



Jessica Ross, Fredericton, New Brunswick

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 guidebook on how to create a successful independent dental hygiene business. But Jessica was confident that by 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 must 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 a genuine bedside manner would make patients fall in love with getting their teeth cleaned. Well, in 7 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, I've been cavity-free for over a year! Reading reviews on social media or by a



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quick Google search, 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 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 of Jessica's bedside 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.



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While New Brunswick entered lockdown in 2020, Jessica amped up her already a regular presence on social media providing timely information on a variety of oral health topics, along with some dental humour. 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 was 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, and she continues each 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.



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