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At **CG Orthodontics**
in Yardley, Dr. Jordan
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only perfect patients'
smiles but also make
a positive, lasting
difference in the
community.

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Like its sister location in Richboro, CG Orthodontics in Yardley strives to not only perfect patients' smiles but also make a positive, lasting difference in the community.

Straight from the Heart

by
BILL
DONAHUE

CG Orthodontics may be a new addition to Yardley's healthcare community, but the leaders of this practice are hardly strangers. The "CG" in CG Orthodontics refers to Cogan-George, the collaboration of Jordan S. Cogan, D.M.D., M.S., and Cathleen George, D.M.D.

CG Orthodontics represents a second location for Dr. George, one of Bucks County's most trusted orthodontists, who has been a community fixture in Richboro since 2004. The Yardley office will bear many of the same qualities that made the Richboro office a place where patients of all ages actually *want* to visit in pursuit of a perfect smile: a patient-first focus, top-of-the-line technology to facilitate

treatment, and a comfortable yet visually striking design.

Just like their office in Richboro, Drs. George and Cogan envision CG Orthodontics as a community-focused practice where each patient feels cared for by a team of friendly, compassionate, and highly skilled clinicians. Their goal: to not only improve patients' smiles, but also to make a positive and long-



lasting difference in patients' lives.

Dr. Cogan, who joined the practice earlier this year, will be splitting his time between Richboro and Yardley. Born in Northeast Philadelphia, Dr. Cogan graduated from the University of Pennsylvania with a bachelor's degree in biological sciences. He then went on to earn his doctorate in dental medicine from Temple University, where he graduated first in his class. After dental school, Dr. Cogan completed his advanced training at Temple University, and received his certificate in orthodontics and a master's degree in oral biology.

"Patients can expect the same experience in Yardley as they can in Richboro," says Dr. Cogan, who is a Diplomate of the American Board of Orthodontics, and a member of several other notable professional organizations. "The average treatment time is 18 months to two years. However long patients are under our care, we're always focused on treating each patient as an individual, and we're looking to use technology to our advantage



Office photography by Jody Robinson; photograph of Drs. Cogan and George courtesy of CG Orthodontics

to create the most effective, efficient, and enjoyable experience possible.”

CG Orthodontics’ state-of-the-art technology includes a brand-new X-ray machine that offers the highest-quality image—“more like a photograph than a traditional X-ray,” as Dr. Cogan says—and the least amount of radiation. In addition, the practice incorporates digital scanners as a means of taking impressions for treatment planning. This technology represents a significant improvement upon the gooey impressions of yesteryear, which many patients found, at best, uncomfortable or, at worst, quite unpleasant.

The practice also employs the latest orthodontic materials, whether a patient requires traditional wire-and-bracket braces, available in standard metal and clear options, or alternatives such as Invisalign. While Invisalign may appeal to patients across the age spectrum, it’s a particularly attractive option for adults, who account for approximately 20 percent of the practice’s patient population.

“We set aside more time than we need for each appointment, so we can accomplish as much as we can and make sure patients continue to make progress in their treatment,” Dr. Cogan adds. “Whatever we can do to make the treatment process as enjoyable as we can, for people of all ages, that’s what we’re going to do.”

Much like its sister location in Richboro, the building that houses CG Orthodontics is in itself a work of art, elegantly blending modernity with tradition. On the outside, the building fits in seamlessly with its neighbors in historic downtown Yardley. On the inside, it’s clean, bright, and sophisticated. It’s also in a prominent location, in the heart of the historic town, situated right next to a Yardley landmark, De Lorenzo’s Tomato Pies.

Deeply Connected

Dr. Cogan’s interest in orthodontics began at an early age, which he attributes in part to growing up with a mother who worked as a dental assistant. As he got to dental school, he felt drawn toward the specialty of orthodontics. He appreciated the discipline and artistry involved, and he also liked the idea of getting to work closely with children and their parents.

Today, Dr. Cogan and his wife, Amber, treasure the opportunity to be so deeply connected to such a close-knit community. The Cogans met in high school while

working as counselors at Briarwood Day Camp in Furlong. Amber, who recently gave birth to the couple’s first child, now works as a teacher at Holland Elementary School.

“We feel as though we get to live and work in a special place, because there’s a closeness that everyone seems to share,” he says. “Having the opportunity to see my wife’s students in the office is one of the best things about working in this community. It’s so enjoyable when someone comes in and says, ‘Oh, you know Mrs. Cogan?’ She’s the celebrity here.”

Both of Dr. George’s offices—Richboro and Yardley—remain involved in and supportive of their surrounding communities. They also look for ways to give back “in any way we can,” Dr. Cogan says. Inspired by the continued sacrifices made by local healthcare workers in the fight against COVID-19, the Yardley office launched a “Gift a Smile” campaign on social media (@CG_Orthodontics on Instagram and @CG-Orthodontics on Facebook) in early April. The campaign encouraged followers to nominate frontline healthcare workers to receive complimentary orthodontic treatment and explain why. The results of the campaign will be announced in mid-May.

“This is the kind of practice where I always envisioned myself working,” Dr. Cogan says. “We’re providing patient-first care in a community-based environment, in an office that feels comfortable but still is at the forefront of technology. I feel very fortunate.”

Based on the many glowing testimonials on each of the practice’s websites, patients of Drs. George and Cogan seem to feel the same way. ■



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