



Best Practices For Retaining & Hiring Chiropractic Talent

By: Awareness Business Group

Overview:

Hiring the right people is hard enough. It's even more challenging to keep them around for long periods of time and it can be near impossible if you don't know what you're doing or how hiring should look like in general. Check out this list we compiled and a job ad example with all our tips on making sure that you attract and retain the best talent.

If a potential candidate doesn't answer your filter questions, even if their resume looks appealing; it is best to proceed with caution. Instead, focus on the candidates who take the time to follow instructions and answer your questions. This shows they care and have a genuine interest in working for your company.

Top 6 Best Practices for To Expand Your Chiro Team

1 **Treat Associate Doctors & CAs as If They Were Their Own Boss**

Give your team room to run the show when it comes to their responsibilities. Don't be too strict, micromanage or put more work on their shoulders than necessary unless you compensate them adequately.

2 **Allow Them to Make Great Money & Even Overpay**

Don't put a limit on how much your team members can make. However, make sure that whatever amount they request to be paid that they have a list of responsibilities they need to meet to justify their desired pay.

3 **Workplace Environment:**

Your team needs to be inspired to want to come in and bring customer patient care to the next level. Making your team know and feel that they are part of something bigger and not just "associate doctor or chiro assistant" is key to attracting top talent.

They need to believe in the vision of what your company stands for and can see themselves being part of your team for the long run with ample opportunity to grow as a professional.

4 **Hire Associate Doctors Who Have Owned or Want to Own Their Own Business**

Hiring people who understand the tough grind of running and growing a company is important. They will be supportive because they want to help you succeed and not just in their own careers. When they receive the proper support, guidance, and leadership, they will be more likely to stay for the long-term.

Top 6 Best Practices for To Expand Your Chiro Team

5 Being A Great Leader & Trusting Your Team

To attract and retain the best talent, a business owner must be an incredible leader that communicates the vision in a way that inspires and emotionally connects the team members to remain loyal and push the company forward.

An environment of trust, transparency and openness needs to be developed. This will allow everyone to be creative, produce at the highest level and ensure stability for the long term.

This means dropping the **“No one can do it like I can/like me”** mentality and embracing the challenge of teaching and building up your team. This is how the most successful companies do it.

6 Finding Local Talent (Indeed, Craigslist, Google Job Board, Facebook, Zip Recruiter)

Posting on the right platforms with attractive messaging, can make all the difference when it comes down to how quickly and easily you find local talent. The list below shows some of our favorite boards to post job ads.

- www.chiropracticjobsonline.com
- www.chirorecruit.com
- www.joinhandshake.com
- www.workable.com
- www.indeed.com
- www.geo.craigslist.org/iso/us
- www.jobs.google.com
- www.linkedin.com
- www.zippia.com
- www.ziprecruiter.com/
- www.facebook.com/ (**Search in your local groups and job boards in town**)
- www.betterteam.com/ (**Great to hit a bunch of the above ones at once**)

Job Ad Example For A Associate Doctor

Associate Doctor Needed – Great Pay, Benefits & Opportunity to Grow

PLEASE READ THE INSTRUCTIONS IN BOLD THROUGHOUT THIS JOB AD IF YOU GENUINELY WANT TO APPLY.

NOTE: If you DO NOT answer the questions at the bottom of this job post, YOU WILL NOT be considered for an interview.

Dear Associate Chiropractor Doctor Community:

We are looking for experienced or recently graduates who want to join a fast-growing chiropractor practice here in **(city goes here)**.

The work schedule is **(insert schedule here)**.

The starting salary pay is **(amount goes here)**.

As we continue to grow and you become an integral part of our practice, you can earn up to **(amount goes here per year)**.

The services we provide are:

- Spine Related (Scoliosis, Headaches & Migraines)
- Injuries (Disc Injury & Work Injury)
- Extremities (Arm & Leg Pain, Carpal Tunnel)
- Family Chiropractic
- Other Symptoms
- Massage Therapy
- Auto Accident Treatment
- Pain Management (Shoulder Pain, Neck Pain, Back Pain)
- Sciatica

(Note: put any other services you offer)

Education Requirements:

- Doctor of Chiropractic Diploma and State license in good standing. Chiropractors licensed in any US state are encouraged to apply
- Upcoming and recent graduates are welcome to apply

Job Ad Example For A Associate Doctor (Continued)

Our desired associate doctors must:

- Speak fluent English
- Be dependable and reliable
- Be hungry to grow as a chiropractic professional
- Be a team player and contribute in a collaborative way
- Have great customer service skills
- Have a great attitude
- Have a persistent and a never give up mentality

(Note: Put the desired characteristics your company is looking for)

Our Benefits

- Medical Insurance
- Dental Insurance
- Vision Insurance
- Life Insurance
- Paid Time Off (PTO)
- Holiday Pay
- 401 (k)
- Overtime
- Long- and Short-Term Disability
- Family Environment

(Note: Put the benefits your company offers)

If the above describes you to a T, we would love to have the opportunity to speak with you as soon as possible.

There will be opportunity to grow further within our organization.

Before applying, please provide us answers to the 3 questions below and a cover letter?

1. What was it about our ad that inspired you to apply at our practice?

2. What are you looking for ideally in your next position within the company?

3. Of all our services we provide, what are you most experienced in and what areas do you want to improve in?

(Note: Put the questions you feel are most powerful and pertinent to what you're looking for in someone. Keep it to no more than 3 to 4)

We look forward to meeting you.

Best,