



GROWING A CULTURE OF COLLABORATION



Kathy, the office manager of 702 Dentist, has been on quite a journey with her dental practice, navigating the ups and downs of a rapidly changing healthcare landscape and accelerated growth. After the pandemic, her business saw an incredible boom, but that growth came with its own set of challenges.

BUSINESS CHALLENGES



Kathy faced the whirlwind of doubling her client base within just 18 months.



The practice dealt with high turnover, as some new hires didn't fit in with the tight-knit culture and team.



Kathy was tasked with keeping morale high while trying to find and train the right people, all while keeping daily operations running smoothly.

QUICK FACTS

Company: 702 Dentist

Industry: Health Care

Employees: 30

Headquarters: Las Vegas, Nevada

ADP Products: RUN Powered by ADP®

Interviewee: Kathy Schweiger, Office Manager



“Working with ADP has transformed our approach to growth. It's not just about filling positions; it's about finding people who truly align with our values and culture. I've learned that when we invest in understanding our team and bringing in the right fits, we create a thriving environment where everyone can excel.”

— Kathy Schweiger, Office Manager



Thanks to the strategic shift in hiring practices and the support from ADP, 702 Dentist saw a **turnover reduction of over 40% in just a year.**



A more succinct and careful hiring process **has saved the practice thousands of dollars** and untold hours on recruiting, onboarding and training.



THE PROBLEM

The growth challenges 702 Dentist faced

As 702 Dentist expanded, the team quickly learned that expanding isn't as simple as just hiring more people. High demand for their services meant lots of quick hiring, which was necessary to keep operations moving, but led to a spike in turnover when some hires didn't mesh with the team's culture. "We were spending weeks on interviews only to have people leave within months," says Kathy. "This was costing us thousands of dollars in recruitment and training expenses and countless hours of interviewing and training."



THE CHALLENGE

The human side of scaling

Kathy refused to let the chaos derail their vision for the practice, so she doubled down on intentional hiring with help from ADP. "We refined job descriptions to emphasize values like adaptability, empathy and ownership. We introduced structured behavioral interviews, and we involved more team members in the process to get diverse perspectives." This helped them find people who didn't just have impressive resumes but have personalities that truly meshed with the established team. Kathy also leaned on ADP's abundant HR knowledge to help them create a better onboarding program and implemented "stay" interviews to catch employee dissatisfaction early and benchmark pay. This helped ensure they were offering competitive packages that would make people want to work there.



THE BENEFITS

Leaning on external HR expertise

The strain of rapid growth combined with shifting labor laws pushed Kathy to seek more support from ADP. "We'd been using ADP for payroll and basic HR for years, but during the crunch, we tapped into expert HR, compliance and recruiting advisors and even utilized talent management learning modules." When labor laws changed, Kathy was able to get help from her ADP team to answer difficult compliance and benefits questions too. "It's more than just software," Kathy says. "It's people who understand small-to-midsize business realities and give us actionable steps without big corporate fluff."



THE SOLUTION

Outsourcing HR expertise in action

Kathy recalls a particularly tough quarter in 2024 when they lost three back-to-back employees who had been in client-facing roles. "Morale dipped, and I was tempted to cut corners on hiring just to fill seats." But instead, she used ADP's guidance to create a "cultural scorecard" for candidates and held out for better fits. "It was painful in the short term," says Kathy. "We were running very lean for a couple of months. But it paid off, and we were able to stabilize the team with the right people and grow stronger than ever before."



THE RESULTS

A cultural transformation built for success

Now, the company feels like a true team rather than just a group trying to keep up with the work. Kathy's focus on finding the right fit and her patience during the hiring process has retained a sense of belonging and unity among employees. "The company feels more like a cohesive unit than a collection of individuals hustling to keep up." This change has done more than just improve retention numbers. It's helped propel 702 Dentist into ongoing growth, paving the way for an even brighter future.



"I now realize the power of external expertise. No one expects a business owner to be an HR mastermind, but having a reliable partner like ADP lets you focus on what you do best while they handle the complexities."

— **Kathy Schweiger**
Office Manager