



East Longmeadow  
16 Gerrard Avenue  
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Northampton  
64 Gothic Street  
413.584.4900

Spring 2022

## History of EMA Dental

*EMA Dental* has been serving patients in the Pioneer Valley since 1942 when Harvard trained founder Dr. AA Emirzian started his dental practice in Springfield. Over the years, his reputation of personal care and listening to his patients followed him. In 1982 he welcomed his daughter, Dr. Lisa B. Emirzian into the practice, following her graduation from Tufts School of Dental Medicine. Dr Lisa, as she became known, added to the practice her energy and new techniques, as she blended them with her father's caring chair side manner. In 1984, Dr. Vincent Mariano graduated from the Tufts Specialty Dental Program of Prosthodontics and formed the first Prosthodontic Specialty practice in Western Massachusetts, specializing in all forms of oral rehabilitations and tooth replacement. Together, they opened a new office location in East Longmeadow, which became the beginning of EMA's group practice concept. Both Dr. AA Emirzian and Dr. Lisa B. Emirzian led the general practice while Dr. Mariano headed the new Prosthodontic practice. In 1984, EMA Dental was born. Following her own education at Tufts Dental, Dr. Alissa B. Mariano, joined EMA Dental in 2018. She now leads our EMA Prosthodontic practice alongside her father. Over the years EMA has been so fortunate to have Dr. Rebecca Cohen, Dr. Garret Worsey, Dr. Steven Johnson, the recently retired Dr. Thomas Vergo and most currently Dr. Alilna Ploaie to serve and treat so many of you. Our patients have benefitted from our superior techniques and services of a practice that continually strives to keep updated on the most current care in dental health. Our hallmark reputation of personalized care and listening to our patients with the finest uncompromising quality of dentistry will continue for years to come.



*From all the Doctors, we want to thank all of you for being a part of our EMA family.*

## General / Cosmetic / Speciality Care / Teeth Whitening



### A Multitude of Services - Under one Roof

#### Preventive & Continuing Hygiene Care

Full hygiene department for routine cleanings and check ups

#### Periodontal Services & Maintenance Care

Focus is on deeper scalings to reduce pocket depths and inflammation. Localized antibiotic therapy is used as needed to target periodontal bacteria to help fight infection

#### General Restorative Care - for the whole family

Fillings, crowns, bridgework or restoration of dental implants

#### Prosthodontic Specialty Services

Board certified Prosthodontists specialize in fixed and removable tooth replacement, dentures, dental implant placement, teeth in a day, TMJ disorders and snore guard or sleep apnea devices

#### Invisalign Orthodontic Services

A series of clear, plastic aligners that straighten teeth over time

#### Esthetic Consultations

Smile enhancements which may include porcelain veneers, all ceramic crowns or bridgework, cosmetic bonding or a full smile makeover. Complimentary consultations are available

#### Refresh Teeth Whitening

Our proprietary teeth whitening is proven effective with no sensitivity

### A Message from our Administrator

At EMA our mission is to provide you with a personalized and an exceptional experience. We work very hard to continually improve for your benefit. To help us with our mission we welcome your feedback. Please let us know about your experience, we truly appreciate the input you provide. Our administrator Laura Panzetti can be reached at [Laura@emadental.com](mailto:Laura@emadental.com)



## Trauma Informed Care

Dental fear is REAL, however it does not have to be paralyzing. Many patients come to the dentist with trepidation, resistance, and reluctance. These are common emotional reactions to fear. We have many patients who are eager to come to the dentist, but typically they don't experience the same challenges as those patients who have had traumatic dental experiences. One of our responsibilities as dentists is to recognize when our patients come to us with a history of dental trauma. This is the very first step in developing a trust-based doctor-patient relationship. We never really know what is going through a patient's head while in the dental chair, so we strive to be mindful, no matter what kind of experiences preceded becoming a valued patient at EMA. Peter Pruyn is a psychotherapist/EMDR Consultant in Northampton and he is also a patient at EMA. He recently wrote an article entitled "Dear Dr. Cohen: An Open Letter from a Trauma Therapist to his Dentist" in which he addresses some issues that come up for patients when they have trauma and how that relates to the experience in the dental chair. In his article, Mr. Pruyn highlighted some of the things Dr. Cohen and her team did, which brought him comfort during his most recent office visit. Here is an example of some techniques:



- Explain what the patient will experience from a sensory perspective, such as, "you will feel a little poke as anesthetic is administered" or "you will feel some pressure as I place the restorative material."
- Invite active patient participation as much as possible, such as holding the smaller suction device during a procedure.
- Use sensory diminishes including sunglasses, calm music, and a warm picture to look at.
- Agree together on a non-verbal stop sign, i.e. A hand signal that means "I need a breather, or a break."

Perhaps the most important takeaway from Mr. Pruyn's article is the importance of connecting with the patient at their current mental/emotional level pertaining to dental care. As he points out "there is no billing code for listening to a patient." Dr. Cohen always says, "You can learn SO much just by having a conversation with somebody." There is time and space to help patients navigate the landscape of traumatic dental experiences by "cultivating a sense of empowerment and connection."



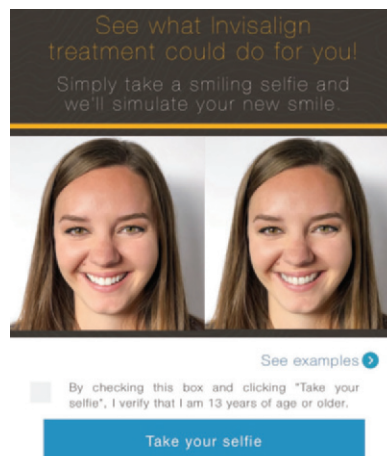
At EMA, we take pride in our relationships with all of our patients. We treat each patient as an individual with his/her/their care. We all come from different backgrounds and places and we all deserve to be met there. Please find Mr. Pruyn's full article with QR.

## Why Invisalign?®

Invisalign is a highly recognized leader in clear aligner therapy that offers the most comfortable and predictable results backed by 11 million smiles. The first step to achieve the smile you've always wanted is to setup a consultation with any one of our Invisalign providers, **Dr. Lisa B. Emirzian, Dr. Alissa Mariano, Dr. Garrett Worsley or Dr. Alina Ploaie**. We have preferred Invisalign providers in both our East Longmeadow and Northampton locations. Our providers will determine if you're a good candidate for the Invisalign process, if so, the next step is **photographs, impressions /digital scans, X-rays and an online script by your provider**. This information is processed by the professionals at Invisalign, where a 3D movie of your mouth is created based on your unique data. At this time will be able to view the entire alignment process from start to finish with your provider. You will learn the complexity, length and cost of your treatment. Our knowledgeable insurance and financial administrators are ready to work with you to maximize your orthodontic coverage, setup payment plans or help you apply for a third party financial assistance. **Our goal is to give our patients access to the smiles they want and deserve.** Severe misalignment of teeth can cause problems when you chew, speak, breath and may also affect your psychological wellbeing. Malalignment can also increase the risk of gum disease and tooth decay if left untreated. Watch for our annual **Invisalign Patient Appreciation Day** where we cover the cost of the diagnostic appointment (\$150 value). Use the QR below to see your new smile simulation!

*At EMA we are reimagining dentistry and how it is presented and delivered. We believe that a beautiful, healthy smile has the power to create a better future. We are here to help you make your dreams a reality!*

## New Smile Simulation QR



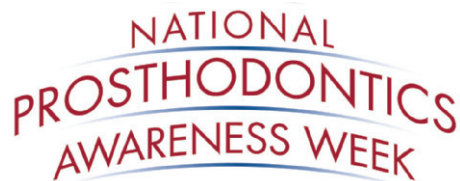


# Periodontal & Alzheimer Disease

There is an association between periodontal disease and Alzheimer's disease, as researched and written by **Laurie C. Carter DDS, PhD**. Clinical trials are currently underway and the data is astonishing. The reduction of the oral microbial load (Plaque) and it's associated inflammatory reactions is not only critical for the treatment of periodontal disease in the AD patient but may also reduce the incidence, severity, and rate of cognitive decline itself. In the earlier stages of AD, the dentist and hygienist should aggressively manage periodontal disease to prevent it's progression and restore the dentition to reduce the inflammatory challenge to the host, and potentially mitigate AD progression. While it presents challenges, mechanical biofilm removal, accompanied by antimicrobial agents and development of an effective plaque-control regimen in the AD patient can improve cognitive function. This highlights the critical role of the dentist and hygienist in caring for this special population by managing periodontal disease and helping to mitigate the progression of Alzheimer's. Talk to your dentist or hygienist if you or someone you love may benefit from this type of oral management.

~Laurie C. Carter, DDS, PhD

# National Prosthodontics Awareness



Help us celebrate **National Prosthodontic Awareness Week** starting April 24th-30th, 2022. Prosthodontists are dental specialists with advanced training in all aspects of the replacement of missing teeth, including crowns, bridges dental implants, dentures, full arch solutions and TMJ disorders. They diagnose and develop treatment plans to execute your dental care to the highest standard. Prosthodontics recognize that complex dental care is a combination of science and art, which is why at EMA we have access to some of the best dental laboratories and technicians in the country. **Dr Vincent Mariano** and **Dr. Alissa Mariano** are both surgically trained and **Certified by the American Board of Prosthodontics**. The pair work together to implement digital technology for implant planning protocols and tooth design. Our Prosthodontists are here to help you achieve your healthiest, most highly functioning smile. Complimentary consultations are available with either of our doctors **throughout the entire month of April**. Call today as time is limited, we welcome you to come experience what advanced Prosthodontic care can do

## Vote Best of The Valley

The voting polls have opened! **The Valley Advocate "Best of The Valley Reader's poll"** Where you can vote for all your local favorites. In the **To you Health** section under **Best Dentist** type **EMA Dental!** Take pride in your dental practice and all your other favorite local spots in our community. Use the QR to start your voting now, polls close 3/24. Let's make 2022 our year!



**refresh**

### Refresh 50 In-office Whitening

EMA Dental's proprietary in office professional, light activated teeth whitening therapy. It is not required to be a patient of EMA to receive Refresh teeth whitening services.



### Add Refresh 50 In-office

For existing patients adding whitening to Prophylaxis same day. Back to back professional teeth cleaning and Refresh teeth whitening. For optimal total oral maintenance every 4-6 months.



### Refresh 3 Membership

Most effective teeth whitening program, intended for patients who present with dark stains. 3 Refresh in-office procedures to be used once a week in a 3 week period. Enjoy a Refresh gift pass with purchase of Refresh 3 - good for one additional Refresh to be used within one year from purchase.



### At Home Whitening

Custom whitening trays, 15% Opalescence whitening gels. Written and verbal instructions for use, care and maintenance. Ideal for patients who wish to maintain teeth whitening at home.



At EMA Dental we fully understand the importance and necessity to maintain optimal oral health. We also understand that health and beauty go hand in hand. Refresh was created to provide a guided, comfortable and effective teeth whitening process for any individual looking for the most conservative esthetic procedure that will treat the entire mouth. Teeth whitening has been proven to raise self esteem, confidence and to overall make a person more friendly or approachable and excel through professional circumstances.

Our Refresh Teeth Whitening Specialist will determine, review and develop a Refresh plan that will best satisfy individual patients needs based on the patients habits, existing stain and desired maintenance level. Our non-invasive Refresh has serviced a wide variety of clients with an overall success rate of 97%. We consider Refresh the most effective whitening available.

Most patients will see immediate results often with just one Refresh where others may need additional treatments or to incorporate the use of home whitening products in combination. There is an option to add custom trays to any refresh treatment at a special rate.

A quick consultation will determine what type of Teeth Whitening is right for you. If you have questions about any of our teeth whitening services please contact Amy, our Refresh Specialist @ [amy@emadental.com](mailto:amy@emadental.com).

EMA Dental is a multifaceted dental practice with a fully functioning Hygiene department and Refresh teeth whitening spa with locations in East Longmeadow, MA and Northampton, MA. We offer a wide variety of services based on individuals needs with every dental speciality under our one roof. Our EMA doctors and staff display an unparalleled passion for dentistry, patient care and comfort. We invite you to experience a lifetime of care, and trust that a beautiful, healthy smile is achievable for anyone!

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EMADENTAL.com



## Welcome Dr. Alina Ploaie

### General Dental Care / Invisalign

Dr. Alina Ploaie's mission is to provide comprehensive dental care to all patients in an environment that is reassuringly safe, pleasant, and comfortable. Dr. Ploaie completed her doctorate at the Boston University Goldman School of Dental Medicine and a postdoctoral training program in Advanced Education in General Dentistry at the University of Connecticut School of Dental Medicine. Dr. Ploaie is certified in Invisalign and Facial Injections. She is an active member of the Massachusetts Dental Society and The American Dental Association. She continuously seeks out training and professional

development opportunities, which allows her to remain aware and knowledgeable about new dental practices and the latest technology. Dr. Alina Ploaie has joined the EMA Dental team in our East Longmeadow and Northampton offices and is committed to comprehensive and compassionate care. In her free time, Dr. Ploaie enjoys whipping up new recipes in the kitchen, hiking, and playing with her parents' new puppy, Bennie.



[Drploaie@emadental.com](mailto:Drploaie@emadental.com)

## Happy 35th Anniversary Fran

Another year is upon us and we want to thank Fran, who so many of you know as our New Patient



Coordinator. Thank you also to our many patients who have recommended and referred new patients to EMA. Our mission has always been simple, to treat every patient like family with a quality of care that is second to none. Fran Cavagnac, has just celebrated her 35th anniversary at EMA welcoming new patients. Fran's voice is often the first one a new patient will experience. Her kind nature, professionalism and precise attention to detail has always put new patients at ease prior to their first visit at EMA. Fran, we celebrate you for your many years of extraordinary service to our practice and to our many EMA patients.

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