

Winter *EMA* NEWSLETTER



Implant Placement & Restoration



Removable Appliances



Fixed Bridgework



Dr. Alissa Mariano

Dr. Catherine Cagino

Complimentary Consultations

To welcome our two new Prosthodontists, EMA is extending Complimentary Prosthodontic Consultations now through February!

Prosthodontists are specialists in all forms of tooth replacement. Are you or someone you know concerned about the appearance of your smile, bite or loss of teeth? Get to know our new EMA doctors and see if they can help you with improving your dental health.

Your Smile is our Speciality



End of the Year



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, now is a great time to schedule before any remaining insurance benefits expire.

Each person is worth the dental investment required to establish & maintain good oral health and quality of life. Whether this involves fillings, crowns, implants, periodontal therapy or Invisalign. A healthy mouth contributes to quality of life, especially as we get older. Over and over patients tell us how happy they are to have good oral health!

The Power of a Smile



Mood Boost

57% of people say that a smile from a stranger makes them want to smile, and 41% say a smile from a stranger elevates their mood.



Share the Love

92% of respondents believe a smile is a great way to brighten someone's day.



Life Span

Smiling can add 7 years to your life.



Attractiveness

People believe a great smile makes a person look and feel their best.



Happiness

88% of respondents say smiling makes them feel good.



Overall Health

Smiling can boost your immune system.

Holiday Special

Teeth Whitening
\$99 December 1st - 31st



refresh

Andi



We are pleased to announce the hiring of a new administrative staff member, **Andrea Holland**, to our Northampton office. She has lived in Northampton for 22 years. Andi graduated from **Radford University** in Virginia and is bringing us over 20-years experience in Human Services. This included everything from providing direct care to clients to advocating services as well as managing confidential client files. After only 6 months with us here at EMA, Andi has already participated in numerous trainings and certifications and has jumped into dental insurance management with both feet.

Welcome

Rebecca

We are pleased to announce an addition to our EMA hygiene staff, **Rebecca Stewart RHD**. Rebecca is originally from Chicago and has been in the Dental field since 1993. Started as a Dental Assistant, then managed & trained dental staff for a large group. She received her Associates degree in applied sciences in 2002 and bachelors in medical management in 2015 from **The University of Phoenix**. Rebecca relocated to Western MA and has been with EMA since January 2019. Patients are already expressing gratitude for their care and services!

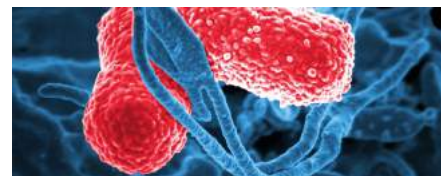


WATER SAFETY

How is EMA ensuring my safety? To protect your health our practice uses **DentaPure** Cartridges for dental unit waterline treatment on each our dental chairs. These cartridges reduces bacteria in dental unit waterlines to a level that meets or exceeds the standard recommendations put forth by the Centers for Disease Control (CDC). **Did you Know?** The same technology is used by **NASA** to ensure that water consumed in space contains safe levels of bacterial viruses and organisms.



Pneumonia



Legionaire's Disease



Respiratory Infections

What's Happening in December?



Holiday Food Drive

EMA's annual Holiday Food Drive accepts donations of canned goods during the months of November & December. All donations support Rachel's table of Springfield and The Northampton Survival Center. Help local families this Holiday season. EMA proudly supports our local communities!

Join us at The Boy's & Girls Clubs of Springfield's 19th Annual Festival of Trees located at the *Mass Mutual Center* **November 29th- December 15th**. Dr. Emirizan donates a fully decorated tree fully stocked with lots of presents every year for this very worthy cause. This year's tree theme is "*Family Christmas*." Enjoy this special event with your friends and family! To learn more visit <https://www.sbgc.org/fot>



Festival of Trees

"Family Christmas"

HELP  BECOME

THE BEST IN THE VALLEY 2020!



There is no greater honor to our practice and our patients to earn the title of **Best in the Valley 2020**. Polls open December 20th - January 31st. Visit our Face Book page or website for a live link to vote or visit www.valleyadvocate.com

EMA will also send out one email in December and January with a live link to vote on all your favorites throughout the Pioneer Valley. Take pride in your Dental practice and strive for Best in the Valley!

Holiday Gift Ideas



AP 24 Whitening Toothpaste
Colgate Optic White
Opalescence GO!
Phillips Sonicare Protective
Clean electric toothbrush
Phillips Air Floss

Ask for Details!



Smile Compliments

Tell a friend!

A beautifully designed smile can be yours! Porcelain crowns & veneers or artistic composite bonding. Dr. Lisa Emirzian has been providing Cosmetic dentistry for over 35 years, she is our Esthetic Specialist. Take advantage of **Smile Compliments Complimentary Esthetic Consultations** going on now through February. Call for questions or your appointment today.



Northampton 413.584.4900

E m a d e n t a l . c o m

East Longmeadow 413.731.8814



16 Gerrard Ave.

East Longmeadow, MA 01028

64 Gothic Street

Northampton, MA 01035



Your Families choice for outstanding oral care for over 35

Vincent J. Mariano DMD

Lisa B. Emirzian DMD

Rebecca Cohen DMD

Thomas J. Vergo DDS

Catherine Cagino DDS,MS

Alissa Mariano DMD

Steven Johnson DMD

