



## OUR HISTORY

In 2007, Ken Cooper met a dentist working at a small practice near Youngstown, Ohio who was trying to negotiate a buyout with his retiring partner. Cooper, with a stellar background in finance honed largely in the music recording industry, quickly learned about the dental trade and presented a plan for his friend to increase the value of his practice by engaging other partners in similar positions. The two men agreed, and a new company called Dental Express was formed. Dental Express would later become *North American Dental Group*.

In early 2010, Cooper met Dr. Andrew Matta, a young dentist who was eagerly growing his practice in nearby New Castle, PA. As the two talked that day over lunch, Cooper and Dr. Matta quickly determined they shared a vision for operating and growing dental practices that went beyond the numbers. 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 already looking to expand his business on the premise of delivering empathetic patient care. They agreed to partner, and Dental Express became known as Refresh Dental Management and Cooper and Dr. Matta were its co-founders.

In 2012, 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, the Refresh Dental Management's headquarters were moved from the Youngstown area to New Castle, PA and then in 2014 the company's name was changed to *North American Dental Group (NADG)*.

Today, *NADG*, now headquartered in Pittsburg, PA, supports nearly 250 dental practices across 15 states and is affiliated with nearly 600 full- and part-time dentists. The company, marked by its servant leadership culture, employs 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, a leading European dental support organization. *NADG* and Colosseum together represent the first transatlantic dental support organization.

*NADG* provides a full range of non-clinical services to support dentists and dental practices, including human resources, marketing, budgeting, and information technology services. But the company is most proud of being rooted in its servant leadership culture. *NADG* – with its familiar mantra: 'Caring People, Caring For People' – has transformed the dental industry by taking an approach that puts the patient experience at the center of everything. *NADG* is committed to providing best-in-class patient care to every patient at every visit.

The clinical team is led by partner doctors and empowered to focus on what matters most – the oral health of their patients. They are supported by a team of servant leaders who act as consultants so practice level teams can focus on patient care knowing they have a team of professionals supporting them. This model enables a patient experience rooted in empathy, compassion and care.

*NADG* has confidently built a model that harkens back to the ideas shared at that first lunch meeting between Cooper and Dr. Matta in 2010 – a recognition that business success will come as a result of creating a supportive workplace culture that puts the patient first.