



# Health Care Careers

# COVID-19 Impact

The COVID-19 global pandemic has taken its toll on health care workers and facilities across the world. If you happen to work in the industry, you know the struggle first-hand.

The Centers for Disease Control and Prevention recommend that physicians, nurses and other essential medical personnel follow a routine that keeps them both educated on the virus and protected from its harmful effects.

Read on for some tips to make sure your medical staff and facility remain as efficient and safe as possible.

## PREPARATION IS KEY

Staying informed about the local COVID-19 situation is one of the best things you can do to remain safe and prepared. Know where to turn for reliable, up-to-date information in your local community.

Here are some tips from the CDC to make sure you're doing everything you can to keep yourself, your team and your patients safe.

- Monitor the CDC COVID-19 website and your state and local health department websites for the latest information.

- Develop, or review, your facility's emergency plan.

- Establish relationships



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with key health care and public health partners in your community.

- Review any memoranda of understanding with affiliates, your health care coalition, and other partners to provide support or assistance during emergencies.

- Create an emergency contact list and be sure to continuously update the contact lists for key partners and ensure the lists are accessible in key locations throughout

your facility.

## COMMUNICATION IS CRITICAL

Communicate about COVID-19 with your staff and everyone you are in contact with. Share information about what is currently known about COVID-19, the potential for surge and your facility's preparedness plans. This information will go a long way toward strengthening confidence in your team

and facility.

Make sure to provide updates about changes to your policies regarding appointments, providing non-urgent patient care by telephone, and visitors. Consider using your facility's website or social media pages to share updates.

## PROTECT YOUR WORKERS

If you are in a position of leadership, there are certain

CDC guidelines to follow. They include:

- Screen patients and visitors for symptoms of acute respiratory illness (fever, cough, difficulty breathing) before entering your health care facility.

- Ensure proper use of personal protection equipment.

- Encourage sick employees to stay home. Personnel who develop respiratory symptoms should be instructed not to report to work.





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# Staying Healthy at Work

You can't be effective at work without your health. Maintaining your overall wellness is critical in enabling you to care for your patients and collaborate with your team.

With long, demanding hours, it may seem difficult to carve out enough time for your mental and physical well-being. The key is starting a routine you can actually manage versus one that will stress you out in an attempt to execute.

Follow the steps below to make sure you remain your healthiest — both in and away from the office.

## **DRINK PLENTY OF WATER**

Drinking plenty of water is key when working in the health care field, especially as your body endures long hours

and high stress levels.

Water has many benefits, one of the biggest being that it releases stress and keeps your body hydrated.

Bring a large water bottle with you to work each day and keep it nearby for easy access. Try to replace sugary, caffeinated drinks by consistently drinking water to keep your cravings down.

## **BRING LUNCH OR DINNER**

Many hospitals feature great cafeterias with many options for convenient meals. Instead of relying on them for every shift, try preparing your own lunches and dinners in advance to

make sure you're eating your healthiest.

Take some time out on your day off to prepare meals in advance. Pack them in brown bags or plastic bags and bring each pack to work. Think healthy sandwiches and plenty of vegetables for great natural energy.

## **KEEP MOVING**

In order to stay as healthy as possible, it is vital for you to keep moving instead of staying stationary for long periods of time. An easy way to incorporate this is by having walking meetings or finding time to hit your company's gym a few times per week.

Walking for as little as 20 minutes a day can have a significant impact on your health and can reduce risk of heart disease, so count your steps and make it happen.

## **RECOVER FROM STRESS**

When you're responsible for the overall health and wellness of others, it can be difficult to avoid the stresses and pressure that comes along with it.

That's why it's important to take frequent short breaks between your tasks or meetings. This will give both your mind and body a chance to recover from the stress it has been facing throughout the day. You will find yourself feeling more refreshed and active throughout the day thanks to these breaks.

# Pediatric Dentistry

A pediatric dentist, or a pedodontist, is a dental professional specializing in the treatment of young patients.

Dentistry is one of the most secure sectors of the health care industry, with pediatric specialists earning well north of six-figure salaries on average.

But the road to pediatric dentistry requires commitment and extensive education. Students will go through both classroom and clinical training to make sure they are ready to start their careers in the field.

## EDUCATIONAL AND PROFESSIONAL REQUIREMENTS

A pediatric dentist is a licensed DDS or DDM who has completed specialized residency training, as administered by the American Association of Pediatric Dentistry.

In order to become a pediatric dentist specialist, a qualified candidate must first graduate from dental school, complete their dental certification examinations, finish a two-year residency program and become a board-certified specialist of pediatric dentistry.

Professionals in this space focus on treating youth patients, typically infants to early teen years, before these patients are transferred to a general dentist's office.



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According to the U.S. Bureau of Labor Statistics, some duties of pediatric dentists include:

- Initial dental examinations.
- X-Ray scanning, evaluation and diagnosis.
- Routine dental check-ups, cleaning and oral cavity inspections.
- Examination of jaw bones, gum tissue and other systems related to the oral cavity.

- Repair and treatment of dental cavities, oral disease or traumatic dental injuries.

- Pre-evaluation of orthopedic treatment.

## KEY CHARACTERISTICS

Pediatrics is not necessarily a great fit for every type of medical professional. Working with kids requires patience and outstanding bedside manner.

Before entering the field of pediatric dentistry, ask yourself

the questions below. There is no shame in answering “no” to any of these questions, as this exercise is simply meant to challenge you to think about how your skill set will transfer into the field of pediatric dentistry.

- Do I generally enjoy being around children?
- Do I have the patience required to foster a calming, positive environment?
- Do I have strong “people

skills” and will I be able to build trust and relationships not only with my patients, but with their parents as well?

Remember that the dentist's office can be perceived as an uncomfortable place to visit, especially for children who have never visited a dentist before. How you calm their nerves and give them confidence in a painless, positive experience will make all the difference.



# Health Care Job Fairs

Attending a health care job fair can be one of the most important investments you make in your career. The best part is, many of these fairs are free and only require your time.

There are literally hundreds of job fairs across the country each year. Choosing the best ones for your particular career path requires some research on your end.

## **DO YOUR HOMEWORK**

Job fairs range from small, single-company hiring events to fill immediate needs to large events sponsored by private job fair companies. Pay attention to advertising in local newspapers, radio and social media.

Visit job fair websites and register if there is the opportunity to do so. This will help you keep your calendar organized

as you build a list of multiple events you'd like to attend. Many times, these websites will list all of the participating companies at the upcoming fair.

Make a list of the hiring managers you'd like to meet while at the job fair, and customize your personal marketing materials to make a great first impression. Learn the company's mission statement and check out their social media feeds to see what they're up to in the community.

Sharing this type of knowledge can give you a big leg up on the competition.

## **DRESS FOR SUCCESS**

Never show up to a job fair wearing casual clothes or sporting an unkempt appearance. Remember that these will be your potential employers sitting across the exhibitor booth from you.

How you present yourself sends a message about how seriously you want to be taken for the role. Let your attire tell hiring managers you are a serious job seeker and are respectful of the companies who invest their time and money to be there.

## **CUSTOM RESUMES**

Bring multiple copies of

your resume to the job fair, and if possible, customize a few for the main companies you're hoping to impress. This means placing certain keywords prominently in the top third of the resume that match what the company is looking for in their candidates.

Look online for the company's job openings prior to the job fair, and make sure your resume positions you as a serious candidate who will fit the role.

Make sure your resume includes your contact information and LinkedIn profile link so prospective employers can easily find you online.

# Keys to Great Patient Care

The patient experience isn't just important for the reputation of your health care practice, but it makes a big impact on your pay plan, as well. That's because patient satisfaction scores are given more weight in insurance reimbursement.

In short, the way you treat your patients is one of the most important factors in the success of your career. Read on for ways you can bolster your approach to achieve patient care excellence.

## **GET GREAT REVIEWS AND OWN THE BAD ONES**

Leaving a good impression on patients and their families is important. With social media and online reviews, there are more avenues than ever before for patients to express their satisfaction — or frustration — with the service they receive.

If patients aren't happy about the way they are being treated, their negative reviews online can actually prevent more business from coming your way. People trust other people when it comes to reviewing products and experiences.



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If you're looking for a way to tackle this visibility challenge, have a team dedicated to monitoring reviews and online interactions. Urge your patients to leave reviews on your various online platforms, and assign a team member to confront negative reviews in a positive, proactive way.

There's nothing worse than letting a negative comment sit stagnantly on your social media feed. It shows that you're not serious about tak-

ing care of your patients' needs. A responsive, timely apology for the patient's experience and asking them to join you in a private conversation is the best way to handle any kind of negative online commentary.

## **MAKE GREAT FIRST IMPRESSIONS**

Just as with most customer service interactions, the first impression a patient gets of your health care practice makes a big difference.

From the moment a patient walks through your doors, it is your team's responsibility to make them feel welcome, respected and cared for. Remind front-desk staff to be cheery and polite at all times to making sure patients feel at ease.

## **GIVE TIMELY INFORMATION**

Patients are used to getting the information they need quickly from their smartphones or devices. Consider

this when briefing patients on their treatment plans or surgical recommendations. Make sure they thoroughly understand all related risk factors and possible outcomes, but do so in a way that fits their learning styles.

Also, deliver testing results with speed. Nothing makes a patient stress more than having to wait for results from medical testing. Make your patient feel at ease by giving them follow-up information as quickly as possible.



# Starting your Own Practice

Working for yourself can be one of the most exciting professional journeys a medical professional can take on. It can also be one of the scariest. So how do you know if you're ready to hang up your own shingle and start treating patients in your own practice?

It comes down to preparation and confidence. Read on for tips on how to launch your own medical practice in today's highly competitive and regulated health care environment.

## GET THE EXPERIENCE

It takes years of training to become a doctor. And while some of your coursework will likely cover the business side of the industry, you may not be adequately prepared coming out of medical school to start your own practice right away.

Starting your own practice can be a big challenge, especially if you haven't gained hands-on professional experience in a private setting. There are many things to ask yourself before starting your own practice:

- Am I prepared to recruit, hire and lead a team of medical professionals?
- Do I understand the opera-



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tional aspects of running a business, including payroll, human resources, inventory management and facilities?

- Do I have a specialty picked out? How will I differentiate my practice from the competition?

Talk with a consultant at your local university or small business incubator. They will be able to help you answer these questions and get your

business confidently off the ground.

## CONSIDER THE COSTS

Many doctors are becoming hesitant to start one- and two-person practices, largely because it's such an expensive ramp-up. Some of these startup costs can include working with small business attorneys to help build a solid business plan and legal counsel to

ensure compliant operations.

There have been many changes to insurance companies and health care legislation that have made it more difficult, some experts say, to have enough positive cash flow from insurance reimbursements to grow in a sustainable way. You'll have to be confident that your specialty will provide enough insured patient volume through your doors

before you officially open them.

When it comes to funding your operation, a small-business loan or other outside capital can help cover startup costs. You may be able to find a loan backed by the U.S. Small Business Administration, which can help you lock in low rates for the long term. Check with a local small business attorney for the best next steps.



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# By the Numbers

The health care sector is expected to add nearly 2 million new jobs by 2028, giving the industry a 14% growth rate. This is a much faster rate than the average for all occupations, according to the U.S. Bureau of Labor Statistics.

What has put the industry on such a big growth track? An aging population is expected to lead to a greater demand for health care services.

## WHAT CAN HEALTH CARE PROFESSIONALS EARN?

The median annual wage for health

care practitioners and technical occupations (such as registered nurses, physicians and surgeons, and dental hygienists) was \$66,440 in May 2018, which was higher than the median annual wage for all occupations in the economy of \$38,640, according to the U.S. Bureau of Labor Statistics.

Let's take a look at some of the top jobs in the medical industry, along with their average 2018 salaries and educational requirements.

Information has been provided by the U.S. Bureau of Labor Statistics.

**Athletic trainers: bachelor's degree, \$47,510 average annual income.**

Specialized in preventing, diagnosing, and treating muscle and bone injuries and illnesses.

**Audiologists: doctoral or professional degree, \$75,920 average annual income.** Skilled in diagnosing, managing and treating patients' hearing,

balance or ear problems.

**Chiropractors: doctoral or professional degree, \$71,410 average annual income.** Treat patients with health problems of the neuromusculoskeletal system.

**Clinical laboratory technologists and technicians: bachelor's degree, \$52,330 average annual income.**

Collect samples and perform tests to analyze body fluids, tissue and other substances.

**Dental assistants: postsecondary nondegree award, \$38,660 average annual income.** Provide patient care, take X-rays, keep records and schedule appointments.

**Dental hygienists: associate degree, \$74,820 average annual income.** Clean teeth, examine patients for signs of oral diseases such as gingivitis and provide other preventive dental care.

**Dentists: doctoral or professional**

**degree, \$156,240 average annual income.** Diagnose and treat problems with patients' teeth, gums and related parts of the mouth.

**Technologists: associate degree, \$67,080 average annual income.** Diagnostic medical sonographers and cardiovascular technologists and technicians, including vascular technologists, operate special imaging equipment to create images or to conduct tests.

**Dietitians and nutritionists: bachelor's degree, \$60,370 average annual income.** Advise people on what to eat in order to lead a healthy lifestyle or achieve a specific health-related goal.

**EMTs and paramedics: postsecondary nondegree award, \$34,320 average annual income.** Respond to emergency calls, performing medical services and transporting patients to medical facilities.