




Time to SMILE *Again*

Led by Drs. Jordan S. Cogan and Cathleen George, **CG Orthodontics** aims to elevate the experience for patients eager to enhance their smiles. *by* LINDSEY GETZ

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As life slowly regains a sense of normalcy and in-person gatherings become more commonplace, people of all ages have a renewed interest in services designed to help them look and feel their best. For CG Orthodontics in Bucks County, the doctors and staff are happy to accommodate the pent-up demand from people who are excited to make their smiles shine.

"We're coming out of more than a year of Zoom calls and people staring at their own image in high definition," says Cathleen George, D.M.D., one of Bucks County's most respected specialists in the field of orthodontics. "Naturally, more people are noticing things they want to perfect, and their smile is one of them."

Dr. George is the "G" behind CG Orthodontics, a collaboration with Jordan S. Cogan, D.M.D. Together they serve patients at two area locations—the original in Richboro, and a sister office in Yardley, which opened its doors last year. Drs. George and Cogan invest their time and energy listening to each patient's

specific hopes, needs, and circumstances. As a result, they can tailor a treatment plan customized to the individual.

"For one patient, that might mean an overhaul of the entire mouth, and for another it could mean just some aesthetic changes to the front teeth," Dr. George says. "Each patient is different, and we can develop a plan that works best for them."

In addition to adult patients, CG Orthodontics treats many adolescents and teens. An open bay area appeals to most patients—particularly children who gain peace of mind seeing others like them in nearby chairs—yet the practice also recognizes the fact that some adults prefer their privacy. Either way, team members pride themselves on their ability to make every individual who sits in the dental chair feel comfortable and confident that they are in caring, capable hands.

"We cater to both children and adults in that we have the bay area, but we also have more private rooms for adults if that's where they prefer to be seen," Dr. Cogan explains. "We also have a private adult waiting area with coffee and beverages that is separate from the children's waiting room, which is geared more toward their interests."

Making Treatment Enjoyable

CG Orthodontics has adopted top-of-the-line equipment and technology to facilitate positive patient outcomes. A new X-ray machine offers the highest-quality imaging, which Dr. Cogan describes as "more of a photograph than a traditional X-ray." This allows the doctors to make the most precise decisions in treatment planning. The practice also uses digital scanners for impressions, which patients greatly appreciate, as opposed to the traditional "goopy stuff" of yesteryear.

Across the board, the practice aims to continually elevate the patient experience from beginning to end. Patients have many choices when it comes to their orthodontic care, but Dr. Cogan says they choose CG Orthodontics because of the practice's commitment to making the treatment process as enjoyable as possible.

He adds that the staff has adopted the same patient-first attitude, which he sees as a differentiator. The practice's Richboro location has long been regarded for its friendly and caring orthodontic assistants, who work with patients almost as closely as Drs. George and Cogan. The Yardley location has followed suit with team members who are known for their warmth and compassion.

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Supporting the Community

CG Orthodontics goes out of its way to incorporate a spirit of community into the practice. On the first day of summer, for example, the



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practice celebrated with a Kona Ice truck, offering complimentary shaved ices for patients and their families. This was another way to show the practice's appreciation to patients for their loyalty during a challenging year.

Likewise, the practice gave away tickets to Phillies games as part of a Father's Day contest in which patients were encouraged to share a favorite quote or story about their dad. These are some of just many extra things the practice participates in to make patients feel appreciated.

"As we come out of the pandemic, we have had some time to reflect," says Dr. George. "We're more thankful than ever for our patients."

CG Orthodontics refused to let the pandemic disrupt its community outreach. In fact, at the height of the COVID-19 shutdown, the Yardley office launched a "Gift a Smile" campaign on social media by welcoming people to nominate frontline healthcare workers to receive complimentary orthodontic treatment.

Dr. George enjoys mentoring high school students, which she sees as a way of giving back while also helping to provide hands-on experiences that could very well shape the futures of local students. After all, Dr. George traces her interest in orthodontics to her time working in an orthodontist's office near her home in Long Island, New York. She has also spearheaded an interdisciplinary all-female study group and plans to reconvene the group soon.

Dr. Cogan, who was born in Northeast Philadelphia, earned his dental doctorate from the Temple University Kornberg School of Dentistry. He and his wife, Amber, a local teacher, had their first child early into the pandemic shutdown; he characterizes the new addition to their family as "a silver lining" during a difficult time. He has been thrilled to have the practice back running on all cylinders, eager to satisfy patients' needs.

In other words, both Drs. George and Cogan feel deeply connected to the communities they serve.

"Being there for the patients is the best part of the job," Dr. Cogan concludes. "It may sound simple, but we're a practice that follows the Golden Rule—we treat people the way we would want to be treated. We keep that mindset at the forefront of everything we do." ■