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Led by Drs. Cathleen George
and Jordan Cogan, CG
Orthodontics strengthens its
commitment to refining
patients' smiles and uplifting
the community.

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'We're Just Getting Started'

by ERICA YOUNG

Led by Drs. Cathleen George and Jordan Cogan, CG Orthodontics strengthens its commitment to refining patients' smiles and uplifting the community.

Self-improvement often requires some measure of personal sacrifice, and orthodontic care is no exception. While committing to treatment may seem daunting at times, orthodontia can be a rewarding investment when provided by a skilled and experienced team of professionals who care about their patients' smiles and overall wellness.

Patient-centered care is the overarching goal at CG Orthodontics, led by Cathleen George, D.M.D., and Jordan Cogan, D.M.D. Since finalizing their partnership at the start of 2022, Drs. George and Cogan have built a growing practice designed to better serve patients—and become an integral part of the communities they serve—at their offices in Yardley and Richboro. The practice provides a full range of orthodontic solutions for patients of all ages, from clear aligners to traditional wire-and-bracket braces, as well as telehealth services.

"This partnership was developed to fill a need in our area, and because of that the area has welcomed us with open arms," says Dr. George. "We're continuing to improve our technology and improve how we provide for our patients as well as our neighborhood."

The "CG Orthodontics experience" starts long before a patient walks through the door. CG Orthodontics' team of scheduling and office professionals receive extensive, in-office training in patient experience, implementing a Disney-style "Guestology" system to deliver patient-point-of-view assistance with every interaction.

"Any way that we can make their experience better is something that we want to try," says Dr. George. "We brought in patient-experience professionals for hands-on training, to understand how we can make our patient visits as positive and stress-free as possible."

For example, the team has expanded into the virtual realm as a convenience for patients. Digital orthodontic consultations enable Drs. Cogan and George to facilitate treatment for patients throughout the tri-state area, from as far away as New York City and even much farther afield.

"We wanted to make our experience more accessible, and people have really responded to that," says Dr. George. "Because of that we have people who are able to work with us from all over. No matter where they are, we have options."

The CG Orthodontics partnership includes a full suite of in-office and telehealth choices, including not only virtual orthodontic consultations but also texting capabilities to simplify communication with front-office staff. The practice has also introduced a new technology called Grin, which allows Drs. George and Cogan to monitor a patient's progress through a

convenient mobile app.

Grin comprises a digital scope that attaches to a patient's smartphone camera and an easy-to-use app. Patients who use the app receive notifications based on their prescribed treatment plan, and will then use the scope to film short, high-resolution videos of their teeth and orthodontia. The app delivers those videos directly to Drs. George and Cogan for prompt review.

"Grin helps alleviate chair time for the patient," explains Dr. George. "It's a secure tool to make sure that we are able to stay on top of treatment. Our patients are responding so positively to it, and

we find that you're able to reduce the amount of time spent going back and forth between office visits. It also ensures that your orthodontics are right on track and where they need to be."

Meanwhile, CG Orthodontics has used the summer of 2022 to strengthen bonds with communities throughout Bucks County. As in-person events and community programs continue to ramp up, so too does CG Orthodontics' involvement in the news around town.

"We're reaching further into the community," Dr. George adds. "We're sponsoring more local teams and focusing more on kids in sports, which is something we've been looking forward to for so long."

CG Orthodontics recently hosted its first "patient appreciation" events of the season. Patients enjoyed fun festivities such as Hawaiian ice provided by on-site food trucks, and Drs. George and Cogan and their staff used the opportunity to connect with patients on a deeper level. The practice also became a sponsor of summertime events to celebrate the 300th anniversary of Northampton Township.

While CG Orthodontics may still be in the first year of the official partnership between Drs. George and Cogan, the practice has already done so much to refine its approach to patient-centered care. Dr. George says she and Dr. Cogan are excited by their team's accomplishments over the past year. More importantly, she adds, "We're just getting started." ■



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