

THE YEAR WAS 1987.

I was hired by Dr. Howard Rocket, Co-Founder of Tridont Dental Centers.

At the time they had opened over 100 dental offices, mostly in large, enclosed malls. Yorkdale, Sherway, Sheridan, the list goes on...

A few were inside a Woolco, Sears and Zellers department store. Look at the retail display at the left of this photo. It is pots and pans in boxes – in the kitchen ware section of the store!



In this photo we can see the doctor (he is still practicing I think?) and a staff member going through the Mardan/Safeguard ledger trays.

And how about that TV on the counter!

Tridont pioneered retail dentistry in malls. They had over five hundred dentists and 2,500 staff members at their peak.

Today, Corporate accumulators own some of the former Tridont dental centers. Most have no idea who the original owner(s) were and how they opened the offices from scratch.

Patients flocked to the Tridont offices because they offered retail hours and were open 6 days per week.

The traditional dentists of the day were outraged.

Times may have changed – but the dentists who own the patient-centric practices will always be in style!

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