



Nobleton, Ontario, Canada

NOVEMBER, 2013

## Nobleton Dental Clinic

Dr. Hurst began his dental practice in Nobleton, April of 1983, in the plaza at 13065 and Hwy 27. He purchased the current location at 12942 Hwy 27 in 1987. The bungalow was originally owned by Barry Goodfellow, and, at one time, served as the Nobleton Post Office. Dr. Hurst had the property rezoned to Commercial, and built an addition to accommodate the dental practice clinic.

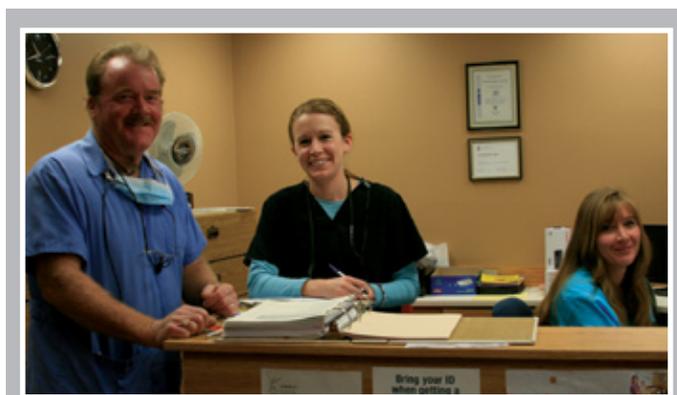
### The People

Although most patients come from the Nobleton area, many come from the neighbouring local communities. There are a number of patients from Newmarket and the Marsh, as the girls attended the Holland Marsh District Christian School, and the family attends the New City Church in Newmarket. Dr. Hurst has a few loyal patients who make the trip down from the Sundridge area, where he originally began to practice.

The practice is truly a family business. Dr. Hurst is the main practitioner, although now semi-retired and working two and a half days a week. His daughter, Christine, covers reception. Vanessa (Hurst) Hollander, the third daughter and a 2007 graduate in Dentistry from the University of Toronto, works at the clinic four days of the week. Wednesdays are reserved for her two young children. Jocelyn, the youngest daughter, is a part-time hygienist at the practice. Dr. Hurst's wife, Marjorie, manages the books and accounting. Shelly, the eldest daughter, is busy with her family of 7 children.

Staff also includes: Heather, a part-time receptionist; two dental assistants, Colleen with 3 years at the clinic, and Sherry with 5 ½ years at the clinic; and Lisa, a hygienist with 12 years in the practice. The staff ranges in age from 30 to 64, most coming from the local area.

Dr. Hurst graduated from the University of Toronto, Faculty of Dentistry, in 1975. He began to practise in Sundridge, Ontario, immediately after graduating. In 1983, with his wife and four daughters, the decision was made to move to a larger community, in closer proximity to amenities and with a wider selection of educational choices for the girls.



*Dr. Hurst, with daughters Vanessa and Christine*

As Dr. Hurst's parents lived in the Kitchener-Waterloo area, and his in-laws lived in Unionville, communities between the two were researched. Nobleton was a growing community, with easy access to Highway 400 and Hwy 427. Although there was a dental practice in the village, the resident dentist was moving away due to personal and professional reasons. Dr. Hurst started a new practice, and moved into Nobleton, with his family being one of the first to move onto Hill Farm Road. The family then moved to New Tecumseth in 1994, for more space.

Throughout his years living and practising in Nobleton, Dr. Hurst has been very supportive of the Nobleton Community. He joined the Lions Club in Sundridge in 1976, and transferred to the Nobleton Lions Club in 1983, when he moved to Nobleton. He continues to proudly serve the Lions organization and the work it does for the community. As the son of missionaries, the church has always played a significant role in Dr. Hurst's family life, and time is also dedicated to the charitable work that it does.

## The Product

The clinic offers a variety of services in family dentistry and general dentistry. Standard procedures include: extractions, root canal treatment, orthodontics (braces), cosmetic services like whitening and veneers, crowns and implant crowns, bridges, dentures and composite resin (white) fillings.

There are other services, outside of the examination rooms, that are offered to the community. Hygiene guidance to improve one's oral health is given. Local schools have visited the clinic, to give students a better understanding of the community dentist and the practice. House calls are made to retirement residences, to some private residences, and to nursing homes.

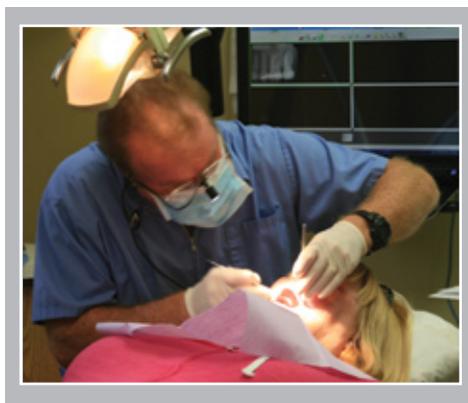


*Nobleton Dental Clinic Lab*

Vanessa takes the majority of the children as her patients. The practice also takes referrals. The clinic offers simple orthodontic procedures to those who may not have the resources to visit a dentist specializing in orthodontics. Patients with challenging dental issues are referred to specialists in larger neighbouring communities.



## The Performance

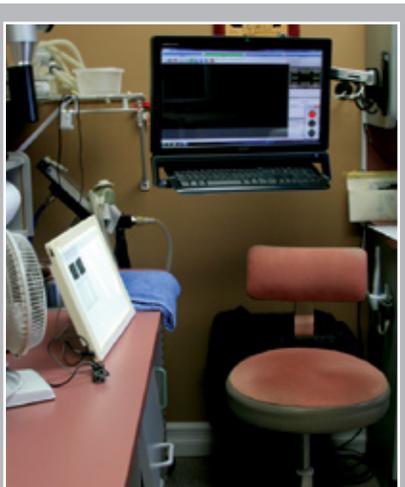


There have been many changes in dentistry since Dr. Hurst began his practice in Nobleton.

*“It is important to keep in step with  
progress, in order to stay competitive.”*

*Dr. Hurst*

Digital x-ray and photographic equipment was installed to replace the standard x-rays, as it is instant and does not require chemicals, and is safer for the patient. A computer has been installed in each examining room, with flat screens so that patients can see what is being explained. In making the above changes during the past year, training on the accompanying software was necessary.



*Dental Technician's Office*

There have been other significant changes in dentistry since 1985. Standard sterilizing practices have been implemented; gloves and eye protection are worn; the handling and safe disposal of mercury fillings is regulated and supervised.

The Nobleton Dental Clinic began with one desk staff, an assistant, and Dr. Hurst. Over the 30 years in practice, Dr. Hurst and his associates have provided quality care, and have built relationships of mutual trust and respect with their patients. Celebrating 30 years in business from April 1983 to April 2013, Dr. Elwood Hurst has built a solid foundation to care for the next generation of patients.



*Celebrating 30 years in practice in  
Nobleton, April 1983 to April 2013*

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