

THE HYGIENEPRENEUR™ METHOD: Unleash the Power of Hygiene

The Full-Day Practice Leadership Intensive That Turns Teams Into Growth Engines

Objectives

By the end of this workshop, participants will be able to:

- Perform a comprehensive periodontal assessment that catches disease early and builds the clinical foundation for lifelong trust
- Explain findings in language patients actually understand, turning diagnosis into informed, confident decisions that grow the practice
- Guide patients from hesitation to yes using a repeatable, three-step case acceptance framework built on clarity, not pressure
- Build the kind of patient experience, clinical and hospitality-based, that turns a single visit into a patient for life and a practice built to last

Summary

Most CE stops at information. The Hygienepreneur Method is built for transformation. This full-day leadership intensive gives dentists and hygienists a proven system for turning clinical excellence, clear communication, and genuine hospitality into a practice that grows on trust. Participants move through six connected steps, each paired with a hands-on activity, a real framework, and a resource to take home, so teams leave with tools they can put to work with their very next patient. Grounded in real benchmarks and built by a practicing clinician who has lived every stage of this work, this workshop doesn't just teach the power of hygiene. It shows what's possible when a practice builds every relationship to last.

Tiffany Wuebben, RDH, Founder of The Hygienepreneur™, is an internationally recognized dental hygiene consultant, practice growth specialist, speaker, and author advancing excellence in dental hygiene and comprehensive practice management. Based just outside of Nashville, Tennessee, she works with practices around the world, bringing nearly 30 years of experience that combines her background as a regional manager across general and specialty practices with 20 years of clinical expertise to help practices elevate performance, strengthen culture, and increase profitability through leadership and calibration.

Tiffany's hands-on approach empowers entire teams—hygienists, doctors, and administrators—to operate with clarity, consistency, and confidence. She specializes in hygiene-driven growth strategies and hospitality-based patient care that enhance patient experience while driving measurable growth across every department. Her book, *Hygienepreneur: The Dental Hygienist's Guide to Achieving Career Success & Personal Transformation*, shares proven lessons to help professionals master communication, leadership, and career fulfillment in the evolving dental industry.

As a global consultant, Tiffany has coached and trained practices around the world, giving her a unique ability to unite clinical and business systems under one cohesive vision.

As co-author of the Amazon bestselling book *Culture Catalyst: Your Competitive Edge for Unleashing Growth & Building High-Performing Teams*, Tiffany inspires professionals to lead with purpose, elevate culture, and create lasting success. Recognized internationally for her engaging and practical teaching style, she continues to redefine how dental teams thrive—by aligning systems, leadership, and heart.