



B4  
MICHAEL  
NADEAU



B7  
EDWARD  
MARX



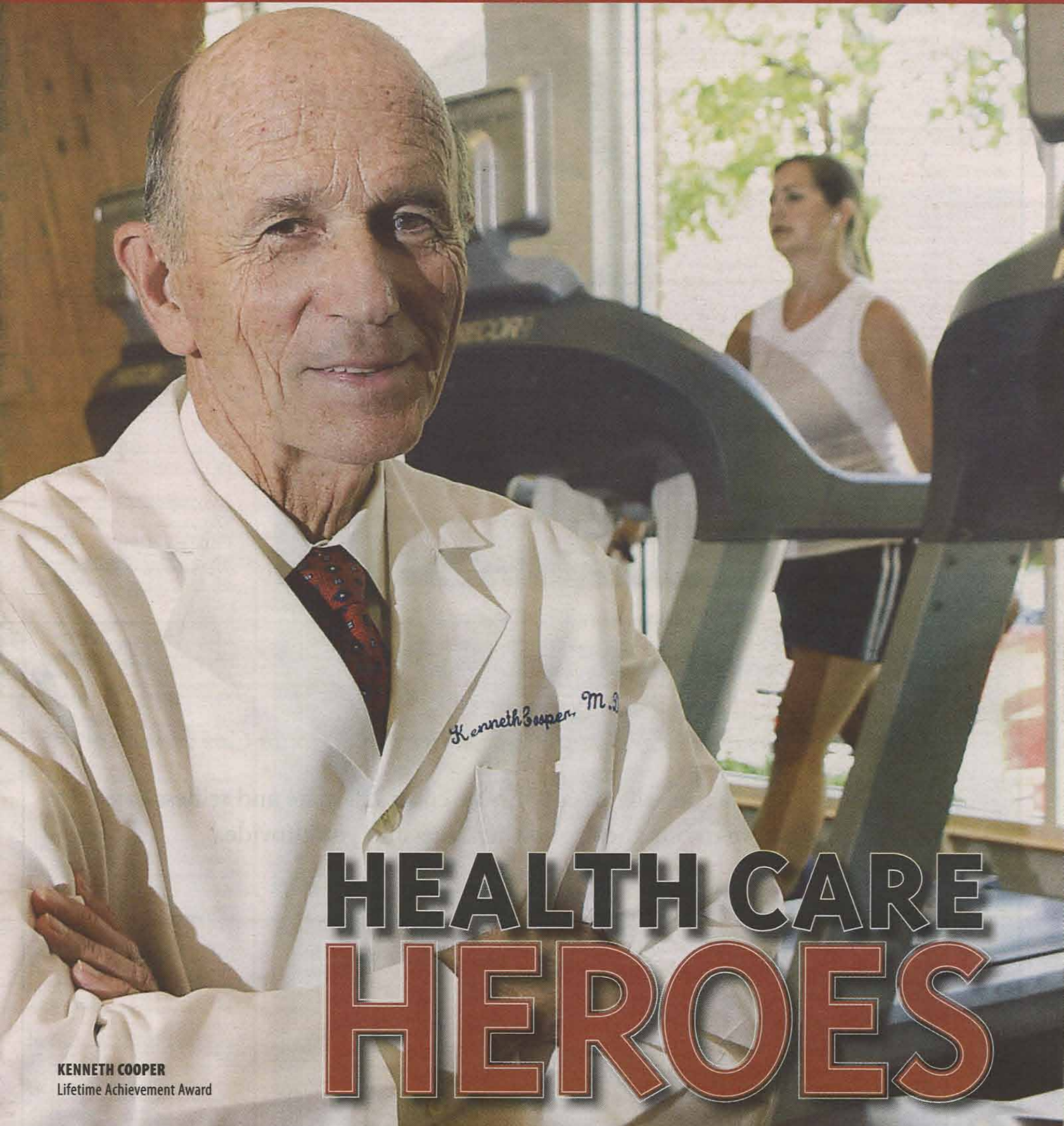
B28  
CASIMIR  
MASEGA



B22  
NANCY  
ROLLINS



B19  
CHRISTIE  
HUTCHINSON



# HEALTH CARE HEROES

**KENNETH COOPER**  
Lifetime Achievement Award

'There are no **overnight successes** in business. It takes 10 to 15 years to build it up right.'

— JOHN BOND



# JOHN BOND

President and CEO | 6 Day Dental & Orthodontics

BY KATHRYN HOPPER | CORRESPONDENT

**W**hen he graduated from dental school in 1989, Dr. John Bond opened a fairly typical practice in Coppell.

But when he became a father of two a few years later, he saw an unfilled niche in the business.

"I saw other busy suburban families going to Home Depot and Lowe's, where they could shop whenever they wanted and find everything in one place," he said.

"It made sense that families would want that same type of convenience with their dentists."

Bond started developing his concept, and in 1998, hired another dentist and expanded office hours to six days — every day except Sunday. After a little fine-tuning, his company, 6 Day Dental, was born in 2002. Since then, it has grown to 175 employees and five locations and was renamed 6 Day Dental & Orthodontics.



What separates 6 Day Dental from other practices isn't just the expanded hours, it's also expanded services, Bond says. With a target market of suburban families who want one-stop-shopping convenience, each office includes a game room for kids (and adults), plus a team of hygienists, dentists, pediatric dentists, orthodontists, periodontists and an oral surgeon.

"It used to be when I made a referral, half the time the patients didn't go, so they'd end up back in my office in worse shape than before," he said. "Now, it's much easier because we're all in the same place."

Bond, who serves as president and CEO, said he knew he was onto something when he saw patients driving 30 miles or more to come to Saturday appointments.

"They were driving further because, ultimately, they saved time and money because everyone in the family could be seen at one time," he said.

For marketing, Bond created Mighty Molar Man, a walking and talking tooth who makes appearances at local schools and community events. The mascot

educates children about tooth care while battling his nemesis — Bacteria Boy — and friends Ginger Vitas and Halley Tosis.

"One of the things I like to do is have fun with the business," Bond says. "It's just amazing to see the reactions of kids, and I've had parents come up to me and say, 'Because of Molar Man, my kids actually look forward to going to the dentist.'"

Bond sees a lot of opportunity for growth and has hired a chief operating officer, human resources manager, chief financial director and marketing director to give the company the infrastructure necessary to handle that expansion.

But, he says, he doesn't want to compromise quality of care or employee caliber just to get bigger.

"There are no overnight successes in business," Bond says. "It takes 10 to 15 years to build it up right. We're in our sixth year, and we're pretty happy with where we are now."

HOPPER is a Southlake-based writer.