

suburban life

CG

ORTHODONTICS



A patient-first culture and cutting-edge tools enable **CG Orthodontics** to deliver results in a faster, more enjoyable, and more convenient manner.

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Embracing Change

A PATIENT-FIRST CULTURE AND CUTTING-EDGE TOOLS ENABLE **CG Orthodontics** TO DELIVER RESULTS IN A FASTER, MORE ENJOYABLE, AND MORE CONVENIENT MANNER.

to complement Cathleen George, D.M.D. Also, the emergence of the COVID-19 pandemic compelled CG Orthodontics to streamline almost every aspect of its practice to emphasize patient safety and convenience.

Those changes aside, at least one thing has remained the same: an uncompromising approach to enhancing patients' smiles and, in the process, having a positive influence on other aspects of their lives.

The world of patient care has endured immense change over the past three years. CG Orthodontics has undergone a remarkable transformation, too. One might even say the Bucks County-based practice has evolved more than most.

Since 2020, CG Orthodontics has doubled its footprint by adding an office in Yardley, as a sister to its primary office in Richboro. Its clinical team grew with the welcome addition of Jordan Cogan, D.M.D., M.S., another full-time orthodontist

base. A lot of adults started seeking treatment after seeing their smiles during pandemic-era Zoom calls, and we've been happy to help them achieve a smile they are proud of."

Dr. Cogan cites the adoption of advanced technology, including digital impressions and 3D treatment-planning software for patients who might require more complex care, such as oral surgery to realign the bite. The pandemic spurred the practice to adopt other forward-thinking tools that have changed the way the practice interacts with patients—namely, virtual orthodontic consultations, texting capabilities with front-office staff, and at-home patient monitoring by way of an intuitive smartphone app.

"We're using technology in all aspects of our practice, some of which we couldn't have imagined a few years ago," he says. "The pandemic forced us to utilize some of this technology in an expedited fashion, but a lot of those tools have been so beneficial to us and to patients that we decided to leave them in place. It's made us more flexible as a practice, and it's led to better outcomes for patients."

As they look back on the first few years of their partnership, Drs. Cogan and George say they complement each other very well; while each has his or her specific areas of interest and expertise, both are hardworking, supportive, and focused entirely on the patient.

"Education is a big part of what Dr. Cogan and I do," Dr. George says. "Whether it's one of us or our highly trained staff, we like to educate patients about what's needed to help them realize their goals, and we're always available to answer questions, including by text. Everything we do is designed to make them feel like part of the family, and that includes our patient-appreciation events."

One popular event involves an ice cream truck parking outside the offices at the height of summer so patients can enjoy a cold treat. The practice has also offered "thank you" giveaways, such as free Phillies tickets ahead of Father's Day or a free spa day in advance of Mother's Day.

Drs. Cogan and George split their time between the Richboro and Yardley offices. While they have no concrete expansion plans in the making, Dr. George says the practice is flexible and will strive to reach patients "wherever they need us."

"The Yardley office is a good example of that," Dr. Cogan says. "We were seeing more and more patients coming from that part of Bucks County, and that office has been a great addition. We're always open to opportunities, so we will consider another location if the right opportunity presents itself."

"We're very pleased with how the practice has evolved over the past few years," Dr. George adds. "From the technology we use, to the people we have on staff, to the many conveniences we offer, we have always tried to make the patient experience as comfortable and enjoyable as possible—and that's never going to change." ■



Drs. Cathleen George and Jordan Cogan

CG Orthodontics treats patients of all ages and backgrounds. Some patients opt for traditional wire-and-bracket braces, while others feel their goals would be best accomplished through Invisalign clear plastic aligners.

"We're straightening teeth, but we're doing much more than that," says Dr. George, the practice's founder. "Our goal is to treat all our patients like family; we enjoy getting to know them, and we want them to get to know us. Adults now make up 20 to 30 percent of our patient

CG Orthodontics

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