

## From Young Mother to Business Leader: Dr. Rebecca Hulbert's Story

Barrie entrepreneur Dr. Rebecca Hulbert shares how family values, resilience, and patient trust helped build Georgian Mall Family Dental into a growing community-focused practice.



**Barrie, Ontario May 21, 2026** ([IssueWire.com](https://www.issuewire.com)) - When Dr. Rebecca Hulbert opened Georgian Mall Family Dental in 2013, she was not focused on building a large business.

She was focused on building a different kind of experience.

At the time, Dr. Hulbert was raising three young boys while launching a new dental practice inside Georgian Mall in Barrie, Ontario. She saw an opportunity to create a family-friendly environment where patients felt comfortable, informed, and genuinely cared for.

More than a decade later, that vision has helped transform the clinic into a growing practice that has expanded three times within the same location and built a strong reputation across Barrie and surrounding communities.

"Money was never the ultimate goal," says Dr. Hulbert. "I wanted people to walk in and feel like they mattered, not like they were being rushed through an appointment."

## **Building a Practice Around Trust**

Dr. Hulbert says the early years were challenging. Like many entrepreneurs, she balanced business responsibilities with family life while trying to establish trust in a competitive industry.

Instead of focusing on aggressive growth, she focused on consistency.

The clinic prioritized informed conversations, patient comfort, and long-term relationships from the beginning.

“We had patients who came in nervous because of bad experiences elsewhere,” she explains. “One patient sat in the parking lot for twenty minutes before coming inside because she almost drove away. After the appointment, she booked visits for her entire family.”

That approach quickly fueled word-of-mouth growth.

Patients began recommending the clinic to friends and relatives. Families appreciated the calm environment and the clinic’s emphasis on listening instead of rushing appointments.

## **Creating a Family-First Environment**

As both a dentist and a mother, Dr. Hulbert understood how stressful healthcare visits can feel for families.

That perspective shaped the clinic’s environment.

Georgian Mall Family Dental introduced features like evening and weekend hours and a dedicated kids zone to help children feel more comfortable during visits.

“We had one little boy who refused to sit in the chair,” Dr. Hulbert recalls. “One of our team members sat on the floor with him and talked about dinosaurs until he relaxed enough to let us count his teeth.”

Moments like that reinforced the clinic’s philosophy that patient experience starts long before treatment begins.

## **Growing a Team With Shared Values**

As the clinic expanded, Dr. Hulbert focused heavily on building the right team culture.

Today, Georgian Mall Family Dental operates with a growing staff of dental professionals and support team members who align with the clinic’s patient-first approach.

Her hiring philosophy remains simple.

“You can teach technical skills,” she says. “You can’t teach honesty, kindness, or how to genuinely care about people.”

That mindset helped create a workplace culture patients often notice immediately.

“We hear patients say all the time that the team seems happy,” she says. “That matters because energy

spreads quickly in healthcare environments.”

Research supports that connection. Studies show positive workplace culture improves patient satisfaction, communication, and long-term trust in healthcare settings.

## **Learning Through Challenges**

Dr. Hulbert says entrepreneurship taught her that growth rarely happens without setbacks.

Instead of avoiding mistakes, she learned to treat them as opportunities to improve.

“I always try to learn from failures or things that didn’t go well,” she explains. “Those moments usually teach you more than success does.”

That mindset helped the clinic continue adapting as patient expectations changed.

Modern patients now expect healthcare experiences to feel more personal, transparent, and comfortable. Dr. Hulbert believes listening closely to patients has been one of the clinic’s biggest advantages.

“We noticed patients would apologize for asking questions,” she says. “That told us many people were used to feeling rushed elsewhere. We wanted the opposite experience.”

## **A Different Approach to Dentistry**

The clinic also emphasizes preventive care and long-term relationships over reactive treatment.

Dr. Hulbert believes early education and communication help patients avoid larger issues later.

“We always tell patients not to wait until something hurts,” she says. “The earlier you catch things, the easier and less stressful it becomes.”

That preventive mindset helped position the clinic as more than just a dental office. It became a place families returned to consistently because they trusted the experience.

## **Advice for Other Entrepreneurs**

Dr. Hulbert says one of the biggest lessons from building the business has been the importance of staying aligned with core values.

“Be selective about who you bring into your space,” she says. “One negative person can change the environment quickly.”

She also encourages entrepreneurs to focus less on perfection and more on improvement.

“You’re going to make mistakes,” she says. “The important part is learning from them and getting better each time.”

## **Looking Ahead**

As Georgian Mall Family Dental continues to grow, Dr. Hulbert says the mission remains the same: create an environment where patients feel safe, informed, and comfortable returning.

The clinic continues investing in new tools, team development, and patient experience improvements while maintaining the family-focused atmosphere that shaped its growth from the beginning.

For Dr. Hulbert, success still comes back to one thing.

“Patients remember how you make them feel,” she says. “That’s what builds trust over time.”

### **About Dr. Rebecca Hulbert**

Dr. Rebecca Hulbert is the founder of Georgian Mall Family Dental, a family-focused dental practice located in Barrie, Ontario. Since opening the clinic in 2013, she has grown the business through a patient-first philosophy centered on trust, communication, and family values. Under her leadership, the practice has expanded multiple times and continues serving families across Barrie and surrounding communities.

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