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ORTHODONTICS

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The Greatest Reward

AS CG ORTHODONTICS CONTINUES TO GROW, **Drs. Cathleen George** and **Jordan Cogan** BOLSTER THEIR COMMITMENT TO PROVIDING CONCIERGE-LIKE CARE FOR PATIENTS IN PURSUIT OF A FLAWLESS SMILE. **BY PHIL GIANFICARO**

Cathleen George, D.M.D., has long been considered one of Bucks County's preeminent orthodontists. In recent years, the practice she built has undergone a series of measured, purposeful enhancements, much like the way an orthodontist transforms a smile. Now known as CG Orthodontics, the practice has expanded from its roots in Richboro to a second in location in Yardley. Also, through a partnership formalized early last year, Dr. George now shares the helm with fellow orthodontist Jordan Cogan, D.M.D., M.S.

And the practice is not done growing yet. Even as CG Orthodontics continues to expand its reach, the doctors pledge to maintain, if not strengthen, the attributes that made it so special in the first place—namely, individualized, compassionate, and concierge-like orthodontic care designed to deliver proven results in the form of a flawless smile.

Drs. George and Cogan provide orthodontic care to patients of all ages. Treatment options include traditional wire-and-bracket braces and clear braces, as well as Invisalign clear plastic aligners, which gently and gradually shift teeth into place to create the perfect smile. Regardless of the mode of treatment, CG Orthodontics strives to deliver the best possible experience for each patient. Dr. Cogan cites state-of-the-art equipment and technology intended to facilitate positive patient outcomes, such as digital scanners and super-high-quality imaging to help the clinical team make precise decisions in treatment planning.

Patient convenience is a top priority, too. In addition to in-office visits, CG Orthodontics offers virtual orthodontic consultations, as well as texting capabilities with front-office staff to streamline communication. A recently adopted

technology called Grin allows Drs. George and Cogan to monitor a patient's progress through a convenient smartphone app.

"We value everyone's time," Dr. Cogan adds. "The worst part about going to [a doctor's office] is sitting there waiting, waiting, waiting. That's not what we do. We are committed to being as efficient and quick as possible. We want the patients to *love* their time with us."

The look and feel of each office location reflects the practice's commitment to delivering an A-plus experience. Each elegantly designed office includes a game room for kids, as well as a private space for adults where they can watch TV, read, or just unwind for a few moments.

When a new patient joins the practice, their introduction begins with a complete tour of the office. A clinician will then examine the patient's teeth and supporting structures to assess their orthodontic needs. After pictures and X-rays are taken of the teeth and jaws, the patient will meet with one of the orthodontists and review the results of the exam.

"The patient will sit across the desk from me and we'll have an honest conversation

about what I saw and what needs to be done," Dr. Cogan says. "We show the patient the X-rays so they know exactly what I saw and what steps need to be taken. If it's a little guy or girl, we let their parents know exactly what needs to be done."

The foundation of any patient-doctor relationship is trust. When a wide-eyed youngster with an imperfect smile sits in Dr. Cogan's examination chair for the first time, he knows the patient is likely nervous, maybe even a little afraid. His kindhearted nature immediately puts them at ease.

"The biggest thing I look to do to relax them is to find a commonality," he says. "I'm into sneakers—I wear Jordan Retro 1's—so I ask them about their sneakers, what their favorite is. And I let them know I was like them; I had braces. I know how they're feeling. I try to relate on their level."

Drs. Cogan and George both feel grateful for their patients' trust, and privileged to play a part in improving their patients' lives. It's hard work, but they both enjoy it. They say there's nothing quite like the moment a patient has their braces removed and sees their new smile for the first time.

"The average treatment time is 18 months to two years," Dr. Cogan says. "The day their braces come off, they smile, and their parents are ready to break down and cry because they're so happy. For me, seeing that is the greatest reward. That's one of the things that drew me to orthodontics—being able to transform not only someone's smile, but also their life." ■