



SPEAKER PACKET

Tiffany Cavazos, RDH





THE HYGIENEPRENEUR: BUILD A HYGIENE “PRACTICE WITHIN A PRACTICE”

Traditionally, the hygiene department has been viewed as a “loss leader,” necessary to maintain patient oral health and the doctor’s dentistry... *but not much more.*

Dental providers are often unsure how to leverage the hygiene department and grow the business. There’s never been a better time to revolutionize this approach! **Tiffany Cavazos, RDH** shares systematic methods that combat today’s dental practice challenges, support patient health, and significantly up-level career satisfaction and the financial success of the practice.

We will illuminate a collaborative approach to developing the mission/vision and patient care protocols for the hygiene-driven practice. Discover a method to revolutionize your hygiene schedule with a 100% reappointment rate. Explore the steps to increase capacity through patient advocacy, recall, reactivation, reviews and better patient-practice relationships. Recognize adjunct procedures that boost patient care. Identify empowering practice strategies that transform the hygienist into a true “Hygienepreneur.” Highlight the proactive steps that professionals can take to deepen their health and fulfillment. Develop the knowledge and skills to build a strong hygiene department leading to better clinical outcomes, greater case acceptance, and a more rewarding career!



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"Tiffany is a POWERHOUSE and a must-have speaker for your next program or conference!"

– KATHERINE EITEL BELT,
CSP FOUNDER/CEO, LIONSPEAK



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CONTINUED



LEARNING OBJECTIVES:

- ◆ Learn how a hygienist's systematic approach can lead to increased patient care and production
- ◆ Pinpoint how the hygiene-driven practice can lighten the dentist's burden to produce
- ◆ Illuminate a collaborative approach to vision, mission, and patient care protocols
- ◆ Identify strategies to improve practice culture and generate a happier, more cohesive, productive team
- ◆ Explore service protocols which deliver exceptional patient experiences and cultivate “lifetime patients”
- ◆ Determine how to structure a triple win-scenario for your patients, your practice and you
- ◆ Recognize the importance of effectively managing both new and existing patient experiences
- ◆ Specify the communication and relationship skills that help the patient say “yes”
- ◆ Acknowledge adjunct procedures that will improve patients' health while increasing practice profitability
- ◆ Know how to schedule appropriately for patient needs and work more efficiently
- ◆ Discuss the protocols which increase capacity through patient advocacy, recall, and reactivation
- ◆ Step into the role of “Hygienepreneur” with a sense of ownership in the practice's success

Suggested Audience: Dentist and/or Full Team

Suggested Format: Full or Partial Day; Lecture, Workshop, Keynote



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Burnout. Stress. Lack of fulfillment. The pressure to produce. Practicing dentistry doesn't have to feel this way!

Tiffany Cavazos, RDH brings three decades of dental experience and nearly two decades as a practicing hygienist to the forefront of dental hygiene. She is revolutionizing the field through her systematic approach to maximizing hygiene department productivity and growth. Tiffany offers speaking and coaching programs to dental professionals across the country in which she provides the framework to successfully enact her protocols into practices of all sizes. She is a frequent guest on industry podcasts as well as host of her own podcast and digital digest: **Your Hygiene Headquarters**.

Tiffany believes that through customized scheduling, proper perio-diagnosis and offering state of the art adjunct procedures that promote oral health, the hygienepreneur can have a successful department within the larger practice. In addition, they can also help promote the doctor's success and significantly raise the level of revenue and patient loyalty within the practice.

In her highly praised book, **Hygienepreneur: The Dental Hygienist's Guide to Achieving Career Success & Personal Transformation**, Tiffany outlines twenty-five key lessons for becoming the ultimate dental hygienist: providing the highest level of patient care, contributing significantly to practice revenue and gaining new insights into mastering one's destiny.

Prior to her role as a hygienist, Tiffany served in a variety of other positions in the dental industry, including insurance specialist, treatment plan coordinator and lead case presenter at twelve dental practices across Southern California. These positions led her to become Regional Manager of six practices (three general and three specialty.) Tiffany has a unique passion for the field of dentistry and believes in giving back to the profession that has given so much to her!



TESTIMONIALS



"We all wear fun things sometimes they are costumes and even when it's not Halloween... This woman Tiffany Cavazos stepped on my stage and absolutely rocked it! Something isn't a costume is the Smile of authenticity and breakthrough that we both have."

– Elijah Desmond, RDH, BS Founder, Smiles at Sea & The Dental Festival/Best Selling Author

"Tiffany Cavazos has the unique ability to share inspiring content and form genuine connections with her audience. Seeing her speak makes me want to conquer the world!"

– Laura Brenner Studholme, DDS CEO, Lolabees Career Coaching

"Tiffany gets it!! I think every new graduate would benefit from reading her book. I know I sure wish I had this resource when I was new in practice. Customer service is so important and to get the insights from the Ritz Carlton is something we all can benefit from!"

– Lynn Pencek, RDH, MS

"Tiffany is a light of positivity when she speaks. Her expressive voice and mannerisms pull the audience in and I found myself thinking about my passion. She draws the crowd in and it seems like the entire room is thinking about creating more balance in their LIFE. She is at ease when she speaks and her love for hygiene, her patients and her love for life is obvious. Very enjoyable!!"

– Linda Brown, RDH, BS

"Tiffany commands the stage & her energy fills the room. She has a great message and I'm a fan!"

– Michelle Barrios, Director of Events for Smiles at Sea



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PRESENTATIONS (Partial Listing)

- Dentistry's Got Talent (*multiple*)
- 4M Institute (*multiple*)
- Private Events for DSO/Large Group/Corporate (*multiple*)
- The Hygienepreneur Webinar Series