

EXECUTIVE TAKEAWAY

Most Trusted Dentists enables leaders to build culture proactively, with data, clarity, and confidence - turning trust into a measurable, defensible asset.

Why This Matters Now

Dentistry's workforce challenges cannot be solved by hiring alone. Burnout, disengagement, and turnover are driven by how trust is experienced day to day inside practices. HR leaders are increasingly accountable for outcomes they cannot currently see or measure.

The core issue: Trust breaks down locally, while HR metrics remain lagging indicators.

The Visibility Gap HR Is Facing

Most people data shows what already happened, not what is about to happen.

- Engagement surveys are infrequent and non-specific
- Exit interviews arrive too late to intervene
- Turnover and job board data show symptoms, not root causes

Without early signals, burnout builds long before HR can act.

What the MTD Certification Measures

MTD measures how trust is actually lived inside dental teams. Three building blocks of trust:

- Competence - expectations are clear, follow-through is consistent
- Problem-Solving - issues are raised and addressed constructively
- Care for Others - teams experience respect, safety, and support

These signals are captured through validated employee experience data and rolled into a clear Trust Index for each practice.

Why This Matters to HR Leaders

MTD turns culture into a measurable, defensible asset.

Retention - Leading indicator of burnout and disengagement. Enables intervention before turnover occurs.

Recruiting - Credible signal of workplace quality. Attracts high-trust, high-EQ candidates.

Scale - Creates consistent trust standard across locations. Reduces reliance on anecdotes or manager perception.

Where DifferentKind Fits

DifferentKind provides the measurement infrastructure behind MTD.

- Employee trust data establishes the leading indicator
- Patient experience and outcomes data validate downstream impact

Together, they create a full-loop view of how team trust drives patient trust and performance.

The Strategic Opportunity

Most Trusted Dentist is not a marketing badge. It is:

- An early warning system for HR
- A recruiting differentiator in a competitive talent market
- A scalable way to operationalize trust across multi-site organizations

If you could see early signals of trust breakdown before burnout, exits, or patient complaints, how would that change how HR operates today?