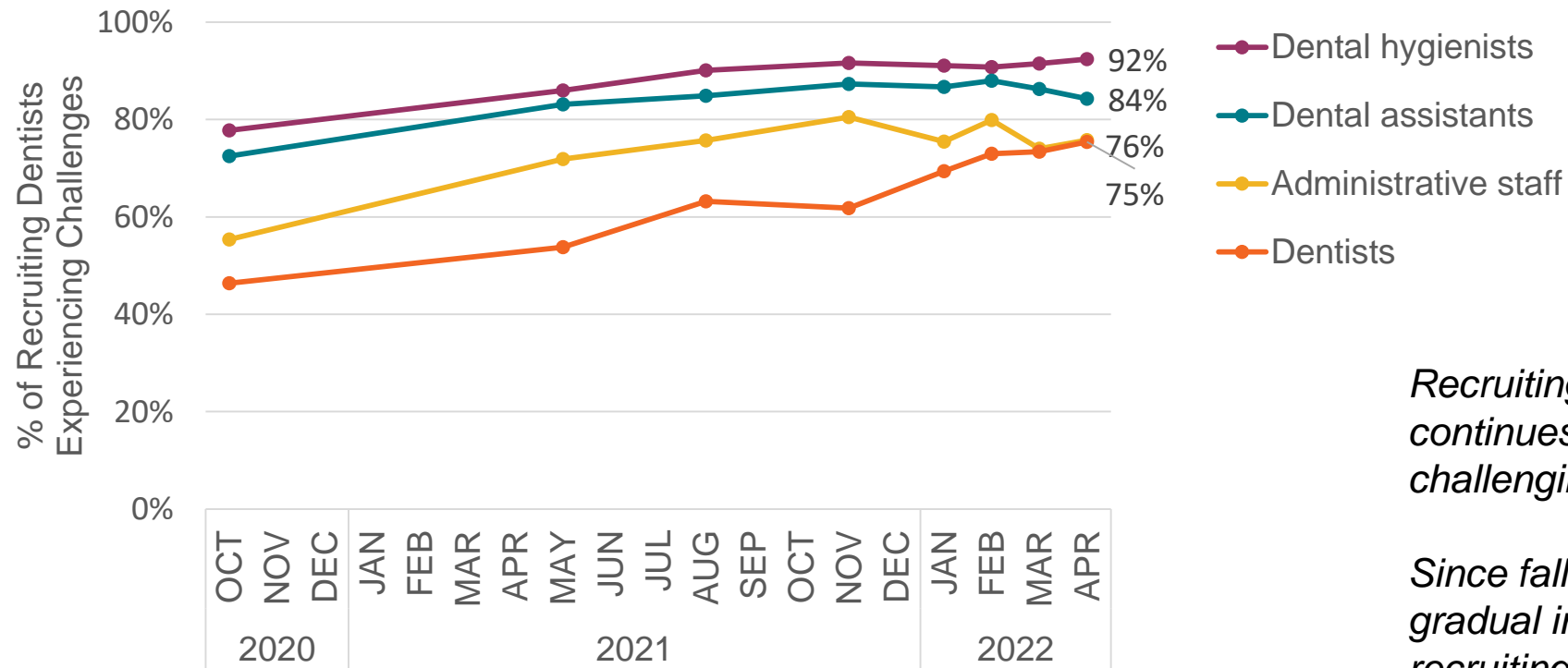


*Dental team recruitment needs reached a new high in April.*

*Four in ten dentists were recruiting dental hygienists, and 42% were recruiting dental assistants.*

# Challenges Recruiting

**How challenging has it been to recruit the position(s) below?**  
 (Percentages indicating “extremely” or “very” challenging.)

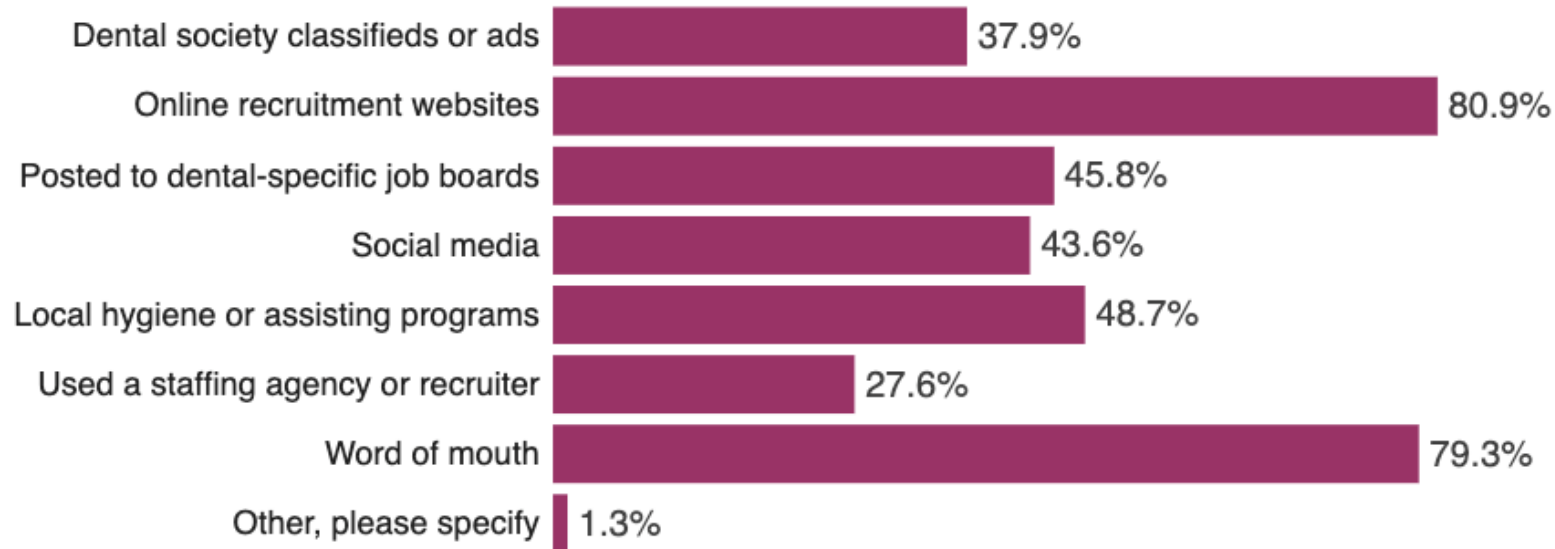


*Recruiting dental hygienists continues to be the most challenging for dentists.*

*Since fall 2020, there has been a gradual increase in the difficulty of recruiting administrative staff and other dentists.*

# Recruitment Tools

**What tools have you used to find applicants for your dental hygienists and/or dental assistant positions? (Select all that apply.)**



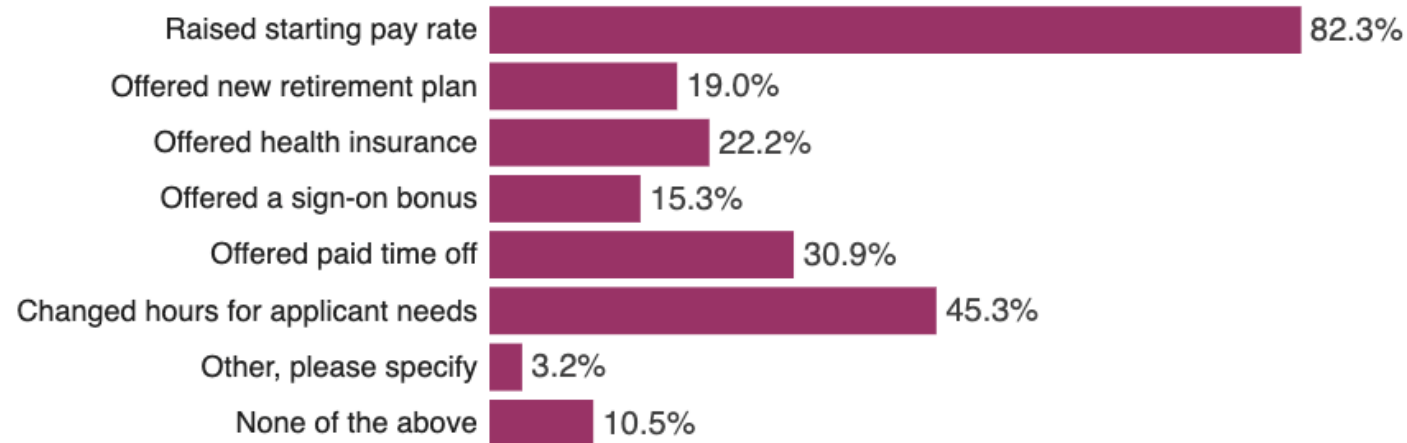
*The most common recruitment tools dentists are using are recruitment websites and word of mouth.*

*Pediatric dentists and dentists in public health settings are turning to local hygiene and assisting programs more commonly than their peers.*



# Recruitment Perks

**Have you offered any of these new benefits to dental hygienist or dental assistant applicants that you did not provide prior to the COVID-19 pandemic?**  
(Select all that apply.)

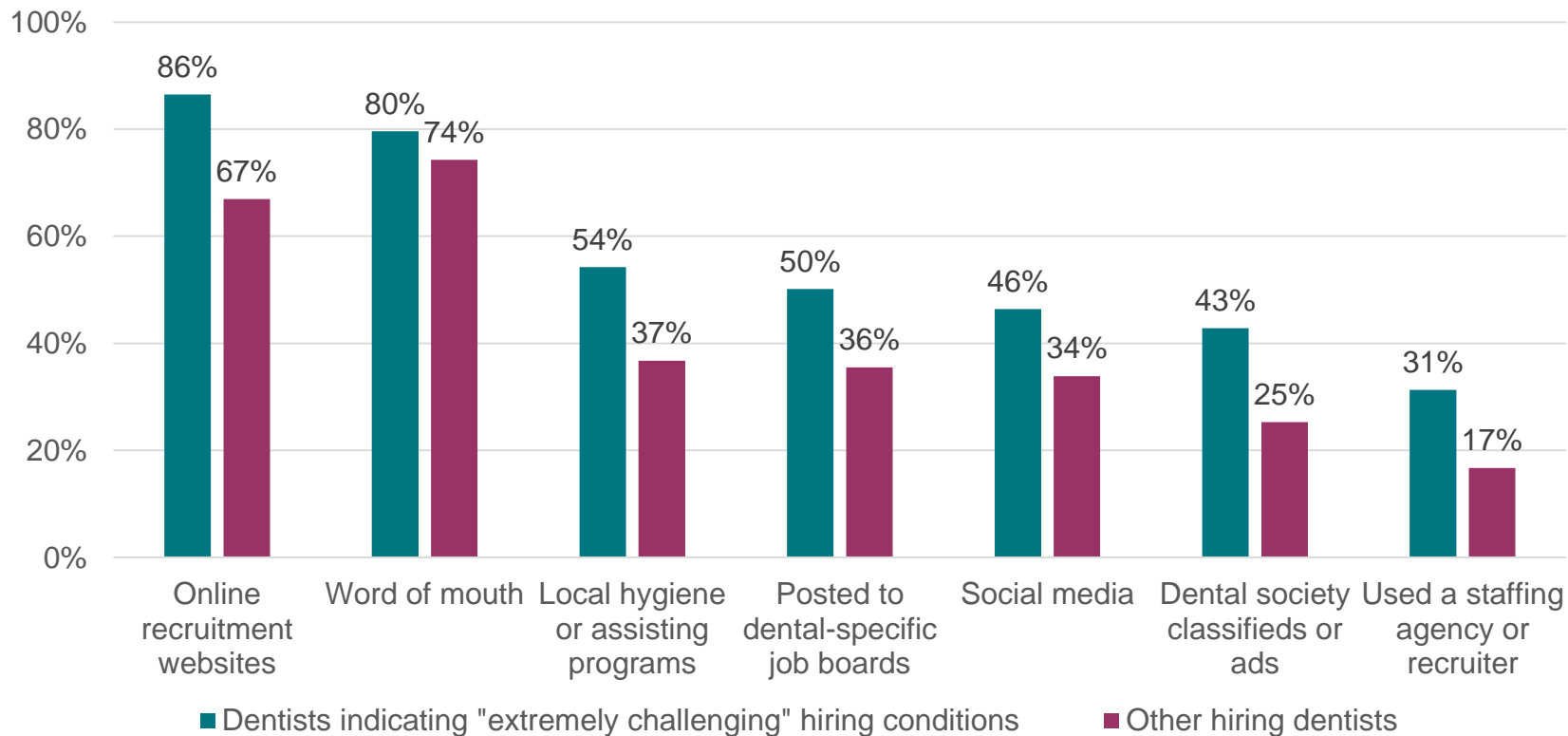


*More than eight out of ten dentists who are recruiting dental hygienists or dental assistants have raised their starting pay rates to help with recruitment woes since the onset of the COVID-19 pandemic and labor shortages.*

*About 45% of recruiting dentists have also changed hours to meet applicant needs.*

# Strategies of Dentists Struggling with Recruitment

**What tools have you used to find applicants for your dental hygienists and/or dental assistant positions? (Select all that apply.)**

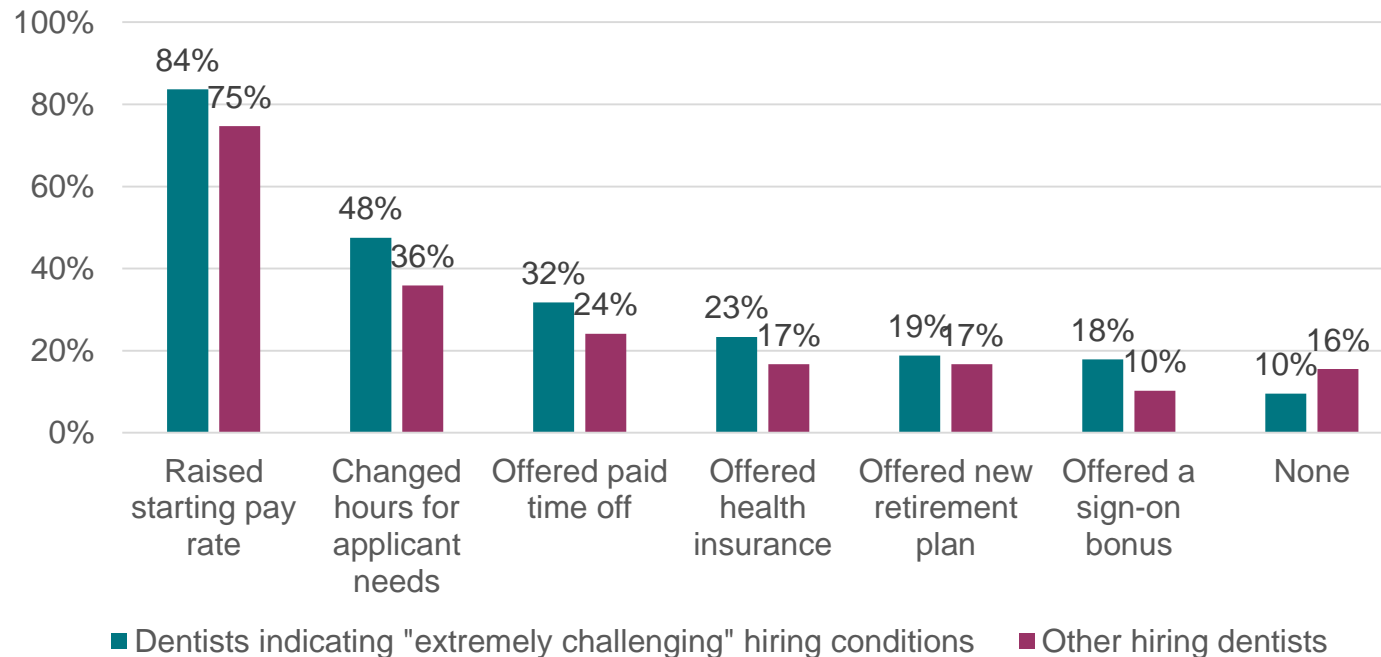


*Dentists facing “extreme” challenges in hiring are being proactive about their recruitment approach.*

*A greater share of these dentists are using each of these tools to try to recruit new members to their teams.*

# Strategies of Dentists Struggling with Recruitment

**Have you offered any of these new benefits to dental hygienist or dental assistant applicants that you did not provide prior to the COVID-19 pandemic?**  
(Select all that apply.)



*Similarly, the dentists facing extreme hiring challenges are more likely than their colleagues to have taken some of these recruitment measures like raising pay rates and changing hours.*

*The dentists having the most severe recruitment struggles are not simply being "stubborn."*

# Key Takeaways

- **Practice Schedules:** Dental practice schedules were 87% full in April. Nearly eight in ten dentists indicated that schedule openings were due to patient cancellations. Over time, there has been a decrease in the impact of COVID-19 safety protocols on scheduling, and an increase in the share of dentists indicating low patient demand.
- **Recruitment Needs:** Dental team recruitment needs reached a new high in April. Four in ten dentists were recruiting dental hygienists and dental assistants. Recruiting dental hygienists continues to be the most challenging for dentists.
- **Recruitment Tools:** Websites and word of mouth are the most common recruitment tools dentists are using. Pediatric dentists and dentists in public health settings are turning to local hygiene and assisting programs more commonly than their peers.
- **Recruitment Perks:** More than eight out of ten dentists who are recruiting have raised their starting pay rates to help with recruitment woes since the onset of the COVID-19 pandemic and labor shortages. About 45% of recruiting dentists have also changed hours to meet applicant needs.
- **Economic Confidence:** Dentists' confidence in the recovery of their practices and the dental care sector dropped slightly in April. Their confidence in U.S. economic recovery remained very low.

# Thank You!

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