



## CADAT / CDAA Joint Annual Conference April 21 – 22, 2023



**Adrian Collins**

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### **Name of Course: *Adapting to the Dynamics of the Modern Dental Workplace***

#### **Course Content Outline:**

- 1. Introduction to the Changing Dental Work Environment**
  - Overview of current trends shaping the dental workforce
  - Embracing adaptability and flexibility in the workplace
- 2. Professionalism in Today's Dental Industry**
  - Defining modern professionalism in dental practice
  - Navigating ethical considerations and patient-centered care
- 3. Cultivating Workplace Happiness**
  - Importance of job satisfaction in the dental profession
  - Strategies for creating a positive and supportive work environment
- 4. Tackling Interview No-Shows: A Proactive Approach**
  - Understanding the reasons behind interview no-shows
  - Implementing strategies to minimize and address no-show occurrences
- 5. Optimizing Job Descriptions for Success**
  - Crafting compelling and accurate job descriptions
  - Attracting the right candidates through effective communication
- 6. Expectations at Interviews: A Deep Dive**
  - Employers' perspective: Assessing cultural fit and skills beyond qualifications
  - Job candidates' perspective: Preparing for interviews and understanding employer expectations
- 7. Salary Negotiations in the Dental Industry**
  - Navigating the landscape of salary expectations
  - Strategies for successful negotiations for both employers and job candidates



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### 8. Interactive Case Studies

- Real-world scenarios highlighting successful workplace adaptations
- Group discussions to analyze and strategize solutions

### 9. Panel Discussion: Voices from the Dental Community

- Engaging in conversation with experienced dentists, dental assistants, and industry professionals
- Q&A session for participants to seek advice and insights

### 10. Closing Thoughts and Networking Opportunities

- Summarizing key takeaways from the session
- Providing networking opportunities for participants to connect and share experiences

### Educational Objectives:

1. Understand the contemporary shifts in the dental work environment and their implications for employers and employees.
2. Gain insights into the evolving professionalism standards within the dental industry.
3. Explore strategies to enhance job satisfaction and foster a positive workplace culture.
4. Address common challenges such as interview no-shows, optimize job descriptions, and navigate salary negotiations effectively.
5. Provide a comprehensive understanding of the expectations during job interviews for both employers and job candidates.

### Speaker Bio – Adrian Collins

As the Co-Founder of Batch, Adrian Collins brings over 13 years of extensive experience as a seasoned Marketing Specialist with a proven track record in sales and marketing. Passionate about fostering business growth and establishing meaningful connections through strategic marketing initiatives, Adrian has successfully navigated diverse industries, including chiropractic offices and dental groups.

Adrian's expertise encompasses various facets of marketing, including field marketing, B2B sales, negotiating, event planning, marketing management, social media marketing, lead generation, and market research. His journey in the marketing landscape has honed his ability to create impactful campaigns and forge valuable connections.

Previously, Adrian served as a Marketing Specialist at Kids Care Dental & Orthodontics, where he oversaw comprehensive marketing efforts. In this role, he successfully managed and generated leads while creating compelling marketing collateral. His proficiency in understanding target markets and developing engaging content contributed to driving brand awareness and customer engagement.



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Simultaneously, Adrian holds the position of Principal at Golden State Orthodontic Supply, where he spearheads sales and marketing operations on a nationwide scale. Collaborating with overseas manufacturers, he skillfully negotiates prices and ensures optimal supply chain management, thereby strengthening the company's market position.

Known for thriving in fast-paced environments, Adrian has demonstrated leadership by managing cross-functional marketing teams. His role involves providing guidance and training to drive cohesive and effective campaigns. With a keen eye for market trends and consumer insights, Adrian continually refines strategies to maximize return on investment and achieve business objectives.

As a driven professional, Adrian is eager to leverage his comprehensive skill set and industry knowledge to deliver exceptional results for organizations seeking dynamic marketing expertise. Having witnessed the challenges faced by dental offices and staff shortages, he is determined to revolutionize the job search process for both employers and candidates through Batch, offering a fresh approach to hiring and connecting professionals in the dental industry.

### **Speaker Bio – Jermon Wright**

Jermon has been a recruiting professional for over 15 years. He has been the Head of Recruiting and Operations for 5 tech companies that have raised over \$250 million in venture capital funding. Throughout his career, he has built high-performing teams and believes in recruiting with empathy, inclusivity, and efficiency.