

# OUR HISTORY

In 2007, a dentist turned to his friend Ken Cooper for help with addressing fiscal challenges operating his Canfield, OH dental practice. Cooper, a business entrepreneur, quickly realized that by helping the doctor reduce non-clinical administrative burdens it in turn sharply improved patient care. From assisting that one dentist emerged the framework for what would become **North American Dental Group (NADG)**.

In early 2010, Cooper met Dr. Andrew Matta, a young dentist who was eagerly growing his practice in nearby New Castle, PA. Cooper and Dr. Matta soon determined they shared a vision for operating and growing dental practices. Dr. Matta had always thought of his work in dentistry as a privilege and wanted to collaborate with partners who felt the same way. Cooper, meanwhile, was looking to expand his business on the premise of delivering empathetic patient care. Working together, Cooper's initial startup became known as Refresh Dental Management.

Two years later, Cooper and Dr. Matta attracted their first multi-site dental practice when Corner Dental in Toledo, OH agreed to partner with the young company. A year later, Refresh Dental's headquarters were moved from the Youngstown, OH to New Castle, PA and then in 2014 the company's name was formally changed to **North American Dental Group**.

**NADG**, now headquartered in Pittsburgh, PA, today supports more than 250 dental practices across 15 states and is affiliated with over 500 full- and part-time dentists. **NADG** provides a full range of non-clinical services to support dentists and dental practices, including human resources, marketing, budgeting, and information technology services. Supported doctors, who make up the Professional Dental Alliance (PDA) and utilize **NADG** services, are empowered to make clinical decisions intent on delivering best-in-class oral care while providing an exceptional patient experience.

**NADG** and PDA today employ 3,000+ people – including about 400 team members in non-clinical positions. In 2019, **NADG** was acquired by Jacobs Holding, a global investment firm based in Zurich, Switzerland. Jacobs also owns Colosseum Dental Group (CDG), a leading European dental support organization. **NADG** and CDG together represent the world's first transatlantic dental support organization.