

DELEGATION ORDER



RETRAINEE - JOB CREATION

Training Proposal for:

The Super Dentists, Inc.

Agreement Number: ET17-0205

Approval Date: August 31, 2016

ETP Regional Office: San Diego

Analyst: K. Campion

PROJECT PROFILE

Contract Attributes:	Retrainee SET Job Creation Initiative	Industry Sector(s):	Services Priority Industry: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Counties Served:	San Diego	Repeat Contractor:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Number of Employees in:	CA: 140	U.S.: 140	Worldwide: 140
<u>Turnover Rate:</u>	7%		
<u>Managers/Supervisors:</u> (% of total trainees)	N/A		

FUNDING DETAIL

Program Costs	-	(Substantial Contribution)	(High Earner Reduction)	=	Total ETP Funding
\$72,200		\$0	\$0		\$72,200

In-Kind Contribution:	100% of Total ETP Funding Required	\$92,344
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TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SET Job Creation Initiative	Business Skills, Computer Skills, Commercial Skills	35	8 - 200	0	\$1,600	*\$13.72
				Weighted Avg: 80			
2	Retrainee SET	Business Skills, Computer Skills, Commercial Skills	18	8 - 200	0	\$900	\$28.37
				Weighted Avg: 60			

*It will be made a condition of contract that trainees in this Job Number will never be paid less than the State or local minimum wage rate as in effect at the end of retention regardless of the wage expressed in this table. The highest minimum wage rate will prevail.

Minimum Wage by County: Job Number 1: \$13.72 per hour for San Diego County (Retrainee Job Creation); Job Number 2: \$28.37 per hour SET Statewide Average Hourly Wage

Health Benefits: Yes No This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: Yes No Maybe

Up to \$0.72 per hour may be used to meet the Post-Retention Wage for Job Number 1 and up to \$1.86 per hour may be used for Job Number 2 to meet the Post-Retention Wage.

Wage Range by Occupation		
Occupation Titles	Wage Range	Estimated # of Trainees
Job Number 1 (Retrainee Job Creation)		
Dental Assistant		6
Admin & Accounting/Billing Staff		11
Coordinator		4
Front Office/Customer Service Staff		10
Marketing Rep		2
Lead		2
Job Number 2 (Incumbents)		
Dental Assistant		6
Admin & Accounting/Billing Staff		4
Coordinator		3
Front Office/Customer Service Staff		2
Marketing Rep & Lead		3

INTRODUCTION

Founded in 1996, The Super Dentists, Inc. (The Super Dentists) (www.thesuperdentists.com) is a specialty pediatric dentistry and orthodontic company located in San Diego County. The Super Dentists provide care for the unique dental needs of children and teens which includes annual exams and fitting for braces. The Company has five dental offices in the cities of San Diego (2), Chula Vista (2) and Oceanside, all of which are participating in this proposed training.

PROJECT DETAILS

This will be The Super Dentists' second proposal. The first ETP Agreement was a small business Agreement with Dr. Keri, D.D.S. The Company trained to ensure all workers were consistent in applying procedures and working with customers and patients.

Since the first Agreement, the Company has grown from four dental offices to five and now has 140 full-time staff. Its newest office in San Diego now houses the corporate staff and will be expanded to include a new dental facility in 2016/17. The Company is also in the process of expanding its Oceanside and Chula Vista dental offices and extending hours of operations to meet high customer demand.

This rapid growth required the Company to develop and staff a new Customer Service Center. This center will improve customers' scheduling and it will allow the Company to more easily distribute important patient information. New Customer Service workers will receive comprehensive training to ensure consistency across the organization.

The need for training is also driven by the implementation of a new dental software computer system that was implemented on August 1. This system will improve operation efficiencies. All new and existing staff will need extensive retraining to be able to successfully operate this new system.

Some courses from the Curriculum may be duplicated from the previous Agreement. However, only newly hired employees and incumbent employees who did not participate in the previous Agreement will receive those courses. Training will not be duplicated.

Retrainee - Job Creation

The Super Dentists has hired 64 employees in the last 12 months and its Strategic Plan calls for the hiring of 40 – 60 new full-time workers in the next 12-18 months, of which 35 Job Creation, net new jobs are included in this proposal. The net new increase in jobs is intended to support the facilities expansion and operating hours' expansion, and to staff the Company's new Customer Service Center as discussed above.

The date-of-hire for all trainees in the Job Creation program will be within the three-month period before contract approval or within the term-of-contract. These trainees will be hired into "net new jobs" as a condition of contract.

Training Plan

The majority of training will be delivered by in-house instructors. Training vendors may be utilized, but have yet to be determined.

Business Skills (25%) – This training will be provided to all occupations to continue to strengthen and improve business operations and customer service skills. Employees hired to

staff the Company's new customer service center will require customer service center satisfaction skills training.

Computer Skills (25%) – This training will be provided to all occupations to help trainees learn new dental software applications so that they can successfully navigate the Company's new computer system.

Commercial Skills (50%) – This training will be provided to all occupations in order to help trainees understand basic and advanced dental terminology to increase workers' knowledge base. These skills will help employees answer customer questions.

SET

As a service provider, The Super Dentists is eligible for ETP funding under Special Employment Training (SET) provisions for frontline workers; no dentists, supervisors or managers will be trained. Under SET, the participating employer is not required to demonstrate out-of-state competition. To qualify under SET, trainees must be earning at least the statewide average hourly wage of \$28.37 at the end of retention (Job Creation trainees qualify at the Standard New Hire rate).

Commitment to Training

ETP funds will not displace the existing financial commitment to training. The Super Dentists spends approximately \$90,000 - \$105,000 yearly for training its workforce that includes sexual harassment prevention, new-hire orientation, dentist training, on-the-job training, OSHA mandated training, ergonomics training, HIPAA training, blood borne pathogens training, and CPR training. Safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

➤ Training Infrastructure

Dr. Keri, D.D.S. will have program oversight and will be assisted by a designated Practice Coordinator/Administrator who will schedule and implement the training plan. A designated lead and manager from each dental facility will be responsible for ensuring ETP attendance rosters are properly completed. The Practice Coordinator/Administrator will also be responsible for enrolling and tracking all trainees in the ETP on line systems. ETP Staff will provide technical assistance to the Super Dentists in the ETP online systems.

RECOMMENDATION

Staff recommends approval of this proposal.

PRIOR PROJECTS

The following table summarizes performance by Keri, D.D.S. (The Super Dentists) under an ETP Agreement that was completed within the last five years:

Agreement No.	Location (City)	Term	Approved Amount	Payment Earned \$ %
ET14-0338	San Diego, Chula Vista, Oceanside	05/05/2014–05/04/2016	\$33,440	\$32,813 (98%)

DEVELOPMENT SERVICES

N/A

ADMINISTRATIVE SERVICES

N/A

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum

Class/Lab Hours

8 – 200

Trainees may receive any of the following:

BUSINESS SKILLS

- + Customer Service Center Satisfaction Skills
- + Treatment Coordinating Sales Skills
- + Marketing Techniques
- + Project Management and Strategic Planning
- + Patient Appointment & Confirmation Skills
- + Communication and Scripting skills
- + Team Development Skills

COMPUTER SKILLS

- + Dental/Orthodontic Operating System Application Skills
- + Inventory Control Software
- + Patient Flow/Communication Software Skills
- + MS Office: Excel, Outlook, Word (Intermediate & Adv.)

COMMERCIAL SKILLS

- + Dental/Orthodontic Technology Skills
- + Dental/Orthodontic Appliances
- + Dental/Orthodontic Procedures
- + Impression/Appliance Model Fabrication
- + Digital/Panoramic Radiographs
- + Sterilization Skills
- + Patient Flow Skills
- + Teeth Whitening Skills
- + Chairside Assisting Skills
- + Dental/Orthodontic Terminology Scripting Skills
- + Dental Terminology and Procedure Skills

Note: Reimbursement for retraining is capped at 200 total training hours per trainee, regardless of the method of delivery.