



Dr. Buchanan Orthodontics Celebrates 20 Years of Service

BY MEREDITH KNIGHT PHOTOGRAPHY BY SCOTT PEEK PHOTOGRAPHY

The year was 1996. Tickle Me Elmo was the must-have Christmas toy. The Cowboys won Super Bowl XXX and the Internet was available to a mere 20 million users (compared to three billion today). We said “good-bye” to the Fresh Prince of Bel Air and “hello” to Mad Cow Disease and Dolly the cloned sheep, and we danced the Macarena. Jerry Maguire had us at “hello” and when we needed to know, we knew to Ask Jeeves.

Amidst all this excitement and change, a young orthodontist opened her 1,100 square-foot orthodontic practice in a town of 30,000. Things have moved quickly for Dr. Jennifer Buchanan, the town of McKinney, and the world, as these random highlights show.

1997—As Leonardo DiCaprio and Titanic were “king of the world” (or at least the box office), Dr. Buchanan and her young patients had fun putting braces on Beanie Babies.

1998—The nation plugged into the first MP3 players and Dr. Buchanan married the love of her life.

1999—As the Cowboys scored another Super Bowl win; Dr. Buchanan Orthodontics sponsored their first skate party fund raiser to build homes for deserving families, an instant hit!

2000—CBS debuted Survivor as Dr. Buchanan Orthodontics expanded into a new 2,500 square-foot office.

2001—The world mourned as one on 9/11.

2002—Dr. Buchanan Orthodontics won Small Business of the Year as one million mourners said “good-bye” to Queen Elizabeth the Queen Mother, and NASA’s Mars Odyssey began its initial probe of the surface of Mars.

2003— Jessica Lynch and Elizabeth Smart both returned to their families as Dr. Buchanan and her husband welcomed their daughter into the world.

2005—As gas prices climbed over \$3.00 per gallon at the pump, Dr. Buchanan added advanced Damon technology to her practice designed to improve the overall facial result of each patient, without extracting teeth or wearing bulky headgear.

2007—Dr. Buchanan Orthodontics moved to its current 4,500 square-foot state-of-the-art office in Adriatica, as iPhones made their first appearance.

2008—We met WALL-E and Kungfu Panda as the first Smiles Charity Concert sponsored by Dr. Buchanan Orthodontics was embraced by the McKinney community.

2009—As the world bid adieu to the King of Pop, Michael Jackson, Dr. Buchanan won the McKinney Citizen of the Year Award.

2010—As NASA celebrated ten years on the International Space Station, next-generation i-CAT imaging technology meant Dr. Buchanan could obtain high-tech, 3-D images of her patients’ mouths, right in the office.

2011—The country played Angry Birds as Dr. Buchanan Orthodontics welcomed friends and patients to join them on Facebook.

2013—Dr. Buchanan began seeing her second generation of patients, as the nation collectively wondered, “What Does the Fox Say”.

2014—As we tried to “Let it Go” with Elsa and Anna, a new state-of-the-art Lythos Digital Scanner meant Dr. Buchanan’s patients need no longer endure gooey, messy models of their teeth. Dr. Buchanan becomes an author of a book titled “McKinney Women Making a Difference.”

2015—The population of McKinney reached 160,000, as Dr. Buchanan introduced Insignia Customized Braces allowing patients to achieve desired smiles quicker and easier.

2016—It’s been a glorious ride for Dr. Buchanan Orthodontics. She’d like to thank her loyal patients and stellar staff for making it all possible and with them looks forward to the next 20 years!

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