

# suburbanlife

## BRYN MAWR ORTHODONTICS

At Bryn Mawr  
Orthodontics,  
Drs. Karen Conn  
and Ross Segal  
don't just  
transform  
smiles—they  
transform lives.

page 22



### Also Inside:

Leading health  
systems,  
outdoor living,  
and more



# A Constant Pursuit of Excellence

**More than a decade ago, Karen Kandel Conn, D.M.D., joined G. Ross Segal, D.M.D., at his thriving practice in New Jersey.**

They have since become renowned for their exceptional results, earning the trust of the community as well as high-profile patients, including celebrities and professional athletes.

Dr. Conn lived in Lower Merion, where she and her husband were raising their children, and saw an opportunity to bring the same standard of care to the Main Line. Conversations with Dr. Segal about that vision sparked an exciting opportunity—the creation of Bryn Mawr Orthodontics, where she and Dr. Segal could bring their proven approach directly to the Main Line community.

In its first several years, Bryn Mawr Orthodontics has done just that, receiving numerous awards and overwhelmingly positive feedback from both the community and local dental professionals. At the heart of their success is a philosophy they call “Face First” orthodontics—a holistic, aesthetic-driven method that looks beyond just straight teeth to design smiles that enhance each patient’s unique facial features. New patients begin with a comprehensive consultation where either Dr. Conn or Dr. Segal takes the time to understand their goals and explain the “Face First” approach, using a 3D intraoral scan to create a virtual mock-up of their potential smile and discuss treatment options.

“We leave extra time for every appointment because we’re always looking at the entire face, not just the teeth,” says Dr. Segal. “If you treat everyone the same way, like an assembly line, the results can look unnatural. Our goal is to create a smile that feels like it’s always belonged to you.”

It was this exact philosophy that made Dr. Segal a nationally recognized speaker and Invisalign faculty member. Indeed, he has lectured at leading institutions like UPenn, Temple, and Harvard.

Delivering their level of personalized care requires a rare combination of science, artistry, and cutting-edge technology, which the doctors have refined over their many years of practice. Together, Drs. Segal and Conn have continued to invest in the latest advancements, from 3D cone beam imaging, to Invisalign Smile Architect treatment-planning software, to OrthoPulse—a device that uses low-level light therapy to speed up treatment significantly. Their office is designed with patient comfort in mind, offering a modern, welcoming, and clean environment for every visit.

Equally important is their commitment to quality over quantity. Unlike many practices, Bryn Mawr Orthodontics limits the number of patients seen each day, allowing for deeper connection, greater attention

At Bryn Mawr Orthodontics, Drs. Karen Conn and Ross Segal don’t just transform smiles—they transform lives. With specialized expertise, a unique treatment philosophy, and a shared passion for excellence, they bring unparalleled orthodontic care to the Main Line.

by **MATT COSENTINO**  
photos by **JEFF ANDERSON**

to detail, and consistently outstanding outcomes.

In addition to offering traditional braces, the practice is one of the few Invisalign Diamond Plus providers on the Main Line, a testament to their extensive experience with Invisalign. Recognizing that many adults are choosing to invest in their oral health and smiles, Drs. Conn and Segal offer tailored orthodontic solutions for every age.

Beyond clinical care, both doctors remain committed to advancing the profession. Dr. Segal teaches and speaks regularly around the country, while Dr. Conn leads a local Spear Study Club, an interdisciplinary group of dental specialists who collaborate on complex cases to ensure the best possible patient outcomes right here in our community. Both doctors have also earned board certification, which is an advanced distinction that speaks to their dedication and skill.

“A lot of orthodontists resist change,” says Dr. Conn. “What makes us different is that we embrace it. We’re always evolving—looking for new ways to improve care, make treatment more efficient, and deliver better results.”

Yet for all the accolades and innovations, what truly fuels their passion is the profound impact they make on patients’ lives.

“That moment when we hand a patient a mirror and they see their new smile—it never gets old,” Dr. Segal says. “The look on their face, the tears, the gratitude ... people tell us all the time that we’ve changed their lives. That’s why we do what we do, and why we never want to stop.” ■



**Bryn Mawr Orthodontics**

1 Town Place, Suite 120; Bryn Mawr, PA 19010

(484) 383-0055 | [brynmawrorthodontics.com](http://brynmawrorthodontics.com)