

DYNAMIC WOMEN

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BEVERLY HILLS ORTHODONTICS, FOUNDERS

The power of two makes mighty things happen.

Drs. Erin Cohen and Monica Madan are the founders and creative partners behind Beverly Hills Orthodontics, an innovative orthodontics practice they established in 2008. These dynamic doctors serve thousands of patients each year from their three SoCal locations - Century City, DTLA and Toluca Lake - using the BHO Method, which combines the most advanced technology with the warmth and caring of their hand-picked team. Beverly Hills Orthodontics is a results driven practice infused with the positive energy of Drs. Cohen and Madan's professionalism, compassion and friendship.

How did you go about establishing Beverly Hills Orthodontics?

We met through a random ad in the Dental Trader. Our first call lasted two hours and after grilling each other on mechanics, we knew we'd connected philosophically, plus we were both pregnant! After finding a space BHO opened in March of 2008, right before the economic crash. We pooled our talents, weathered the storm and have now achieved the recognition of an Invisalign V.I.P. Diamond Plus Provider.

Why does your partnership work so well?

Being partners and best friends allows us to work symbiotically to maintain the high level of care and service our patients deserve while having the ability to be present at home. That teamwork extends to our staff, who administer the same level of personable, professional and patient focused care that has allowed our practice to grow so successfully.

What can we look forward to with BHO? In 2019 we will be opening a number of "experience stores" to revolutionize the way people consume orthodontics.

Through digital appointments and in collaboration with Invisalign® our staff will be able to treat patients virtually, while offering them a full range of products from organic toothpaste, to coconut infused dental floss, to beauty offerings for lips, hands and face. We will also continue our philanthropic work with LEAP, a mentorship organization that helps at risk kids find a path to college or a professional life as well as provide pro-bono dental treatments for our patients in need. Because we've been so blessed it feels good to pay it forward.

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