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CG Orthodontics
welcomes the new year
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CLOSE TO Perfection

BY ERICA YOUNG

CG Orthodontics welcomes the new year by taking several steps forward, giving patients plenty of reasons to smile.

A new year tends to be a time of reflection and self-improvement. As people add to their list of priorities for the year ahead, orthodontics may increase the likelihood of a happy, healthy 2022—and CG Orthodontics stands ready to help.

With offices in Yardley and Richboro, CG Orthodontics is led by Cathleen George, D.M.D., and Jordan Cogan, D.M.D. Drs. George and Cogan have many reasons to celebrate in 2022, including the fact that they have formally finalized their longstanding partnership.

“This partnership means that we are both able to serve our patients from a full-time perspective,” says Dr. George. “Nothing is changing in terms of the way we work with our patients day in and day out, but it is exciting that we are an official team for good.”

Such optimism is reflected in the eyes of their patients. The population of adults who receive orthodontic treatment at CG Orthodontics has increased exponentially as of late, according to Dr. George. She attributes the spike to an increasingly remote workforce and the need for orthodontic work caused by the stresses of life in a pandemic.

“The last two years have done some damage on teeth, specifically around hygiene and dental care,” says Dr. George. “And then think about the modern working world. Our adult patients are on virtual meetings all day long, looking at their teeth. We’ve seen a lot of adults come in who are ready to take care

of themselves through orthodontics.”

Adult patients have a wide range of options, according to Dr. Cogan. While aligner therapy remains quite popular, changes in routine have made traditional braces more appealing, too.

“Aligners produce fantastic results, but they do require a lifestyle change,” he says. “You wear them 22 out of 24 hours a day, but you have to take them out whenever you’re eating, drinking anything other than water, or brushing your teeth. That is a consideration that some people don’t want to worry about on top of Zoom meetings, remote learning, and all the other things you have in a day. So many of our adult patients are seeing the potential in braces in a work-from-home environment.”

CG Orthodontics has adapted to the pandemic, with several investments to facilitate treatment. For example, the practice has evolved to offer virtual consultations. Likewise, it has made its office numbers fully textable for patient convenience.

“When it comes to your braces, there could be a wire poking out or something that just doesn’t feel right; it’s a literal pain,” Dr. Cogan says. “It’s so simple to just text an image to the office. From there we can consult over the phone to determine if there’s an at-home solution that will hold you over until your next appointment, or if we should schedule something earlier.”

CG Orthodontics offers an expansive

variety of aligner brands available, to create a boutique aligner program for each patient. Dr. George adds, “These companies have a variety of aspects that they can focus on, and it allows you to have complete control from a dental perspective.”

Dr. George says the office often works with patients to correct damage created by using at-home aligners. Some of these patients come to the practice with unwanted side effects—gum damage or teeth moving in unexpected ways, for example—resulting from their experience.

“We’re able to work with those issues using the range of aligner products we have,” she says. “Our patients have an orthodontist-controlled treatment plan that helps solve those problems while giving them the results they wanted in the first place.”

The first few months of a new year may be an ideal time to consider orthodontic options, not only from a personal-improvement perspective but also from a financial one.

“This is a great time to review your new insurance plans that are kicking in, because you are in the best place to start considering orthodontic FSA (flexible spending account) plans,” explains Dr. George. “If you know that you or your family members will want to come in for some treatment soon, you can start building your FSA today to help offset those costs in the long run.”

CG Orthodontics is excited to advance the combined practices of Drs. George and Cogan, both of whom are laser focused on patient care. Patients will benefit from CG Orthodontics’ investments in faster model-scanning technologies that work more efficiently than traditional molds, and digital technologies that streamline patients’ paperwork.

“We’re consistently growing at a rate that allows us to provide more for our patients,” says Dr. Cogan. “Whether it’s a new office or this partnership, or new members of our staff, those all contribute to the growth of who we are and what we can offer.”

He adds that this growth allows the practice to evolve every day. Similar to the way in which skilled orthodontic treatment can improve a smile, CG Orthodontics’ commitment to self-improvement is designed to make each day better than its predecessor—one step closer to perfection. ■



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