

suburban life

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Dr. Jake Dorfman
of **Dorfman
Orthodontic Group**
is committed to
spreading happiness
in his hometown of
Bucks County and the
greater Philadelphia area,
one smile at a time.

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happy to be home

Dr. Jake Dorfman of **Dorfman Orthodontic Group** is committed to spreading happiness in his hometown of Bucks County and the greater Philadelphia area, one smile at a time.

by **ERICA YOUNG** photography by **JODY ROBINSON**

Finding a place to call home is priceless: It comes from building a community that leads to lifelong memories and smiles. For Jake Dorfman, D.M.D., M.S., those two things go hand in hand in his Bucks County orthodontic practice, which has locations in Bensalem and Southampton.

Dorfman Orthodontic Group, or DOG Orthodontics for short (and fun!), is a labor of

love built in Dr. Dorfman's lifelong community. It is a practice that is committed to exceptional, personalized orthodontic care, and spreading smiles throughout the Bucks County and the greater Philadelphia area for years to come.

Coming Home

Dr. Dorfman is a Bucks County native, born in Bensalem and raised just a few miles away

in Richboro. After graduating from Council Rock South High School, Dr. Dorfman went on to study at Penn State University before earning his D.M.D. degree. He completed his orthodontic specialty training through Temple University's Kornberg School of Dentistry.

After earning his board certification from the American Board of Orthodontics, Dr. Dorfman knew there was only one true direction for him, his wife Claire, and two-year-old daughter: back home.

"I feel very fortunate that I am able to stay local for my professional career and give back to the community that gave so much to me as a kid growing up here," says Dr. Dorfman. "Being raised here in Bucks County, I understand the positive impact our practice can have on the community, so when the opportunity came to join and purchase an already established practice in my hometown, I knew it was the perfect fit for me and my family."

Dr. Dorfman took a leap in January 2020, opening Dorfman Orthodontic Group to patients of all ages in need of orthodontic treatment with braces or Invisalign. Despite a pandemic closure several months later, Dr. Dorfman and his team were able to lay down the foundation for the growing orthodontic

practice, complete with an ambitious mission and programs built to please every patient.

Now into his second year running Dorfman Orthodontic Group, Dr. Dorfman and his team of orthodontic specialists in Bensalem and Southampton are committed to the mission of spreading happiness in his neighborhoods, one smile at a time.

money for important causes, contributing to the community through educational support, and giving back to local sports clubs and youth programs, among other things.

“By working with local organizations, we can build a community that spreads happiness together,” says Dr. Dorfman. “Our practice has the opportunity to help make the world a better, happier place and that’s really what it’s all about.”

While still a new practice, Dorfman Orthodontic Group has already organized fundraisers for the CHOP Cardiac Center, contributed to Breast Cancer Awareness, and helped support local schools and colleges—including Dr. Dorfman’s alma mater—and has acted as community sponsor for youth sporting organizations. He says they are also excited to work with schools in the area to build educational programs around orthodontic and dental health.

“I want our practice to be an integral part of the community it serves,” he explains. “Whether that’s helping other small businesses, supporting our

police and firefighters, partnering with our schools or hospitals, or participating in events in the area, it’s important to me to give back and was a key element to our practice even before we opened our doors. Now that we’ve officially established ourselves in the community, we are able to get out there and get involved, and it’s been so rewarding.”

Orthodontics for All

Dorfman Orthodontic Group’s motto—“easy, affordable, and fun”—is essential to the practice. It starts with an easy, convenient experience including accommodating appointments and excellent customer service. From there, Dr. Dorfman and his team focus on affordability, which includes being in-network with most major insurance companies.

“We are very committed to flexibility with our payment plans and options,” he says. “We don’t want paying for quality care to be stressful for families.”

Then there’s the element of fun, which Dr. Dorfman calls his “go to” with every patient and family he and his team meet.

“We work really hard so that people have a personalized, fun experience with our practice,” he says. “Whether that’s office contests, events in the community, or upbeat music, we want people to see just how much we love being their orthodontist.”

The fun also includes the practice’s unique Everyone Smiles Program. Patients collect Happy Points during treatment and redeem them for prizes, while also teaching patients about healthy habits and the importance of helping others.

Finally, there’s the DOG Kids Club, which is designed for younger kids and their parents. The DOG Kids Club comes complete with complimentary check-ups to monitor dental development starting at age seven, to help parents become educated about their children’s teeth. Occasionally, younger children benefit from early interceptive treatment while their jaws are still growing to prevent a more serious orthodontic issue in the future. As a member of the DOG Kids Club, each child gets their own swag bag with branded kids club prizes.

“We want to make exceptional orthodontic care easy, affordable and fun,” Dr. Dorfman says. “That means making quality orthodontics more accessible for more people, and thinking about how we can help patients of all ages get the smile of their dreams.” ■

“We work really hard so that people have a personalized, fun experience with our practice.”

— Dr. Jake Dorfman,
Dorfman Orthodontic
Group



Spreading Happiness

More than just orthodontics, Dr. Dorfman’s vision when creating Dorfman Orthodontic Group was to establish a practice with a strong sense of community for each patient and family.

“Our focus is creating beautiful, healthy smiles and high-quality orthodontic care, but I want my practice to stand for much more than that,” he says. “That’s where the greater goal of spreading happiness comes into play: I want all of my patients and families to feel like they are a part of something special, and that they are actually a part of our mission to spread happiness.”

That goal includes philanthropic causes to raise



→ **DORFMAN
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