

Dental Professionals Industry Insights



Dental
Insights

Region

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Why We Do It.

Our goal is to simplify pay information and share data that leads to a more transparent workplace and equitable world.

Introduction



This year has presented dental professionals with a variety of challenges as the industry continues to grow and evolve. Workforce challenges continue to transform a tight labor market and push wages into the spotlight to retain and attract talent to sustain dental practices across the nation.

Iowa chose to be a leader in advancing the dental profession. Advocacy is one way to attract talent to our towns, cities, state, and industry. A tremendous thank you to all the advocates who believe in the work we do and the value this report provides.

Pay Insights strives to be a trusted resource for employers and employees to develop a relationship around trust and inspire a conversation about pay.

Pay has often been a contentious topic between employers and employees. Studies show all employees want to know if they're paid fairly when it comes to their wages. This report can bridge the gap.

Use this information to understand the market value for staff and collaborate effectively to reduce uncertainty about compensation. We believe people will do the right thing with the information to create an equitable workplace.

Real change begins when employees and employers are willing to have conversations about previously avoided topics to help one another succeed. We hope this information brings value to your business.

Thank you again to our partners who trusted Pay Insights to make this report possible.

Survey Background

Pay Insights conducted a dental hygiene salary survey in Iowa from October 1, 2024 to November 8, 2024. Any licensed dental hygienist practicing in the state was eligible to participate. It's estimated a total of 2,200 hygienists were eligible to provide their information. Hygienists were identified utilizing local licensing information.

269 responses were received. A partnership with the Iowa Dental Hygienists' Association helped make the response rate so successful. Email, social media, and other outreach methods were used to collect responses.

Survey participants were able to enter multiple employers if employed at different offices. This increases the available data for comparison. Participants could share part-time or temporary wages in addition to their full-time role.

Data validation and anonymity is essential to collecting quality data. Personal information was collected to analyze anomalies and invalid submissions weren't part of the data sample. The focus of this survey was primarily clinical hygiene responsibilities. This reduces the amount of data calibration between job titles and responsibilities to ensure we are providing the most accurate data available.

Business team and dental assistant data was sourced through a variety of market surveys for this particular region. We included wage information for common roles within a dental office.

Please reach out to info@payinsights.com if you have specific questions or need custom compensation data for other roles.

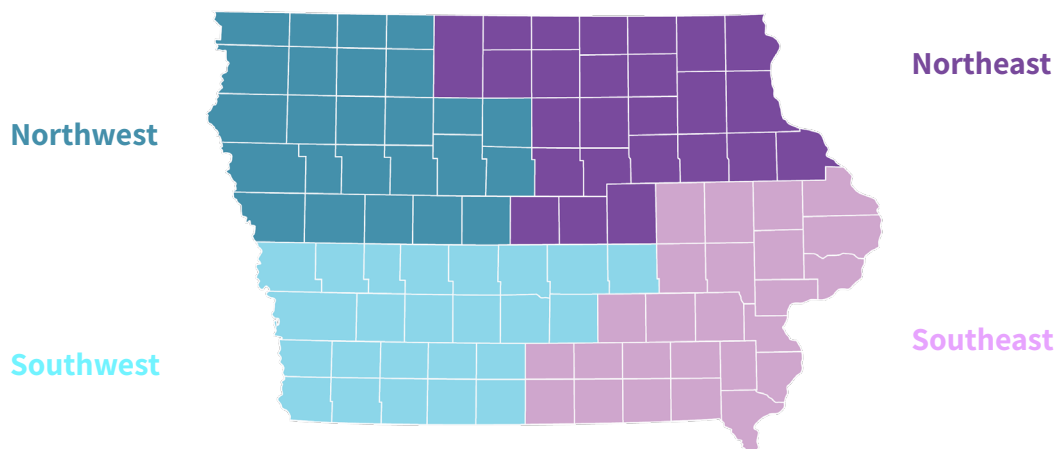
How We Do It.

We collect, simplify, and deliver compensation insights and develop educational content that builds trust and transparency in work relationships.



Survey Background Geography

Geography and location often are a contributing factor to compensation. Available workforce, cost of living, and other community factors can impact wages for a profession. Pay Insights collected responses and asked respondents to share the region of the state where they worked. Regions are broken down at the county level and categorized into 4 regions.



The regions and counties are the following:

Northwest:

Boone, Buena Vista, Calhoun, Carroll, Cherokee, Clay, Crawford, Dickinson, Emmet, Greene, Hamilton, Harrison, Humboldt, Ida, Lyon, Monona, O’Brien, Osceola, Palo Alto, Plymouth, Pocahontas, Sac, Sioux, Webster, Woodbury, Wright

Northeast:

Allamakee, Black Hawk, Bremer, Buchanan, Butler, Cerro Gordo, Chickasaw, Clayton, Delaware, Dubuque, Fayette, Floyd, Franklin, Grundy, Hancock, Hardin, Howard, Kossuth, Marshall, Mitchell, Story, Tama, Winnebago, Winneshiek, Worth

Southwest:

Adair, Adams, Audubon, Cass, Clarke, Dallas, Decatur, Fremont, Guthrie, Jasper, Madison, Marion, Mills, Montgomery, Page, Polk, Pottawattamie, Poweshiek, Ringgold, Shelby, Taylor, Union, Warren

Southeast:

Appanoose, Benton, Cedar, Clinton, Davis, Des Moines, Henry, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Lee, Linn, Louisa, Lucas, Mahaska, Monroe, Muscatine, Scott, Van Buren, Wapello, Washington, Wayne

Statewide Highlights

Key Statistics



The survey period for the Iowa Dental Hygienists survey was conducted between **October 1, 2024 and November 8, 2024.**



XX% of participants say they would consider a job change. Pay is the main reason for a potential change. However, **XX% of participants** are very staisified or satisfied with their employer.



The average income **grew XX%** from last year. **XX%** of hygienists received an increase in the last 12 months.



A total of **269 dental hygienists** from Iowa participated in the salary survey.



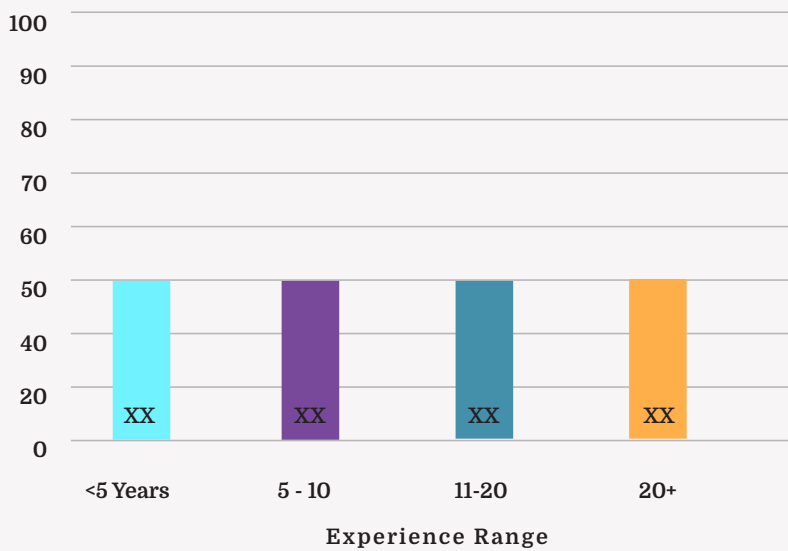
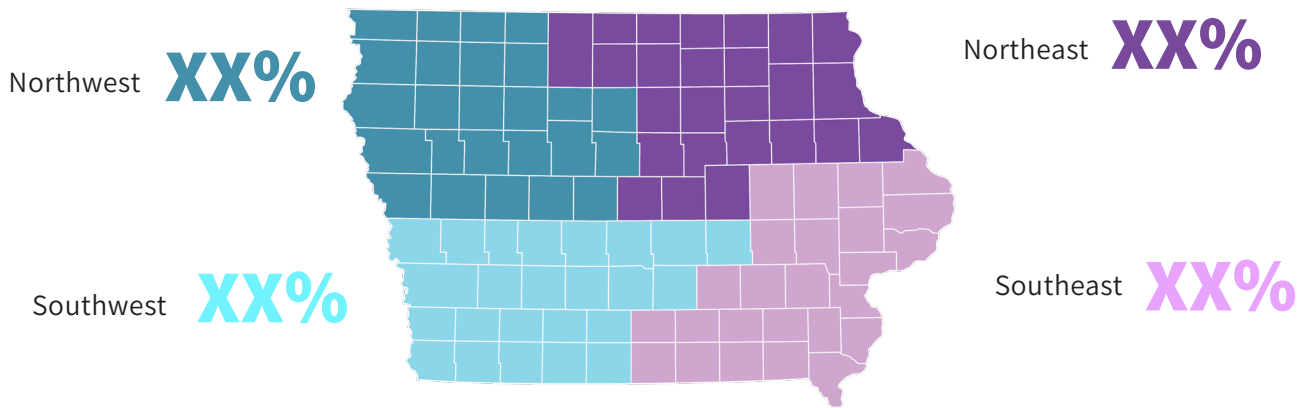
XX% of respondents plan to exit the workforce in the next 5 years. This could exacerbate the talent shortage and have a significant impact on oral care and business growth.



Location was a significant factor related to pay. Average pay was highest in the Southwest region and lowest in the Northeast.

Highlights Demographics

Below shows the map distribution of where the 269 hygiene responses came from. The main reason for the response distribution is because of population and where hygienists work. XX% of hygienists commute less than 30 minutes to work, XX% commute 30 to 60 minutes, and less than X% over 60 minutes.



Years of Experience

Participants with a wide variety of experience participated in the report.

XX years of experience was the average of all participants.

Education

Highest level of education completed by participants

XX%

Associate

XX%

Bachelor

X%

Master

X%

Doctorate

Highlights Continued Demographics

Do any of the following situations apply to your job?

I perform both hygiene and assisting duties in my role.

XX%

Respondents shared a variety of additional responsibilities as part of their job. Responsibilities included, but not limited to, being a lead hygienist, ordering office supplies, scheduling, OSHA coordination, sterilization, and providing office or front desk support.

I only do local / nitrous.

XX%

Additional responsibilities are part of my job.

XX%

100% of respondents indicated their pay wasn't adjusted for taking on these additional responsibilities.

Do you believe you're paid fairly?

XX% Yes

XX% No

XX% Don't know

How satisfied are you with your cash compensation?

Very satisfied **XX%**

Satisfied **XX%**

Neutral **XX%**

Dissatisfied **XX%**

Very dissatisfied **XX%**

Years at Current Employer:

Number of years hygienists have been with their current employer.

Less than 5 years **XX%**

5 - 10 years **XX%**

11 - 20 years **XX%**

20+ years **XX%**



Average years with employer

Compensation Summary

Compensation in the dental hygiene market has been challenging for a variety of reasons. A nationwide workforce shortage has been a contributing factor for hygiene staff and wage growth.

In most industries, location and experience are a significant factor to determine wages. The largest wage difference between regions was XX%. The average wages of full-time and part-time staff was \$XX in Iowa. Wages here highest in the Southwest (XX%), followed by Southeast (XX%), Northwest (XX%), then Northeast (XX%).

XX% was the average increase in the last 12 months and 9 years was the average tenure with their current employer. The Northeast region could be closing the gap for average wages as this region experienced the highest increases in the last 12 months.

Years of experience was not a significant variable for pay across the state. Pay compression occurs when employees with less experience are paid close to or just as much as others with more years of experience.

XX% of survey respondents said they believe they are paid fairly. Frequent comments from those who didn't respond favorably to this question voiced concerns with new hires or new grads making the same rate. Concerns about doing additional responsibilities compared to other coworkers was another issue identified.

XX% of hygienists were dissatisfied or very dissatisfied with their cash compensation. When we look at fairness, this suggests most people in the survey earn enough but don't feel appreciated compared to others in their field.

From all regions...

Full-time and Part-time wages

\$XX

Average Hourly Rate

XX Years

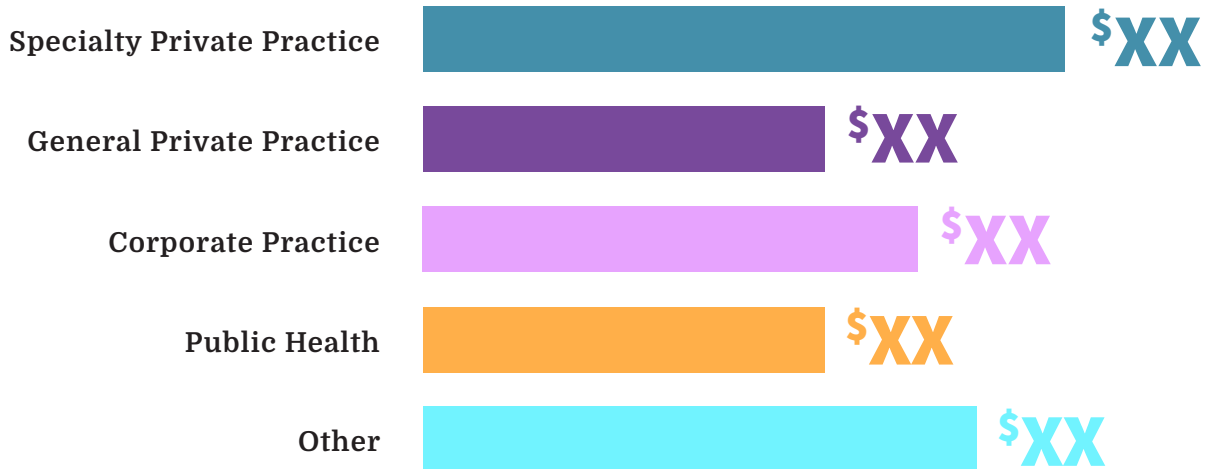
Average Tenure as an RDH

XX%

Average Pay Increase

Practice Type

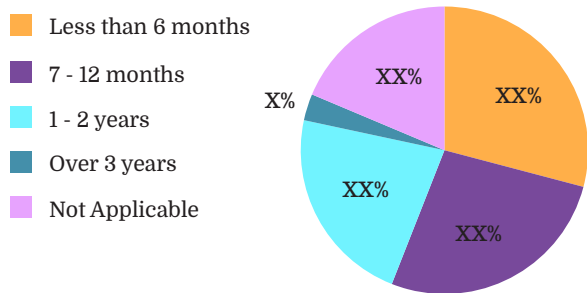
Wages reported by practice type are all of Iowa and include full-time, part-time and temporary wages. X% of participants indicated they were paid by production, XX% are hourly, and X% are paid a salary.



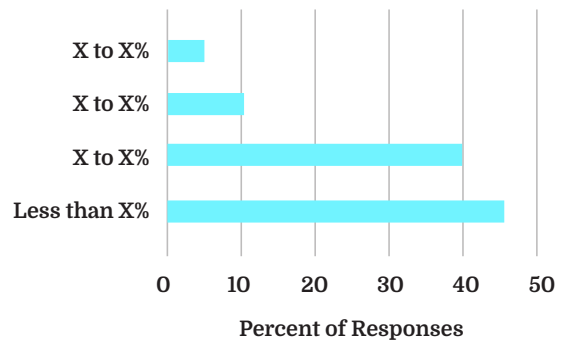
Variable Compensation

XX% of respondents in Iowa reported a pay increase in the last year, the average was XX%. Across all time periods, Northeast averaged an increase of XX%, Northwest averaged XX%, Southeast averaged XX%, and Southwest averaged XX%.

Last Increase



Pay Increase Amounts

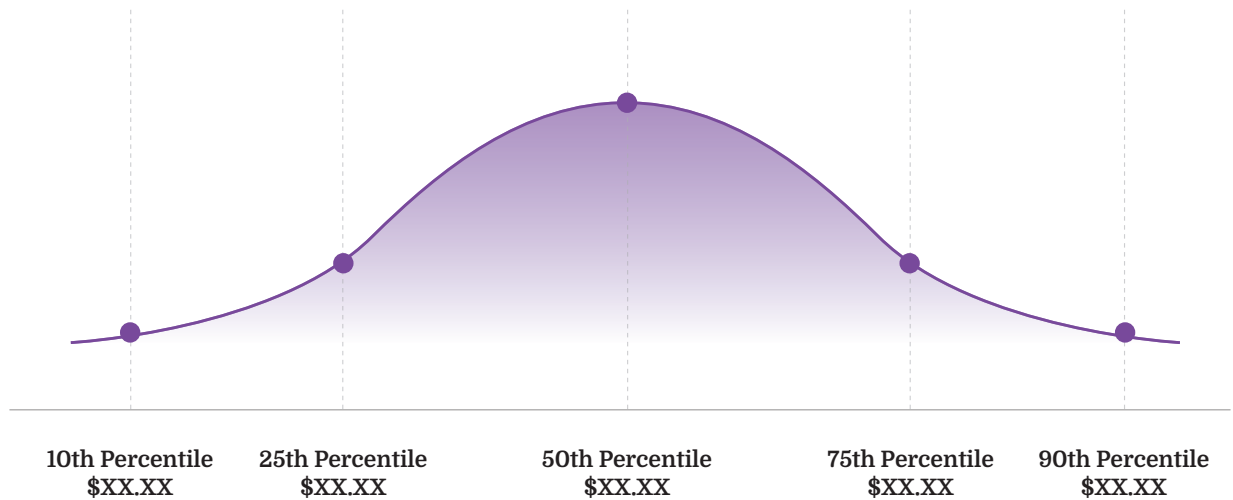


Compensation Ranges

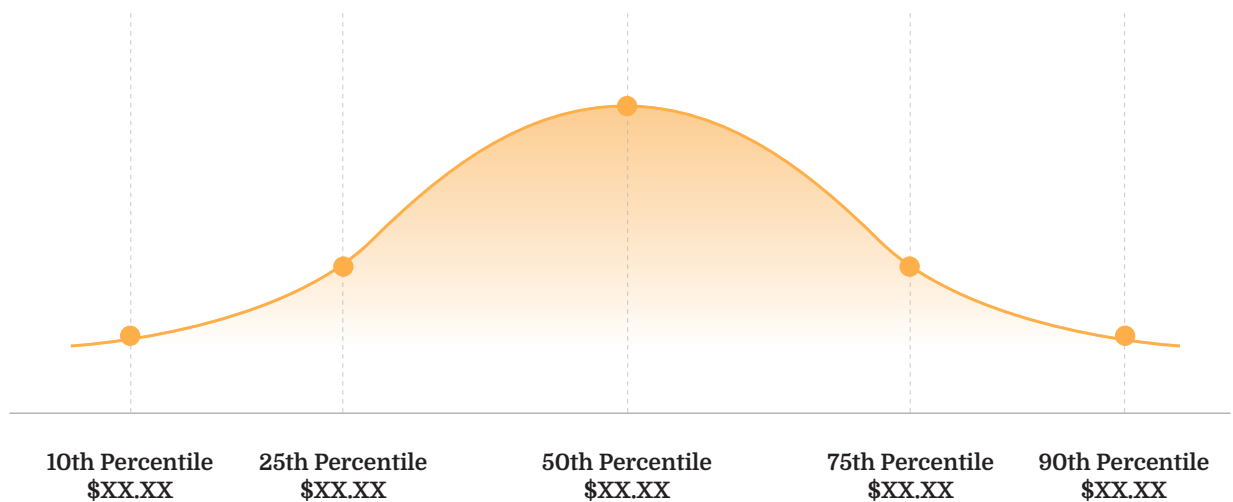
Ranges listed include all responses for full-time, part-time and temporary wages.

The 25th percentile means 25% of workers earn less than the reported wage and 75% of workers earn more. 50th percentile means 50% of workers earn less and 50% earn more. 75th percentile means 75% of workers earn less than the reported wage and 25% earn more.

Iowa Base Salary Range



Region Base Salary Range



Income Full-time Employees (30+ Hours/Week)

The following wages include Region full-time hourly wages. Full-time hours are defined as 30 hours a week or more. Salaried responses were converted to an hourly rate to have an accurate comparison. Years of experience as an RDH is included in this report as many employers use this as a baseline to determine wages.

Years of Experience	Lowest Reported Wage	25 th Percentile	50 th Percentile	Average	75 th Percentile	Highest Reported Wage
<5 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
5 - 10 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
11 - 20 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
20+ years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX

Region Full-time Wages

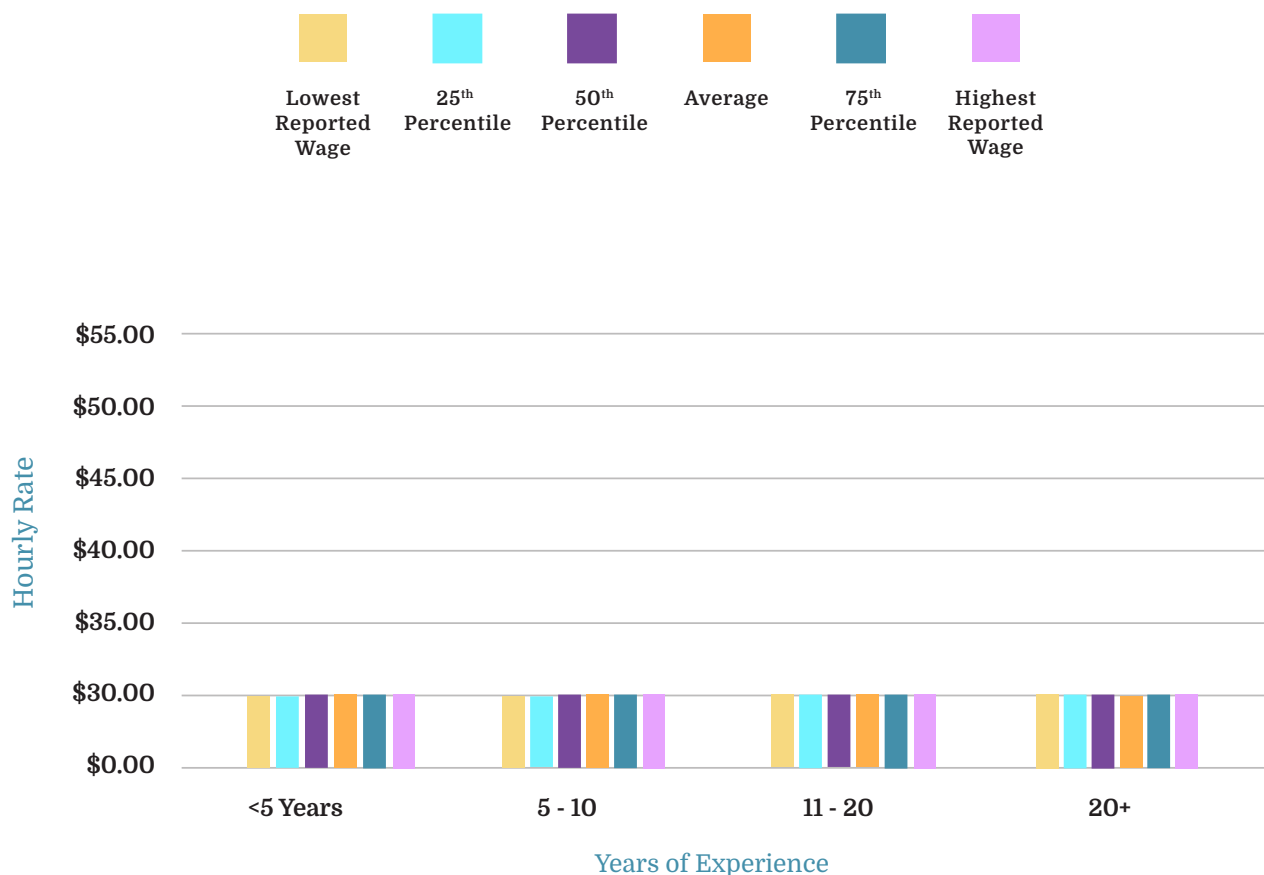


Income All Region Employees

The following wages include region full-time, part-time and temporary hourly wages. Salaried responses were converted to an hourly rate to have an accurate comparison.

Years of Experience	Lowest Reported Wage	25 th Percentile	50 th Percentile	Average	75 th Percentile	Highest Reported Wage
<5 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
5 - 10 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
11 - 20 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
20+ years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX

Region Wages

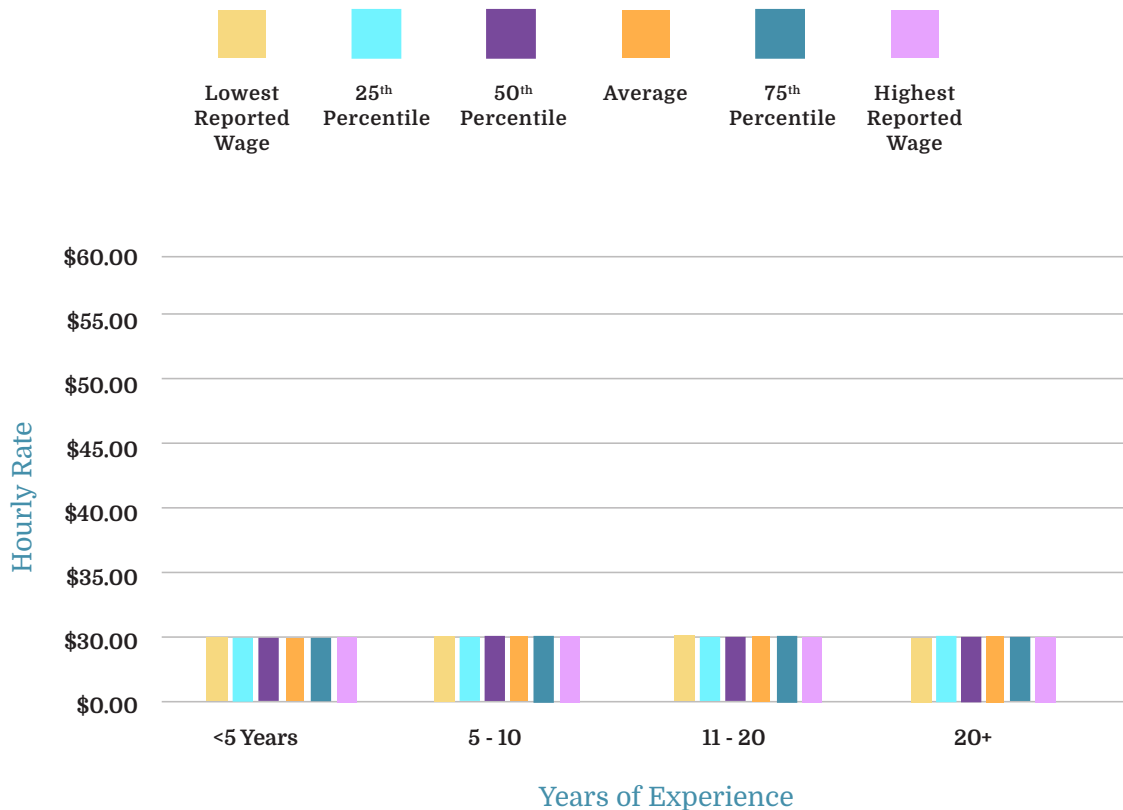


Income Part-time Employees (Less than 30 Hours/Week)

The following wages includes regular part-time hourly wages. Part-time hours are defined as working less than 30 hours a week. All Iowa part-time wages were aggregated to provide the best results.

Years of Experience	Lowest Reported Wage	25 th Percentile	50 th Percentile	Average	75 th Percentile	Highest Reported Wage
<5 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
5 - 10 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
11 - 20 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
20+ years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX

Iowa Part-time Wages

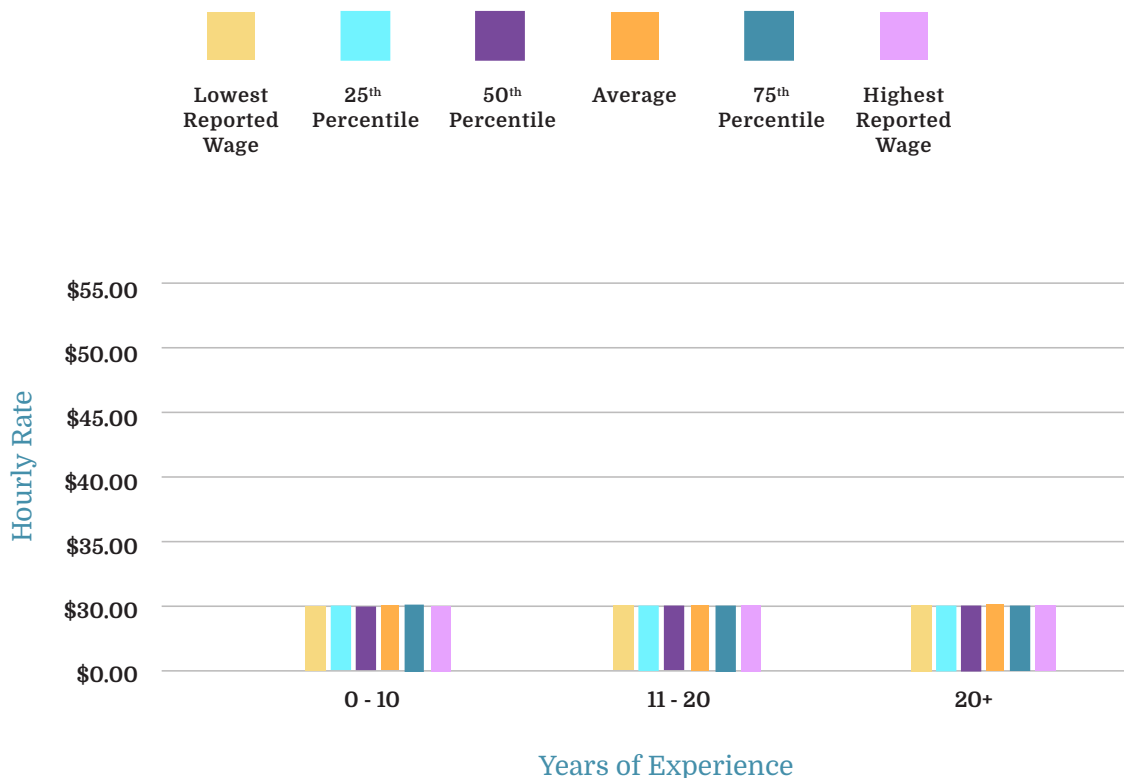


Income Temporary Employees (As Needed)

The following wages includes regular temporary wages. All Iowa temporary wages were aggregated to provide the best data. Regions and years of experience didn't play a significant variance in determining wages.

Years of Experience	Lowest Reported Wage	25 th Percentile	50 th Percentile	Average	75 th Percentile	Highest Reported Wage
0 - 10 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
11 - 20 years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX
20+ years	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX	\$XX.XX

Iowa Temp Wages



Bonus

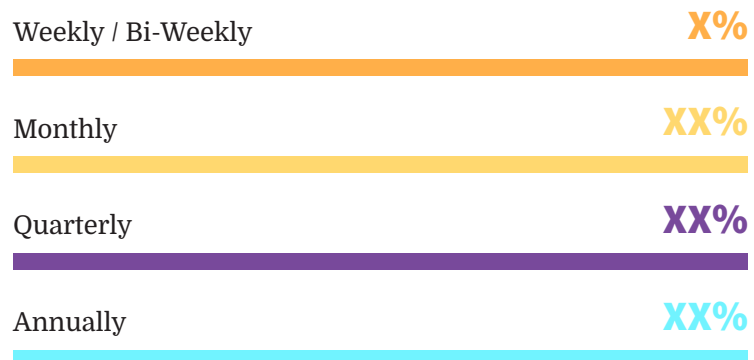
XX% of hygienists reported being bonus eligible. A foundational component of compensation is setting clear achievements to let employees know how to reach their financial incentives. This can also help businesses reach their financial goals. XX% of participants don't know how their bonus is calculated. The "other" category includes a holiday bonus, a pre-determined amount set by the office, or sign-on bonus for new staff.

XX% of bonus eligible hygienists indicated they worked full-time. Another XX% reported to be bonus eligible in a part-time capacity.

How is your bonus calculated?



How often is your bonus paid out?



Benefits

This is a list of benefits offered to full-time employees in Iowa. Excluding part-time employee benefits in this section creates the best comparison. When hygienists were asked how to improve their benefits, a majority of comments referenced paying more for health insurance premiums, offering more paid time off, and asking for a better retirement match. Please note, this is not an exhaustive list of all benefits offered by employers.



XX%
Health Insurance



XX%
Life Insurance



XX%
Flexible Schedule



XX%
Dental Insurance



XX%
Paid Time Off



XX%
Continuing Education



XX%
Retirement (401k)



XX%
Paid Sick Leave



XX%
Disability Insurance



XX%
Paid Family Leave



XX%
Vision



XX%
Paid Holidays

How satisfied are you with your benefits?



X%



X%



XX%



XX%



XX%

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

Benefits

Survey participants were able to share what benefits are most important to them. Paid time off took the top spot as the most important benefit to hygienists in Iowa.

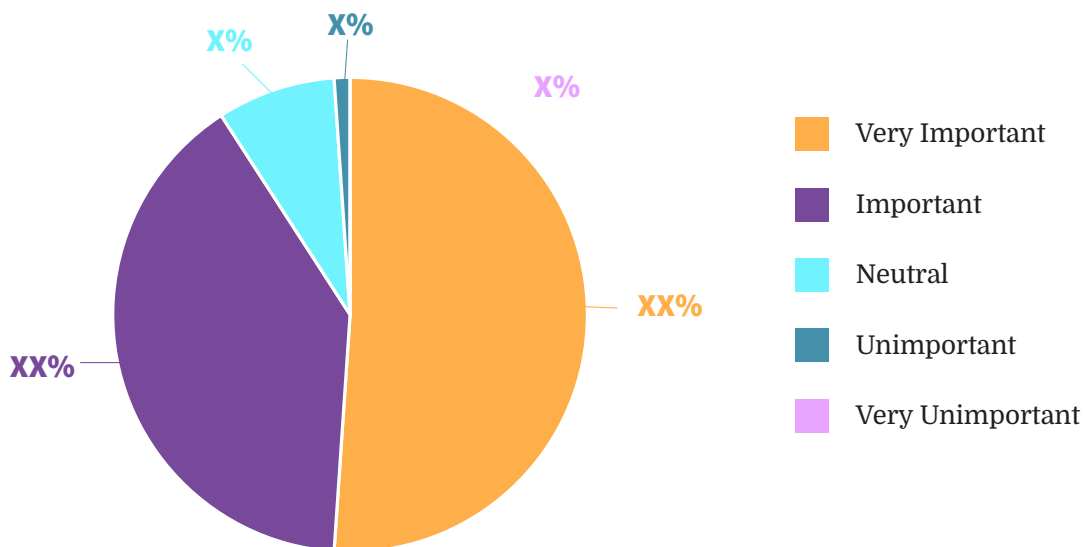
Three out of the top 5 important benefits center around time. This is a common trend across the country and supported by other industry results as well.

XX% of full-time hygienists with less than 5 years of experience ranked benefits as important or very important.

XX% of part-timers are eligible for benefits. Health insurance, paid time-off, and retirement were the most common benefits available.

- 1 Paid Time Off
- 2 Retirement
- 3 Paid Holidays
- 4 Health Insurance
- 5 Flexible Work Schedule

How important are your benefits as part of your total compensation package?

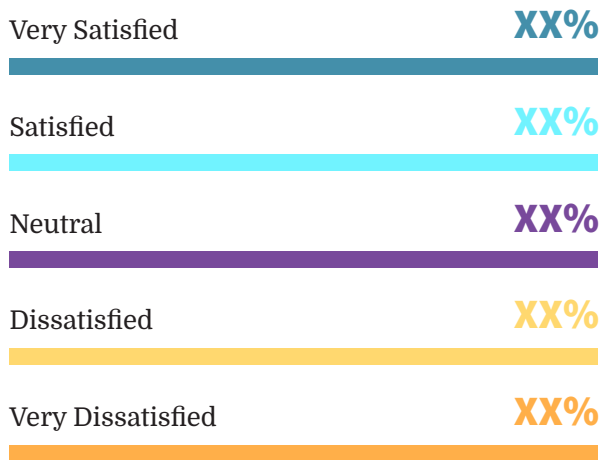


Job Satisfaction and Turnover

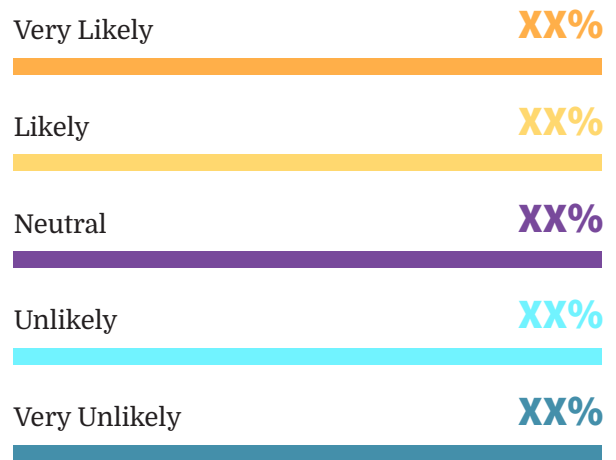
XX% of hygienists are satisfied or very satisfied with their employer—well above national trends. However, pay remains the main reason for considering a job change, aligning with national concerns of pay, culture, and benefits.

Additionally, XX% of respondents reported understaffed offices. Of those job searching, XX% have been looking for under 6 months, XX% for 6 to 12 months, and XX% for over a year, while some were unsure of their search duration.

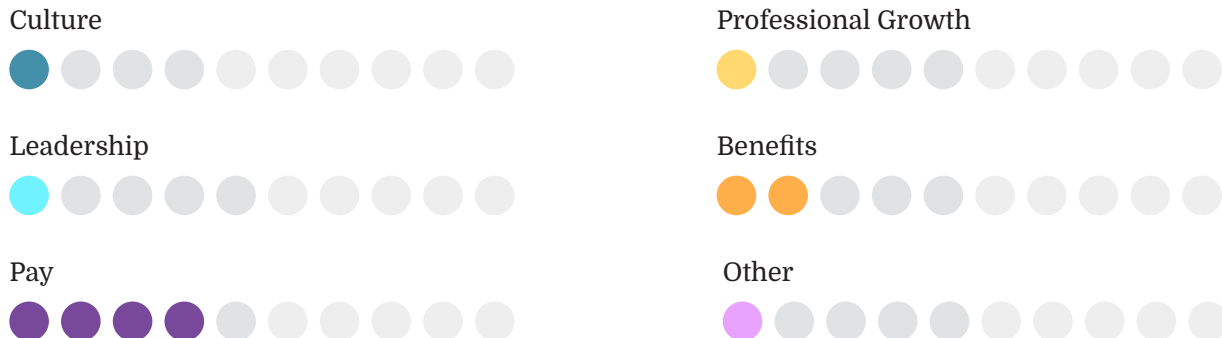
Overall, how satisfied are you with your current employer?



How likely would you be to accept a job offer from a new employer?



What would be your main reason for leaving your current employer?



pay insights

Business Team and Assistant Income Insights



Region
Iowa

Income Business Team

The following base salary compensation data is sourced from multiple local surveys. Positions should always be evaluated for their core functions and experience to get the best compensation match.

Need salary information for a specific position at your office? Pay Insights offers salary benchmarking to align your exact positions with your compensation philosophy. Email us at info@payinsights.com with your specific needs.

Office Manager

Position Summary: Office Managers administer the daily operations of the dental office. They prepare and monitor budgets, purchases, insurance and billing operations, and oversee the clinic or office staff. They are responsible for training, development, and ensure operations are running smoothly. A minimum of 3 years experience is typically required.

Office Managers are typically exempt - paid an annual salary - and compensation is reported as an annual base salary.

Factors that could impact compensation include size of practice, experience, leadership scope, and additional responsibilities.

Annual Base Salary:

Years of Experience	25 th Percentile	50 th Percentile	Average	75 th Percentile
3 - 5 years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
5 - 10 years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
10+ years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX

Income Business Team

Billing Specialist

Position Summary: The Billing Specialist is responsible for reviewing and verifying bills and invoices, ensuring accuracy with accounts receivable ledgers and patient records. They follow up with necessary parties, make revisions as needed, and resolve any billing disputes. This role ensures timely payments while adhering to proper coding and insurance guidelines. Typically, the Billing Specialist reports to a supervisor or office manager.

Billing Specialists are typically non-exempt - paid hourly - and compensation is reported as an hourly rate.

Factors that could impact compensation include experience and scope of responsibilities.

Hourly Rate:

Years of Experience	25 th Percentile	50 th Percentile	Average	75 th Percentile
0 - 5 years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
5 - 10 years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
10+ years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX

Income Business Team

Receptionist

Position Summary: The Receptionist serves as the first point of contact for patients, greeting and registering them as they arrive at the dental office. They provide essential support by managing phone calls, clerical tasks, and data entry. Key duties include scheduling appointments, maintaining patient records, and coordinating with dental staff to ensure a seamless patient experience.

Receptionists are typically non-exempt - paid hourly - and compensation is reported as an hourly rate.

Factors that could impact compensation include experience and scope of responsibilities.

Hourly Rate:

Years of Experience	25 th Percentile	50 th Percentile	Average	75 th Percentile
0 - 5 years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
5 - 10 years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
10+ years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX

Income Dental Assistant

Dental Assistant

Position Summary: A Dental Assistant works under the direct supervision of a dentist, performing a variety of tasks including patient preparation, taking radiographs, assisting during dental procedures, and educating patients on proper oral hygiene practices, all aimed at supporting the dentist in providing quality dental care.

Dental Assistants are typically non-exempt - paid hourly - and compensation is reported as an hourly rate.

Other Factors that could impact compensation include experience and scope of responsibilities.

Hourly Rate:

Years of Experience	25 th Percentile	50 th Percentile	Average	75 th Percentile
0 - 5 years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
5 - 10 years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX
10+ years	\$XX,XXX	\$XX,XXX	\$XX,XXX	\$XX,XXX

It's time to
work **happier.**



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