

AspenDental®

Aspen Dental's Early Talent Advantage





The Challenge

As a Dental Services Organization (DSO), Aspen Dental provides business and operational support to more than 1,000 dental offices in nearly every state. But most people aren't familiar with the DSO model – including a majority of students in dental and hygiene schools, according to Aspen Dental's Reece White, Recruitment Marketing Manager.

For this reason, it's all about the long game for the organization's recruitment marketing team. To successfully compete for talent among a small candidate pool of dentists, hygienists, and other dental health professionals, they need to capture attention early in the academic journey, and keep leads riveted through their school years.

"We have a very small candidate population, and those candidates have a lot of options when they graduate. We need to get students excited about Aspen Dental early, and then connect with them often to maintain that interest," White said.

The team already had a formula for success: intense on-campus outreach to connect with students early on, combined with maintaining contact all the way through to graduation and labor market entry.

But there was no formal system of record to track candidate data and behaviors. Cumbersome processes inhibited recruiters' ability to work effectively – and detracted from the candidate experience.

Aspen Dental looked for a technology partner that would help them work quickly and at scale to elevate their brand with university students, and nurture them into hires post graduation.

"We recognized a need to be able to communicate with candidates at scale, track what candidates were doing at scale, and interact with them based on that activity."

Reece White

Recruitment Marketing Manager, Aspen Dental

The Solution

One of the overarching drivers in the search for a solution was the need to get up and running quickly, according to White. Phenom's Intelligent Talent Experience platform had the tools Aspen Dental was looking for, as well as **seamless integration capabilities** with their Workday ATS and other tools that promised a speedy implementation of the following solutions:

Career Site, CMS, and Talent Community

Foundational to the candidate experience, the team first overhauled their **Phenom Career Site** to meet modern expectations. The key to attracting attention among today's students? Serving up the kind of self-made personalized content they see on TikTok and Instagram.

With Phenom's career site capabilities — including personalized job recommendations, a talent community to subscribe to, user-friendly no-code **Phenom CMS**, and more — Aspen Dental can easily keep the career site fresh with authentic employee videos and other original content.

"For this younger generation of candidates, seeing a dentist in their practice talking about day-to-day work life can be just as compelling, if not more compelling, than a beautifully crafted, premium-priced professional video," White pointed out. "If you look at our career site, you'll see employee-focused content that gives visitors a true idea of what it's like to work at Aspen Dental."

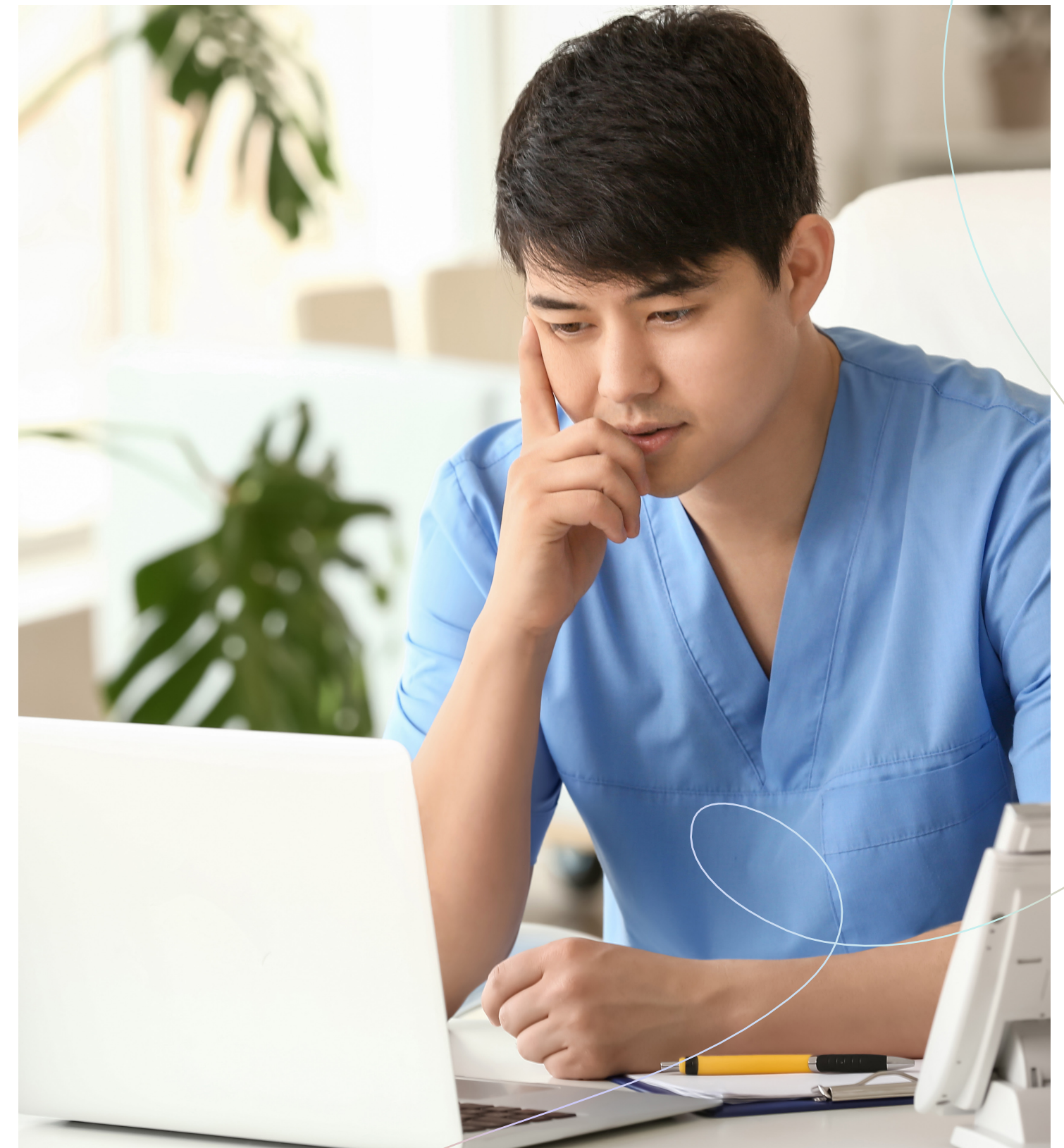
University Recruiting

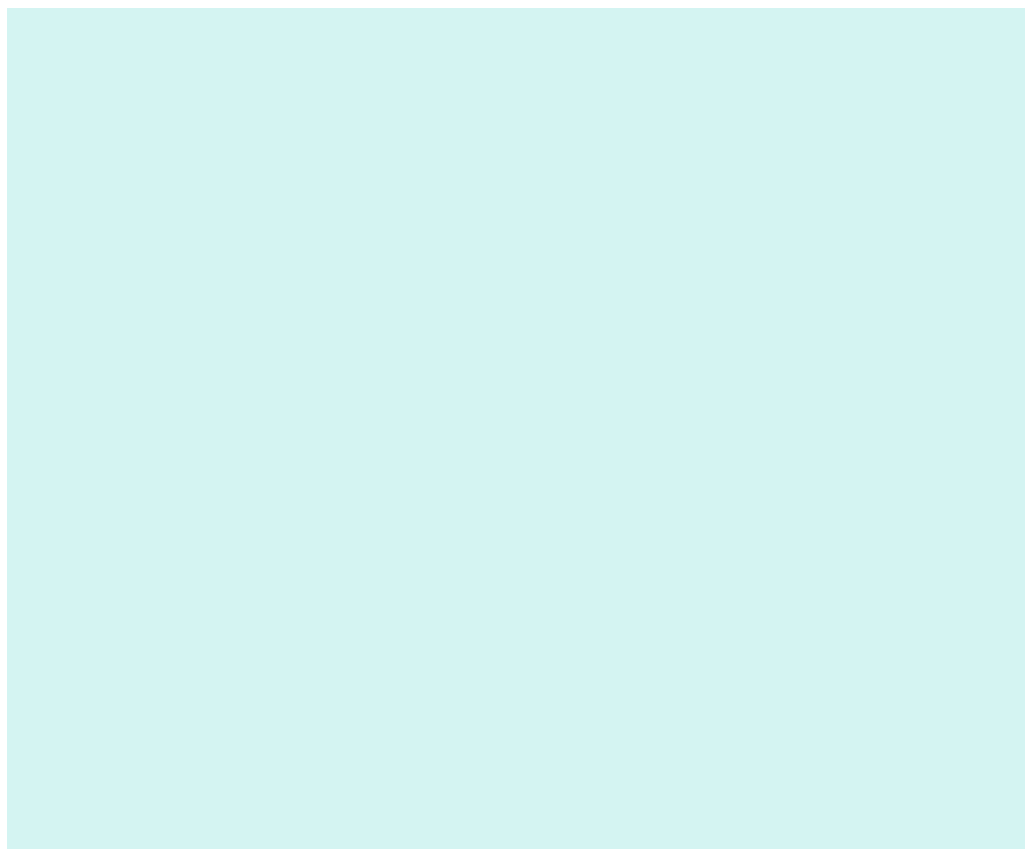
Phenom University Recruiting enables the team to easily create and manage all of the events it hosts every year. The tools include customizable registration forms and landing pages, campaigns, AI Scheduling to fast-track candidates to an initial phone interview via chatbot, automated confirmation and reminder emails, and reporting analytics that help the team optimize the effectiveness of events.

Critically, the capabilities facilitate collection and tracking of attendee data and interactions. "Part of the benefit is that we gain that CRM data on both behaviors and personal identifiable information, and we can use that to nurture the student until they graduate," White said. "Because if the first challenge is getting candidates through the door, the second challenge is, what's going to keep them interested?"

Talent CRM and Campaigns

Acting on the valuable data collected through their events is the next step in delivering a cohesive, stand-out candidate experience. Events forms sync with their **Phenom CRM**, where recruiters can view area of study, school, graduation year, location, events attended, as well as ongoing interactions with content. New leads are invited to join the Aspen Dental talent community to receive updates and relevant communications.





“We can target candidates in a way that’s appealing to them for more effective outreach,” White said. “If you self-identify as a critical candidate group, we can make sure that you are being noticed and contacted from that point forward.”

Indeed Quick Apply and Net Promoter Score (NPS) Integrations

Once a candidate is ready to apply, the process needs to be as frictionless as possible — especially in a competitive market. In addition to leveraging Phenom Hosted Apply which enables job seekers to apply without ever leaving the career site, an integration with Indeed Quick Apply also helps prevent candidate drop off.

“We leverage Quick Apply specifically for those hard-to-reach candidate groups,” White said. Quick Apply requires just enough contact information for a recruiter to get in touch. “Then we can give those applicants the white glove treatment through the rest of the process.”

Integrations with NPS tools also give the team a more holistic view of the candidate experience, gathering feedback from job seekers on various aspects of the career site and apply flow. The team can then use this feedback to make immediate optimizations and continuously deliver what candidates are asking for.

“Partnering with Phenom gives us the integrations we need to measure effectiveness and to tie the changes we make to data. It’s a real differentiator.”

Reece White

The Results

Aspen Dental knew what it would take to deliver a tailored experience that keeps candidates engaged. Now, Phenom helps them do it with agility, efficiency, and the ability to scale with impactful results, including:



Reduced time to apply

The powerful combination of Aspen Dental's new capabilities gives candidates a faster, seamless application experience. In fact, it's reduced their time to apply to just six minutes and increased their apply conversion rates to 60%.

A dentist, for example, can apply within minutes, providing minimal contact information. "We do anything we can do to reduce steps and fall-off, because every one of those leads is so valuable," White said. Meanwhile, roles like denture lab technicians have additional fields necessary to describe applicable skills and experience.



Increased recruiter efficiency

In addition to gaining insights that guide outreach, recruiters are working more efficiently with powerful automations that handle repetitive tasks.

"Removing that data entry step for the academic team is super critical to maintaining a simple and user-friendly workflow. Any time we can eliminate data entry clicks for people working inside the CRM, that's a benefit for us," White said. "And we can automate the process of getting a qualified lead right into the recruiter's inbox. With one click, they're accessing that candidate profile."

"The Events automations are just awesome," added Recruitment Operations Manager Rubina Mann Shaheen. "We can now accomplish in one step what used to be a manual process involving multiple people and a lot of back-and-forth communication."



Improved NPS

Being able to welcome and nurture leads with relevant and personalized content both on their career site and via timely recruitment marketing campaigns is a critical value-add that's also boosted their NPS with candidates 14%, according to White.

What Aspen Dental Is Achieving With Phenom

“Our recruiters use Phenom every single day. They see its value as they search for and interact with candidates, and view it as the number one most effective platform.”

Reece White
Recruitment Marketing Manager



40%

Reduced time to apply 40%, from 10 minutes to 6 minutes



60%

Increased apply conversion rate 60%



14%

Increased career site NPS 14%

The Future

Moving forward, the team will continue capitalizing on their Phenom investment with plans to roll out:



Phenom Design Studio, a no-code framework design tool that gives non-technical users the power to create sophisticated career site features



Automation Engine, which provides the framework and components to identify, build, implement, and monitor automation workflows into new or existing talent lifecycle processes



Phenom SMS campaigns in a continued effort to meet candidates where they are

As Aspen Dental's parent company, The Aspen Group, expands into new markets, White noted that the effective partnership with Phenom serves as a model for their emerging brands. "We want to replicate that success," he said.



AspenDental®

At Aspen Dental, we're dedicated to providing the most supportive and skilled dental care possible. Twenty-five years ago, we pioneered a new model in dentistry—one that gives doctors and their teams the right resources to grow and thrive. Aspen Dental practices believe in providing comprehensive care that addresses patients' short and long-term dental care needs, and promise to provide an honest, judgment-free environment where it all comes down to great care.

Each Aspen Dental branded practice is owned and operated by a licensed dentist. Aspen Dental Management, Inc. ("ADMI") provides administrative and business support services to Aspen Dental branded dental practices.

Industry	Healthcare
Career site	careers.aspendental.com
Headquarters	Chicago, IL
Employees	7,500+
ATS	Workday



See the Phenom Intelligent Talent Experience platform in action

Book a demo

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

