



## Jennifer Mayhew, Amherstburg, Ontario

This is my second nomination for Jen Mayhew, and I am hoping her previous nomination details will be considered in addition to the below, as she was one of the Top 20 finalists and received a certificate of recognition in 2020. Jen was also recently recognized with a GOLD status with votes under Healthcare / Dental category with Community Votes Windsor.

This year has been a challenging time for Jen and for most small business professionals. As she started the 2020 year with fully booked appointments from January through the Spring, and in March had to reach out to clients to cancel their appointments to close her operations. Since her opening in 2016, she was finally reaching a point in her business where she could start to feel all the hard work and efforts she has been contributing. As an independent dental hygienist, the past few years have been spent with considerable efforts to simply introduce her business and focus on attendance to community events to educate and create awareness on her services. There are so many challenges to navigate to simply explain her role contrary to traditional dental care. So it truly takes time to communicate and build a rapport within a small community. As the pandemic set in, state of emergency was declared, when being posed with a challenge, being the visionary that Jen is, she thought of ways to stay connected with her patients. Offering online or over the phone free consultations, offering free delivery of oral care and wellness products so her families can continue their care at home, staying connected on social media with continuous educational blogs, newsletters, posts, and of course, continuing to keep her patients up to date with preparations to re-open. She feels so strongly with building her community and staying connected through education, wellness and sharing stories, using any method she can, but during these times of limited contact, she continued using her website and social media following as best she could.

Some highlights of her contributions, donations and community outreach

Over the years she has volunteered and offered her time as a guest speaker at various events, including Seniors Luncheon's at the local Community Centres and Early Years Presentations in Elementary Schools. She volunteers her services and participates in Gift from the Heart each year, which was cancelled on 2020 due to COVID 19. March 24, 2020 – Doing her part.

Donations of her inventory of PPE -gloves, masks and gowns to the Windsor hospital. They were in need of supplies on the front line of the crisis.

April 6, 2020– Healthy Smile Kits - Offering free porch drop off of a toothbrush, plaque disclosing tablets, Dr. John's sugar free sucker, colouring contest, and brushing calendar for families. In celebration of "Happy National Dental Hygiene Week". Quoting Jen from her post "I miss your smiles!"

Participated in various interviews to help to educate and provide information to the community.

June 1 – Online interview about shifting your perspective to align with health

June 2020 – How to Support Local feature on the Lady Winslow Blog.



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June 22 article - Page 32- Health Smiles Healthy Child, caring for your child's smile  
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Sept 2020 – Windsor Business Magazine – He Said She Said article about the impact of COVID on small businesses

Jen's patients are always impressed by her knowledge, not just on dental hygiene, but it's connection to overall whole health. She is focused on continuous education for herself. Some course she is enrolled in and areas of interest from this year in addition to dental hygiene continuous education; Thumb sucking clinic and Buteyko Method. Some learning had to be put on hold due to other priorities with the pandemic, but Jen is always participating in education and staying current on resources available for her patients care. You will see Jen following up her appointments with sending educational resources or referrals to her patients to help with symptoms or concerns uncovered during their care. Recently, receiving amazing feedback and personal gift, along with some tears, when a patient finally found some relieve when Jen directed her to consider treatment for sleep apnea based on symptoms, she brought forth at her appointment with Jen. This patient had seen many practitioners and had been on a long painful journey and felt so thankful to Jen when she finally got an appliance from a referred practitioner from Jen's recommendation.

Her patients respect her and consider her to be a leader in her field. She has so much compassion for and knowledge of her families. One of her 5 year old patients recently shared with her mother, who shared with Jen, she was attending her online class and she told her mom, "someone who is NOT JEN is telling me how to brush my teeth!" She was very concerned as she thought Jen was the only person to help her and guide her about her oral care, so cute and so connected, and makes such an impact on her littles and their care.

In addition to her integrity and respect she has developed with her patients, she also continues to develop her relationships with like minded practitioners and continues to 'walk the walk' when it comes to collaborative care, which she feels very strongly about. Its all about the patient, and Jens knows that it takes an integrative, preventative, educated approach to truly offer the most well-rounded care to her patients.

She has had to make a tremendous sacrifice financially to establish her business and this year has been no exception. Jen has gone above and beyond to meet and exceed guidelines for safety. Her dedication and passion for the field of dental hygiene, her clients and the client experience at Embrace Dental Hygiene has not wavered. She has continued to invest in her practice despite the financial hardships. Her office protocols exceed what the dental hygiene college has deemed necessary and are the strictest in dentistry. She has installed an air purification system that has triple filtration and UVC light that has been proven to reduce contaminants including viruses by more than 99% Beyond by Aerus. In fact traditional dental offices and dentists may be following a much less strict protocol. Jen is a planner and deliberator she has made sure everything exceeds current guidelines and that your experience



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will continue to be the quality and comfort that you have been accustomed to at her practice. Some dental offices are limiting the services they are providing. This is office choice not to invest or an inability to meet the recommended guidelines for aerosol producing procedures. She has chosen to equip the office with everything necessary to continue to provide all necessary services for a comprehensive preventative cleaning. Considering all this year continues to bring, still at times, she struggles to make ends meet. Jen is also a mother to 2 young girls who are also struggling to navigate the changes of these unrepresented times, with continuous school closures and virtual learning from home, and trying hard as a mom to continue to provide emotional support and reduce their fears, which also adds to the tremendous pressures she faces to dedicate her time, focus and energy as an entrepreneur. Overall, being an independent dental hygienist is a challenge in a small community for a multitude of reasons and she continues to "embrace" the role everyday

Jennifer during this past year had to close her private practice to make all the necessary alterations to her office to provide the safest environment for her clients . She donated any supplies of PPE during her closure to assist those who could still give the ongoing care. She was constantly in contact virtually to share knowledge, give advice and support her clients and families in any possible way. Her children being home schooled required her love and attention ongoing. Her husband has supported Jennifer unquestionably. Her family also are so important to her and she has been there for them thru these difficult months.. She acquired all PPE at great cost to her and made the physical changes to her office environment including an air purification system. She made the changes and has been giving her excellent care to her clients in the total safe methods that she knows are the maximum protection they deserve . Her clients all feel safe in this atmosphere and can say nothing but positive feedback following their care. Jennifer deserves recognition as a successful independent hygienist who has survived the restrictions and her closure. She followed all necessary regulations to allow her to reopen and give us her care. She has a remarkable personality that makes me feel cared for in such a relaxing atmosphere that the experience seems like a spa treatment without any limitations to timing. She takes so much time sharing her knowledge in a pleasant unhurried manner!! She is the greatest...!



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