



East Longmeadow
16 Gerrard Avenue
413.731.8800

Northampton
64 Gothic Street
413.584.4900

Moving Forward Cautiously

Fall 2021 is upon us, a time for us to reflect on this past summer catching up on the many things we have not been able to do during the pandemic. Fall brings with us a sense of getting back to the routine whether that be work, school or attending to your own health. At EMA we continue to move forward cautiously learning the many lessons COVID has taught us, utilizing expanded infection control and nightly fogging as standard operating procedures. We are happy to report that our attention to detail has produced a safe working and treatment environment throughout the pandemic. At EMA we are dedicated to helping each of you experience a personal dental connection. We want to thank so many of our wonderful staff, the names that many of you know, who continued to work during the challenges we all faced during the pandemic.

Thank them the next time you're in the office, they are what makes EMA a special place.

As we all have become more comfortable following our vaccines, EMA has seen a significant return of not only our own patients but new patients from other practices. Thank you to our patients for the many referrals and positive recommendations about EMA including our focus on personal care. In the last three months we have seen the greatest influx of new patients in our history. We welcome our new patients and thank our existing ones, remembering that our philosophy has always been simple. Each and every patient has the opportunity to choose the level of dental care they desire with our support and guidance. The doctors, staff at EMA look forward to continuing our 40 year tradition of personalized quality dental care for all.

~The Doctors and staff of EMA

General / Cosmetic / Speciality Care



Dr. Steven Johnson, Dr. Alissa Mariano, Dr. Vincent J. Mariano, Dr. Lisa B. Emirzian, Dr. Rebeca Cohen, Dr. Garrett Worsey, Dr. Catherine Cagino

We love your referrals

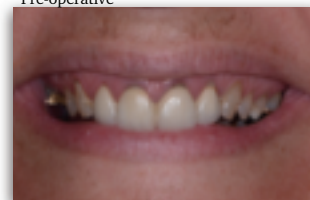
There is no greater compliment that reflects confidence and trust other than referrals from our existing patients. Whether it be a family member or a friend, the effort of the referral is extremely valuable to us and displays the intimate patient - doctor relationship and experience that our patients have come to love. Many people live their lives not knowing there are options for them to improve their smile, a simple conversation could unlock so many unanswered questions. At EMA we have a team of talented individuals that are ready to have that conversation with anyone who should seek us out. Our level of commitment to our patients reflects daily, sincerely thank you.



Pre-operative



Post-operative



Educational Restoration

“The students at Hampshire Regional High School in West Hampton celebrate a most unique restoration.”



Dr. Rebecca Cohen and Todd Bryant

For Dr. Rebecca Cohen, the Art and Science of Dentistry presents itself in many forms. The close long-term relationships with her patients drive her to provide high quality dentistry with comfort and compassion. A routine dental appointment with her Science teacher/friend Todd Bryant brought art, science and community front and center. Todd Bryant has taught Science for 20 years at Hampshire Regional High School in West Hampton. He asked Dr. Cohen if there was a way to "fix up" the many broken teeth for his prized classroom skeleton. Accompanied by the usual giggles and intrigue, Dr. Cohen said, "Can you bring the skull to me and let me play with it?" Once in possession of the skeleton's head, lovingly referred to as "Jack" Dr. Cohen spent a Saturday afternoon restoring Jack's teeth with the same composite bonding materials she uses with "live" patients. Both Todd and Dr. Cohen saw this as a wonderful opportunity to engage students in the power of art and science in dentistry and in the other medical sciences. As an inevitable centerpiece in Todd's classroom, Jack will illicit questions, curiosity and conversations among those who view him. Perhaps there is a budding artist, scientist, dentist, or teacher among them! Dr. Cohen now considers Jack dateable, and he is contributing to education in a **FUN** and inviting way! Many thanks to Todd Bryant for this opportunity and for the wonderful service he provides his students, colleagues and community.

End of Year Dental Insurance Benefits

As we near the end of your insurance year, we wanted to remind you to take advantage of any unused dental benefits. Most dental insurance plans come with a maximum annual benefit ranging from **\$1000 to \$2000**. Many of these maximums are tied to year end and will terminate if they are not used. Did you know that only **2% - 4%** of Americans use their yearly maximum dental insurance allowance? We encourage those who have dental health needs, to utilize the benefits you are entitled to and many of which will expire, if not used.

Your dental health is important. If you have been postponing dental treatment or are overdue for a preventative exam and hygiene maintenance visit, call today to schedule before any remaining insurance benefits expire.




Charitable donations for The Holidays

It's that time of year again! EMA will be accepting charitable canned or boxed food donations starting November 1st through December 20th in both our East Longmeadow and Northampton locations. Many local families will benefit from your enormous generosity for the holiday seasons. For each donation you will be entered into a drawing for a **Refresh** In-office whitening treatment! Be sure to check expiration dates on cans and as always, thank you for your continued support within our local communities!



Complimentary Diagnostics

Do you or someone you know dream of a straighter smile? We are celebrating the  outstanding technology that is Invisalign! Isn't it amazing that a series of clear, plastic aligners can straighten teeth over time?!! Average Invisalign cases range six months to one year and your trays can also be used to whiten your teeth when used in conjunction with our EMA gel whitening pens! Our providers **Dr. Lisa B. Emirzian, Dr. Alissa Mariano and Dr. Garrett Worsey** are all Invisalign Certified, so we definitely have you covered! We will be hosting an **"Invisalign Day"** Friday November 19th in our East Longmeadow location where we are gifting **FREE** Invisalign diagnostics! That is a \$150 value passed on to our patients! Call if you are interested, time is limited and on a first call first serve basis. Be on the lookout for our **NEXT** patient appreciation Invisalign day coming up in December in our Northampton location. Correspondence from EMA Dental will most likely reach you through email, Facebook or word of mouth.

We Are Confined only by the Walls we Build Ourselves - Z o o m e f f e c t

How about when those walls in our own homes take away from our normal daily work and physical life environments? Our main connection to the outside world is a computer screen where, lets face it, has poor lighting and is nothing cinematic. During the pandemic many of us spent way too much time in front of our laptop computers trying to accomplish work tasks, catch up with friends or check on family members all the while staring at **ourselves** for countless hours each day. It is not surprising that many of us began to notice aspects of our facial features and our smiles that we may want to improve. Since the pandemic over a year ago these self-inflicted criticisms have been named “**The Zoom Effect.**” Maybe you’re a nurse or a dental assistant and you just worked a 10 hour day, its time to log on to zoom for your weekly team meeting. Your face looks tired, puffy and that wrinkle in between your eyebrows looks bigger than usual! Maybe you’re home with your kids and it’s been a real tough day for everyone, you haven’t brushed your hair or your teeth and you have a meeting with one of your child’s teachers. Maybe you just notice all of your zoom-mates have nice smiles and you find yourself holding yours back out of embarrassment.



If you have suffered from any of these mentioned “**zoom effects,**” you will be glad to know EMA has many options available to help you improve your smile! It could be something simple like in-office teeth whitening, with our **Refresh** patients enjoy whiter teeth with often just one treatment! Maybe you have older restorations that are not longer satisfactory to you and your are in need of crown or restoration replacement. A quick consultation could give you all the answers. Dr. Lisa B. Emirzian is EMA’s **cosmetic specialist**, she has an unmatched eye for smile corrections and prides herself on her conservative and refined approaches to esthetic dentistry. EMA is here to offer you a smile that will not only shine on zoom but will last for a lifetime.

Experience

Highest standard of care

Even though cities and towns put their water through filtration, it doesn’t mean your water is safe from harmful bacteria. Most bacteria cause no change in smell, color or taste so it’s important for periodic water testing. EMA uses DentaPure microbiological dental unit waterline purification. This is the same technology developed for NASA to ensure that water consumed in space does not contain harmful levels of bacteria. DentaPure cartridges provide clean and compliant water for dental treatment. Dental unit water quality is an important part of maintaining the highest level of infection control and compliance through guidelines from the CDC.



Happy 30th Year with EMA Chrissy

Chris has been Dr. Mariano's lead clinical assistant for 30 years and is our Clinical Director at EMA. Her journey in dentistry began almost 40 years ago. In 1981, while living and attending high school in Texas, she was personally invited by her dentist and his clinical assistant to join their team. Dentistry quickly became her career choice and later, her passion. After relocating to New England in 1988, Chris started working for Dr. Mariano in 1991 and became a Certified Dental Assistant (CDA) soon after. In addition to being a Certified Dental Assistant for over 29 years, she has also completed extensive training in Prosthodontics and is proud to have received a **Prosthodontic Assistant Award in 2006.** In addition to her clinical responsibilities, Chris performs many “behind-the-scenes” duties at EMA including ordering of our dental products, managing equipment upkeep and repairs, and she is our OSHA coordinator. Chris thoroughly enjoys the complexity that is inherent to the field of Prosthodontics, but nothing is more important to her than developing relationships with her patients and being an integral part of changing their smiles and making a difference in their lives.





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Health Care Heroes - Dental Edition 2021

EMA would like to extend a special thank you to our doctors and staff, our dedicated dental professionals working through a pandemic with passion, purpose and determination to improve peoples wellbeing under very challenging circumstances. EMA did not close it's doors throughout COVID-19, instead we serviced all of Western Massachusetts dental emergencies with palliative emergency care. We believe that oral health care is very much a part of overall health care and for that reason we recognize and applaud our employees that rallied during this time of uncertainty to service our patients in need. We are happy to report, to date there has been no transmission of COVID-19 to or from our patients while receiving dental care in either of our locations. This office and it's staff has held up it's highest level of commitment to you, our patients for more than 40 years and this will certainly continue due to our strong core practices and our resilient staff.



Thank you