

How DentalOne Filled 75% of Open Jobs by Uncovering Hidden Talent

“When you have data to prove some of your assumptions, that goes a long way for your more business-oriented operations people. It changes the whole attitude of what they think about talent acquisition.”

John Whitaker, VP of Talent Acquisition,
DentalOne Partners



DentalOne Filled **75%** of its open jobs in Denver



Nearly **1,000** total hires in 2018 alone

Finding hidden pockets of talent. Zeroing in on compensation.

When DentalOne Partners first began looking for dental hygienists in Denver, they quickly discovered it would be nearly impossible to recruit any. The dental market is intensely competitive. And in Denver, it's especially challenging with a median salary that's 18% higher than the national average and intense competition from other companies.

So DentalOne turned to Lightcast's user-friendly labor data platform where they found hidden pockets of talent out of state and detailed compensation information. As a result, DentalOne filled 75% of its open dental hygienist jobs in Denver.