



Jessica Ross, Fredericton, New Brunswick

I want to nominate Jessica Ross of Dynamic Dental Hygiene Clinic. She is blazing trails for dental hygienists in New Brunswick as she was the first dental hygienist to open an independent hygiene clinic in the province. There was no one doing independent dental hygiene so she had to rely on her own training, research and instincts. As I am sure you can appreciate she invested all her personal savings into getting the business off the ground. She also purchased mobile dental hygiene equipment as nursing and long term care homes in New Brunswick did not have any dental service. As I am sure you can imagine, this work is very intensive due to the various physical and mental health problems of the residents. Jessica always makes sure she gives them appropriate care that is safe and comfortable for them and their caregivers are so appreciative of her efforts. There is very limited monetary reward in this endeavour, but her reward comes from being able to give these patients the care they deserve and would not receive elsewhere. I know she has gotten some heartwarming feedback from caregivers who are so appreciative that their loved ones were able to enjoy dental service right up to the end. Jessica has gone above and beyond during these unprecedented times to provide the safest, most thorough, pleasant and conscientious experience at her dental hygiene clinic. I know this year was tough on her as she had to close for several months due to the emergency orders put in place in New Brunswick. Being self-employed this meant that there was no money coming in. Once she was able to reopen she installed two very expensive air filters in both her oratories, at great expense, just to make sure her clients felt the safest they could. As PPE became increasingly hard to come by and very expensive once you could find it, she struggled to make ends meet but never hesitated to spend the money when it came to the safety of her patients and once they realized how many safety measures she had in place they had no hesitation in returning to her clinic. It was so important to her that her clients trusted all the measures she put in place to keep them safe. Also, she missed all her long term care home patients as restrictions at these facilities made it impossible for her to attend to their needs. These homes are anxious to get her back once residents are vaccinated. And while this was a challenging year professionally, she also suffered a personal loss, her grandmother passed away in 2020; this made a hard year that much more challenging. Jessica has Multiple Sclerosis but does not let this get her down or make her cut corners. Jessica's patients love her. All you have to do is read the reviews of her work to know this. I want to share just a couple: "I went to see Jess for the first time. She was amazing! It was the best & most thorough teeth cleaning that I ever had. Jess is very knowledgeable. I highly recommend this place!"; "Jessica was amazing. She made me feel so comfortable and at ease. And my results were more than I expected."; and finally,



DO YOU KNOW A DENTAL HYGIENE SUPERHERO?



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIENISTES DENTAIRES

Sponsored by:



“Best dental cleaning experience ever with almost no pain. Jessica, our dental hygienist, was very friendly during our interaction with her. She performed detailed cleaning without any rush to get us out of door, also she was kind enough to answer our whole lot of questions about dental hygiene. To be honest we really felt being treated as family. Would definitely recommend this place for anyone looking for a great experience of dental hygiene :)”. She cares about them and they know this because she puts so much effort and energy into providing them with the utmost in dental care. She takes as much dental education as she can get and literally lives and breaths dental hygiene. She's always relaying new dental news that she thinks would be appropriate to your particular situation and always follows up with answers to any questions you have. The first time anyone sees her they always say it is the best care they have ever received in a dental hygienist's chair. She really loves what she does and it shows. She is always thinking of new ways to make everyone excited and engaged when it comes to their dental health. She creates and shares dental hygiene social media daily, providing interesting and helpful tips and information or just to provide some much needed dental hygiene humour in these serious times. Also, although she does run an independent dental hygiene clinic she strongly encourages her patients to make regular dental appointments with their dentists and refers her patients to dentists regularly if they require care which she is unable to provide. Also, several dentists refer patients to her for cleanings. I believe this is a great testament to her abilities considering in the early years of her independent practice when dentists were somewhat resistant to dental hygienists practicing independently. Jessica puts a lot of her energy into her clinic and her patients, but she is very community minded also. Since she opened her clinic she has participated every year in Gift from the Heart. The Gift from the Heart is a non-profit Canadian charity connecting oral health care professionals to vulnerable Canadians who encounter barriers accessing essential oral health care. She sees as many patients as she can who need oral health care and cannot afford to see a dental professional. She believes in buying and supporting local and is always ready to participate in any fundraising initiatives where she can do good. She is the epitome of a dental hygiene hero. Thank you for considering her for this award. I believe it is hygienists like her that your organization had in mind when they instituted the Superhero competition. Thank you for your time and the opportunity to nominate Jessica Ross.



**DENTAL
HYGIENE
CANADA**

DO YOU KNOW A DENTAL HYGIENE SUPERHERO?



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIENISTES DENTAIRES

Sponsored by:



I would like to nominate Jessica Ross of Dynamic Dental Hygiene Clinic Inc. in Fredericton, New Brunswick for the Dental Hygiene Superhero award. Jessica is the co-owner and co-operator of Dynamic Dental Hygiene Clinic, the first independent dental hygiene clinic in New Brunswick. As with most great things, Dynamic Dental started as an idea Jessica had – an idea to provide superior dental hygiene to her patients, both in a clinical setting and in nursing homes and long-term care facilities. Jessica wanted to improve upon the current system of dental cleanings, which all too often results in rushed cleanings or patients having to return at some time later to complete their cleaning. Jessica knew there was a better way, so she decided to start her own business. Jessica invested in herself to get her business off the ground; there was no template for this endeavour, no guide book on how to create a successful independent dental hygiene business. But Jessica was confident that providing in depth and thorough oral healthcare, her business would survive. She believed that offering patients the time required to thoroughly clean their teeth, as opposed to being told they have to come back to finish the cleaning, would attract clients. She believed that spending the time educating and engaging her patients on a road to better oral hygiene would excite her clients to become more invested in their own oral healthcare. She believed that providing a judgement-free setting with genuine bed-side manner would make patients fall in love with getting their teeth cleaned. Well, in 6 plus years of operation, Dynamic Dental has done more than just survive, it has thrived to the point of amassing over 1,400 patients and contracts with 7 different nursing homes in the Fredericton and surrounding area. Jessica's beliefs have become reality.

Jessica's success, and that of her clinic, can be attributed to the passion Jessica has for teeth and overall oral health. She spends the time necessary with each client to provide a thorough cleaning, oral cancer screening, and educational information on how to attain the best oral hygiene possible. I personally have benefited greatly from her teaching me how to floss properly. Reading reviews on social media or by a quick Google search, it is clear that her patients love and appreciate the time she spends with them and her attention to detail. They appreciate the fact they're not being rushed out of the chair for the next patient; whether they need an hour or an hour and a half to have their teeth properly cleaned, Jessica ensures she takes the time needed to clean their teeth thoroughly. Jessica will explain why their teeth may look a certain way, suggesting changes they could make to their diet or habitats to improve their oral healthcare. Jessica will show the before and after look of their teeth, revealing the often drastic changes to the colour and appearance of their smile. Even new patients who regularly get their teeth cleaned elsewhere are surprised to see what has been missed and appreciate Jessica's desire to clean teeth and her endless attention to detail.

Prior to the pandemic, Jessica was regularly attending nursing homes and long-term care facilities to provide oral healthcare to patients. Jessica saw this as a need for this population and she filled the void. This service is crucial to the patients at these facilities because otherwise they would have very little oral healthcare. That's not to say nursing home staff do not



**DENTAL
HYGIENE
CANADA**

DO YOU KNOW A DENTAL HYGIENE SUPERHERO?



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIENISTES DENTAIRES

Sponsored by:



do their jobs, they are just overworked and often do not have time to provide adequate care to the patients. That is why the services that Jessica offers, which are not offered by other dental hygiene clinics, and rarely offered by dentists, are so crucial to the health and comfort of these patients. The patients can be challenging, often with deteriorating health conditions. However, Jessica has endless stories of being able to treat patients who will not let anyone else treat them – a true test to Jessica's bed-side manner and her genuine desire to care for her clients. This side of her business is not the most profitable, but Jessica doesn't do it for the money – she does it for the patients; the endless gratitude of the patients and the family members is worth more than any dollar value to Jessica. Since vaccinations began, the nursing homes, and often the power of attorneys of nursing home patients, have been regularly calling Jessica, wondering when she will be coming back as the patients are desperate for her care – a testament to how much her nursing home patients value her service.

While New Brunswick entered lockdown, Jessica amped up her already regular presence on social media providing timely information on a variety of oral health topics, along with some dental humor. As the pandemic progressed, Jessica educated herself on the virus and how best to provide safe dental hygiene services. She went above and beyond in setting up her clinic to be Covid-safe, including air purifiers that are not required by her governing regulatory body. While becoming Covid-safe was no easy feat due to the lack of personal protective equipment and the sky-rocketing cost of what was available, the safety of Jessica's patients were at the centre of every decision.

Jessica has built her business from the ground up based on her idea that patients need and deserve thorough oral healthcare. She has strived every day since her business opened to achieve this goal; she does not back down, she does not let up, she continues each and every day to provide the best dental hygiene possible. Thank you for reading my application for Jessica and considering her for the Dental Hygiene Superhero award, she's certainly my superhero.



**DENTAL
HYGIENE
CANADA**