



SHANNON SNELL RDH, MBA

Dental Practice Growth Strategist | Speaker | Consultant

Helping dental practices increase profitability, improve team retention, and create sustainable growth without sacrificing patient care

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ABOUT SHANNON

Shannon combines clinical expertise as a Licensed Dental Hygienist with the business acumen of an MBA to help dental practices unlock growth opportunities that often go unnoticed. Having spent thousands of hours coaching private practices across the country, she specializes in increasing profitability, improving team performance, strengthening hygiene departments, and creating systems that allow practices to scale sustainably.



A note from Shannon:

“Practice ownership doesn’t have to drain you. As a busy mom and multi-entrepreneur in the dental space, I understand the demands firsthand. I’ve built a gift for coaching practice owners and team members to maximize their ROI — not just financially, but on the time and energy they invest in their practice. You can truly have the best of both worlds.”



WHY AUDIENCES LOVE SHANNON

Attendees will:

- ✓ Leave with actionable strategies they can implement immediately
- ✓ Learn how to increase profitability without compromising ethics
- ✓ Discover practical solutions to staffing, retention, and growth
- ✓ Gain proven systems used in successful private practices
- ✓ Feel energized and empowered to take action

SIGNATURE SPEAKING TOPICS

The Dental Hygiene Profitability Blueprint

Description

A thriving hygiene department does more than clean teeth—it drives patient health, team engagement, and practice profitability. This presentation reveals the systems, metrics, and leadership strategies needed to retain top-performing hygienists while creating an environment where comprehensive care and financial success coexist.

Audience

Dentists, Practice Owners, Office Managers, Hygienists

Attendees will learn

- Strategies for attracting and retaining high-performing hygienists
- Key hygiene metrics that impact practice profitability
- How comprehensive care improves both patient outcomes and production
- Compensation models that encourage accountability and growth
- Ways to increase hygiene department performance without sacrificing patient care

SIGNATURE SPEAKING TOPICS

Practice Management 101: Finding the Low-Hanging Fruit in Your Practice

Description

Many practices are sitting on untapped opportunities that can dramatically improve profitability, efficiency, and patient experience. This session helps attendees identify hidden inefficiencies and implement practical solutions that generate immediate results.

Audience

Dentists, Practice Owners, Office Managers, Practice Leaders

Attendees will learn

- The most common profit leaks within private practices
- How to identify opportunities for increased production and efficiency
- Key systems every successful practice should have in place
- Simple changes that create significant operational improvements
- How to prioritize initiatives for maximum impact

SIGNATURE SPEAKING TOPICS

Buy Back Your Time: Reduce Stress, Burnout, and Chaos in Private Practice

Description

Many practice owners feel trapped by the very business they worked so hard to build. This presentation provides practical strategies to create structure, reduce overwhelm, and reclaim time while improving team performance and patient care.

Audience

Dentists, Practice Owners, Office Managers, Leadership Teams

Attendees will learn

- The root causes of stress and burnout in dental practices
- How to create systems that reduce daily chaos
- Delegation strategies that empower teams and free up leadership time
- Ways to improve efficiency without increasing workload
- Actionable steps to regain control of the practice and personal schedule

SIGNATURE SPEAKING TOPICS

76 Ways to Kill Case Presentations

Description

Patients don't always say "no" because of money. Often, practices unintentionally create barriers that prevent patients from accepting treatment. This engaging and practical session uncovers the factors that negatively impact case acceptance and provides proven strategies to improve patient communication and treatment acceptance.

Audience

Dentists, Hygienists, Treatment Coordinators, Office Managers

Attendees will learn

- Common mistakes that reduce case acceptance
- How to build trust and confidence with patients
- Communication techniques that improve treatment acceptance
- The role of the entire team in supporting patient decisions
- Practical strategies to increase treatment acceptance while maintaining patient-centered care

SIGNATURE SPEAKING TOPICS

Built to Sell: Strategies to Increase Profitability and Practice Value

Description

Whether selling next year or ten years from now, every practice owner should understand the factors that drive practice value. This presentation helps attendees build a stronger, more profitable business that is attractive to buyers and positioned for long-term success.

Audience

Practice Owners, Dentists, Dental Entrepreneurs

Attendees will learn

- The key drivers of practice value
- Operational improvements that increase profitability
- How systems and team performance impact valuation
- Common mistakes that reduce practice value
- Steps to prepare for a successful future transition or sale

SIGNATURE SPEAKING TOPICS

Owning It: The Keys to a Successful Practice Transition

Description

The success of a practice transition is determined long before closing day. This presentation equips buyers, sellers, and leadership teams with the strategies needed to ensure a smooth transition, preserve culture, maintain patient trust, and position the practice for future growth.

Audience

Practice Buyers, Practice Owners, Associates, Office Managers, Consultants

Attendees will learn

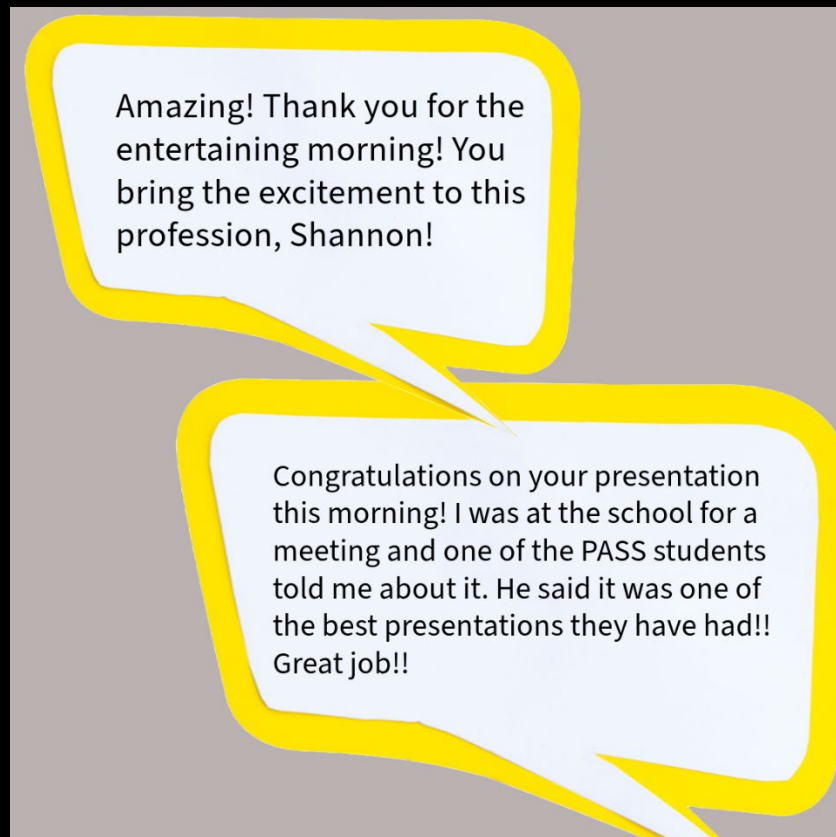
- Critical factors that influence transition success
- How to retain patients and team members during ownership changes
- Leadership strategies for new owners
- Common transition pitfalls and how to avoid them
- Practical steps to create stability, growth, and confidence during change

SPEAKING FORMATS AVAILABLE



- Keynote Presentations
- Breakout Sessions
- Workshops
- Half-Day Trainings
- Full-Day Trainings
- Leadership Retreats
- Team Development Events
- Study Clubs
- Virtual Options

SPEAKING EXPERIENCE



Organizations Shannon has presented for:

- Minnesota State University Mankato
- University of Minnesota School of Dentistry
- American Academy of Dental Office Managers
- Minnesota Dental Association
- Minnesota Dental Entrepreneurs
- Local Study Clubs
- National Study Clubs
- Private Practice Events

TESTIMONIALS

I highly recommend working with Shannon and her team. She takes the time to get to know you and the goals you have for your practice. Shannon has a wealth of experience and knowledge in all areas of dental practice. She helped our clinical team become more efficient and effective at getting patients to accept great dental care. She helped our front desk team develop and implement systems dealing with scheduling and finances. She even made me a better manager and team leader. Her personality is engaging and she is always full of positive energy. I believe Shannon is a positive force in our profession and will be a valuable asset to your practice.

DENTIST - DULUTH MN

Shannon is awesome! That's all you really need to know. However, if you want to know more, here's a partial list: Passionate about dentistry--she is an expert in how we can help our patients and our business succeed, Knowledgeable--she studies the business and helps us apply that knowledge, Personable and engaging--always a smile on her face and can connect with anybody, Available and hardworking--she will bust her butt to help you succeed; if she doesn't have the answer, she will find it out or find someone who does, Bold--she won't hesitate to show you where you or anyone on your team can improve I am sure I will think of something else because I can go on and on. I appreciate Shannon for who she is and how she helps the culture of dentistry one practice at a time.

DDS - PLYMOUTH, MINNESOTA

I have had the privilege of working with Shannon throughout the last few years. Comprehensive, thorough, and versatile, Shannon is a quality professional that has and will continue to make a big splash in the dental market. Her entrepreneurial spirit and determination continues to make her a powerhouse leader and clinician. With her business acumen, quality educational and professional achievements, refined chairside manner, and understanding of the quickly evolving dental environment, Shannon is someone who you will want to work for or with.

DENTAL VENDOR - MINNEAPOLIS, MINNESOTA



BOOKING INFORMATION

hello@dentalconsultingco.com

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