



A Heartfelt Thank You to Our Patients

At EMA Dental, nothing means more to us than knowing our patients feel cared for, comfortable, and confident in the treatment they receive. Your kind words and thoughtful reviews not only brighten our day but also reassure us that we are providing the level of care you deserve. Additionally, we are deeply grateful for sharing your experiences with those you love, nearly a third of the people who walk through our doors come from a friend or family member that recommended us.

Your feedback is invaluable—it helps us continue to grow, improve, and uphold the highest standards in dentistry. Most importantly, it reminds us why we do what we do: to protect your oral health, ease your concerns, and earn your trust each and every visit.

When you share your experience, you're also helping others in our community who are searching for a dental home. Your support allows new patients to find us and begin their own journey toward healthier smiles.

From all of us at EMA Dental, thank you for your trust, kindness, and support. We are honored to care for you and your families.

EMA Dental History: Emirzian, Mariano, and Associates

“What does EMA stand for?”

Many of you have asked this question. Long-time patients may know the answer, but for our newer patients, here's the story of how EMA Dental was formed.

Our Roots

🕒 1942 — A Legacy Begins

Harvard-trained Dr. A. A. Emirzian founded his dental practice in Springfield, Massachusetts. He quickly became known for his personal care and his ability to truly listen to his patients.

🕒 1982 — A Family Tradition

His daughter, Dr. Lisa B. Emirzian, joined the practice after graduating from Tufts School of Dental Medicine. Known affectionately as “Dr. Lisa,” she brought energy and modern techniques, blending them with her father's warm chairside manner.

🕒 1984 — A New Specialty

Dr. Vincent Mariano, after graduating from the Tufts Dental Specialty Program of Prosthodontics, opened the first prosthodontic specialty practice in Western Massachusetts.

The Beginning of EMA

With Dr. Mariano's arrival, a new office was opened in East Longmeadow, marking the beginning of a group practice. Dr. A. A. Emirzian and Dr. Lisa Emirzian led the general practice. Dr. Mariano introduced the prosthodontic specialty practice. Together, they formed what became known as EMA Dental — Emirzian, Mariano, Associates.

Growth and Expansion

From one small office, EMA grew into a thriving dental group with three locations: East Longmeadow, Northampton, and Westfield. Today, EMA Dental is proud to have 10 doctors and over 50 world-class staff members.

Our Mission — Yesterday, Today, and Tomorrow

From its earliest days, EMA Dental has remained committed to building long-lasting relationships with patients, providing the most up-to-date care, and creating a comfortable, caring environment. These values, instilled by our founders, continue to guide us more than four decades later.

Now you know EMA Dental — 42 years later.



Welcome Dr. Rebecca Robinson to EMA Dental!

We're so excited to welcome Dr. Rebecca Robinson to EMA Dental! Dr. Robinson graduated from Tufts University School of Dental Medicine in 2016 and is a proud member of the Massachusetts Dental Society and the American Dental Association. She is passionate about providing gentle, compassionate dentistry and believes in helping patients feel confident and informed about their care. When she's not caring for smiles, Dr. Robinson enjoys hiking, baking, and spending time with her two beloved cats.

Dental Health & Wellness

Tip of the Month:

"Don't Brush Too Hard"

Brushing harder doesn't mean brushing better. Gentle, circular motions are best for protecting your enamel and gums.

Myth vs. Fact:

Myth: If my teeth don't hurt, they're healthy.

Fact: Many dental issues, like cavities or gum disease, can develop without pain. Regular checkups help catch problems early.

Ask the Dentist:

Q: "Is whitening bad for my teeth?"

A: "Professional whitening is safe when done under dental supervision. Over-the-counter kits can be too abrasive or uneven – ask us before trying one!"

It's Not "Just a Cleaning" — It's Preventive Health Care

Your hygiene appointment is about much more than clean teeth. During every visit, we screen for gum disease, cavities, oral cancer, and other conditions—many of which show no early symptoms.

These regular checkups help us catch issues early, before they become painful, complex, or costly. Skipping or delaying your visit is just as serious as missing other medical screenings.

We carefully schedule appointments 3 to 6 months out based on your oral health needs. When appointments are missed or canceled last-minute, it can disrupt your care and make it harder to stay on track.

Prevention is always better than treatment. Whether it's catching a small cavity before it becomes a root canal or managing early signs of gum disease before bone loss occurs, preventive care is always simpler, more comfortable, and more affordable than corrective treatment.

So the next time you see your hygiene visit on your calendar, remember—it's not "just a cleaning." It's a crucial part of staying healthy, preventing disease, and protecting your smile for life.

Let's keep your smile—and your overall health—on the right path.

IMPORTANT! Maximize Your 2025 Dental Insurance Benefits

As a friendly reminder, most dental insurance plans renew on January 1st. Dental benefits are typically "use it or lose it"—meaning any unused benefits will not carry over into the new year.

As we approach the end of the year, our providers' schedules fill quickly. We encourage you to call our office soon to review any recommended treatment and reserve your appointment time.

Please keep in mind that some treatments require **two or more visits** several weeks apart and must be completed by **December 31st** to take advantage of your 2025 benefits. Don't let your remaining coverage go unused—contact us today to schedule.

“Expanding His Expertise in Oral Surgery” — Dr. Michael Mariano

Many patients know **Dr. Michael Mariano** as a graduate of **Tufts University School of Dental Medicine** and a licensed general dentist. What you may not know is that he is currently continuing his education through **Boston University’s Oral and Maxillofacial Surgery residency program**. This advanced training equips him with expertise in surgical procedures of the mouth, jaw, and face. We are proud to share this with our EMA community as Dr. Mariano continues building on his strong foundation in dentistry.



Special Milestone for EMA’s Newest Little Smile!

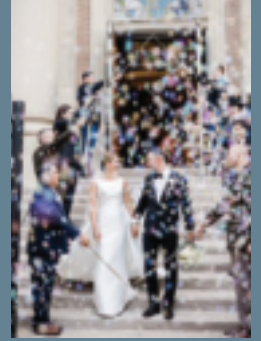
We are thrilled to share that Sienna Brooke, daughter of Dr. Alissa and her husband CB, just celebrated an exciting milestone—her very first tooth! With her mom, uncle, and grandparents all being dentists, it’s safe to say that little Sienna has quite the dental dream team cheering her on. We can’t wait to see that bright new smile continue to grow!



Congratulations to Dr. Migus and Nistha

Congratulations are in order for both Dr. Migus and Nistha who is one of our hygienists in the Northampton office. They both got married the first weekend in August.

Dr. Migus and her now husband Matt were married in her hometown of Chicago on August 2nd.



Nistha and Kishon were married in New Jersey in a traditional Indian Ceremony which took place over three days.

Congratulations to both Karolina & Matt, Nish & Kishon. We wish them a lifetime of happiness!

Congratulations to our Hygienist Max, his wife Sophie, and proud big sister Jane on the arrival of baby Charlie!

This sweet 7 lb. 5 oz. bundle of joy made his debut on Thursday, September 4th at 8:55 a.m. Both Sophie and Charlie are healthy and doing wonderfully—no doubt surrounded by love and care from Max and Jane.

We are so happy for the family and can’t wait to see Jane shine in her new role as big sister!



Whitening Results - The EMA Way!

EMA has taken off with our in-office whitening! Meet our 66-year-old patient who thought he was “too old” to brighten his smile — and just look at him now. Proof that it’s never too late for confidence and a brighter smile.



EMA loves giving back to the community!

Last year, we proudly supported the Westfield State University Dance Team, St. Mary’s Walkathon and we’re excited to share that this will be our third year representing at the Westfield Pumpkin Fest.

General Esthetic and Specialty Care

Teeth to Dental Implants - CASE 1

Pre-Treatment



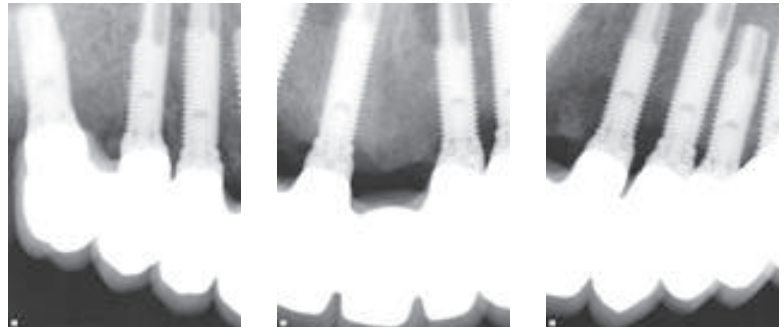
Final Smile With Implant



Final Imprint Prosthesis



Final Radiograph of Implants with Crowns



CASE 2

Pre-Treatment Worn Dentition



Post-Treatment Crowns, Protected for a Lifetime



Pre-Treatment Worn Dentition



Post-Treatment Crowns, Protected for a Lifetime



CASE 3

Pre-Treatment - Patient unhappy with smile



Post-Treatment Smile - Enhanced Crowns



CASE 4

Pre-Treatment - Failing Left Incisor



Post-Treatment - Implant Replacement



Pre-Treatment - Failing Tooth left central supported



Post-Treatment - Final Crown Implant



Smile Enhancement - CASE 5

Pre-Treatment - Patient unhappy with smile



Smile Enhancement with Crowns and Veneers



All cases done by Doctors at EMA



<https://www.emadental.com/>



East Longmeadow

16 Gerrard Avenue
East Longmeadow, MA

413.731.8814

Northampton

64 Gothic Street
Northampton, MA

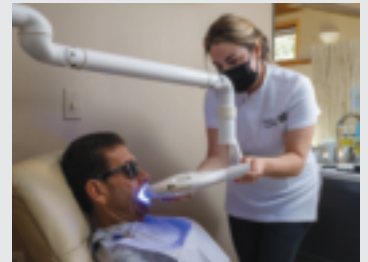
413.584.4900

Westfield

15 Noble Avenue
Westfield, MA

413.568.1698

A Multitude of Services - *Under one Roof*



Preventative & 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