

NEWSLETTER



Welcome CFI

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BLUE TOOTH OPTIONS

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NEWSLETTER

Sona Page

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Hearing Device Center

Kelly Long

Audiology

It is our great pleasure to announce the revitalization of the California Face and Laser Institute. On June 9, 2008, Dr. Matthew Mingrone joined us at CFI. Dr. Mingrone is a Bay Area native who has practiced in Los Gatos for over eight years. Dr. Mingrone is an alumnus of Bellarmine College Preparatory in San Jose and Loyola Marymount University in Los Angeles where he graduated Magna Cum Laude with a BS in Biology. He graduated as a member of the Alpha Omega Alpha Medical Honor Society from Georgetown University School of Medicine. His Head and Neck Surgery Residency was completed at the University of Illinois at Chicago. Most importantly, Dr. Mingrone went on to complete a Fellowship in Facial Plastic and Reconstructive Surgery at the Lasky Clinic spending time under the mentorship of Dr. Frank Kamer in Beverly Hills among others.

Dr. Mingrone joins us with eight years of experience in Facial Plastic and Reconstructive Surgery. He is an expert with in-office, non-invasive cosmetic treatments such as Botox, Juvederm, and Restylane. Something new for us at CFI will be the addition of his excellent and extensive surgical cosmetic and reconstructive procedures.

Fabiola Mendoza is Dr. Mingrone's Surgical and Clinical Assistant and will be joining the CFI team as well. Fab, as she is affectionately called, has been with Dr. Mingrone since the start of his practice and is familiar to his patients coming to this new location at the University Circle site.

Please visit the re-launch of our web site, www.calface.com, for more information on procedures or services or call us at 650-462-3161 with any questions or to make an appointment. We would particularly like to bring your attention to the Active FX procedure detailed at www.skinandhealth.com/pdf/ActiveFX_PatientBrochure.pdf and www.skinandhealth.com/details/wrinkles_faq. This is a good example of the remarkable difference procedures with low recovery time and effort can make.

We would like to offer our established patients a complimentary consultation with Dr. Mingrone. In addition, you will receive an initial \$50.00 discount (for treatments over \$250.00) on procedures such as Botox or Juvederm to help erase lines and wrinkles. Bring a friend and he or she will enjoy the same initial discount. Offer expires July 31, 2008.

Introductions

You will soon be seeing several new faces in our offices and we thought we would take a moment to introduce the new talent we will be adding to our organization.

CFI

Dr. Mingrone & Fabiola Mendoza

As we mentioned on the front page, Dr. Mingrone and Fabiola Mendoza will be expertly leading the charge for the California Face and Laser Institute. We welcome Dr. Mingrone, his wife and three sons to the CEI group as well as Fabiola Mendoza, her husband and three children.



Dr. Mingrone & Fabiola Mendoza

CSI

Roy Thomas

California Sinus Institute is pleased to welcome our new Associate, Dr. Roy Thomas. Captain Thomas comes to CSI from the medical training programs of the United States Army. Dr. Thomas went to college at UC-Santa Barbara then completed his medical school in Bethesda MD at the Uniformed Services University of the Health Sciences. Dr. Thomas then excelled during

his ENT residency in Tacoma WA at Madigan Army Medical Center – his letters of recommendation, from leaders in our field, confirmed this.

CSI doctors and staff interviewed Dr. Thomas over a year ago and he said " I would be honored to join the staff, physicians and patients at CSI". He brings with him his wonderful wife and children. We are excited to have Roy join us July 1st, as Dr. Manny Khanna completes his year with us.

Dr. Khanna as you all know has set the bar high for Roy, and is heading back East to start the first Sinus Center in Northern Virginia. Please shake Manny's hand if you see him before he heads back to the East coast. Manny will be closer to his parents / family and but let's say "Thanks Manny for a great year at CSI".



Dr. Thomas

CEI

Dr. Stuart Ort

We are delighted to be bringing on board Dr. Stuart Ort as the newest member of the California Ear Institute team. Dr. Ort will be starting with the organization on July 7th. Dr. Ort survived our thorough interview process

and comes highly recommended. We believe you will be equally impressed with Dr. Ort's skills and warm personality.

Dr. Ort is originally from the South Bay area and received his undergraduate degree from Cal Poly San Luis Obispo. He then went East to complete his medical school studies at Penn State. Dr. Ort has recently completed his otolaryngology residency at the Penn State/ Hershey Medical Center in Hershey Pennsylvania. He is very happy to be returning home to the Bay Area. Dr. Ort and his lovely fiancée will be getting married later this summer.



Dr. Ort

CEI & LTHF

Hearing Device Center

We are pleased to welcome Lisa Marciochi, our newest member of the Hearing Device Center team at Palo Alto. Lisa will be an Audiology Assistant in the Hearing Device Lab and will be helping with hearing device repairs and order processing. Lisa brings great experience with her. She earned her BA in Audiology & Speech Pathology, and has spent the last three years as an Audiometrist and Speech Therapist/Instructional Assistant for school children.

Q&A

What should I do about my Sinus Infection?

What is Sinusitis?

Sinusitis is an infection or inflammation of the sinuses that affects millions of people every year with often annoying and sometimes painful symptoms. Common symptoms include nasal congestion, nasal drainage, facial pressure or fullness, and a decreased sense of smell. Additional symptoms can include fever, bad breath, fatigue, dental pain, and cough. Sinus infections can persist for weeks so it is important to seek medical attention to help alleviate symptoms.

How is Sinusitis diagnosed?

An ENT can provide additional tools to help with the diagnosis process. For example, sometimes an endoscopic examination inside the nose is necessary to identify anatomic abnormalities and the presence of nasal polyps that may contribute to sinusitis. When medical therapy does not alleviate symptoms, a CT scan of the sinuses may be helpful to evaluate for the presence of residual sinusitis and structural abnormalities.

How is Sinusitis treated?

Generally the first step is to take oral antibiotics. If this fails to resolve symptoms, a consultation with an ENT is recommended. An ENT can obtain sinus cultures and determine another course of antibiotic therapy. Some patients may need up to 4-6 weeks of antibiotics for treatment of chronic sinusitis.

Additional medical therapy often involves promoting sinus drainage by improving mucus clearance and decreasing inflammation. In acute sinusitis, oral decongestants, saline irrigations, and mucus thinning agents, such as guaifenesin, may be helpful in increasing sinus drainage and re-establishing normal sinus activity.

Some patients who are not responsive to medical therapy may be candidates for endoscopic sinus surgery options. Consult with a physician or ENT to get the best guidance about your particularly situation.

Are over the counter drugs at my local store effective for sinus infections?

Use of nonprescription drops or sprays might help control symptoms. However, extended use of non-prescription decongestant nasal sprays could aggravate symptoms and should not be used beyond their label recommendation. Saline nasal sprays or drops are safe for continuous use. If your symptoms you should consult with a physician.

What causes Sinusitis?

Millions of Americans suffer from at least one episode of acute sinusitis each year. The prevalence of sinusitis has soared in the last decade possibly due to increased pollution, urban sprawl, and increased resistance to antibiotics.

Hearing Device News

Drivers Must Use Hands Free Devices by July 1st

Did you know that beginning July 1st, 2008 there is a new traffic law requiring drivers to be hands free while on the cell phone? The good news is manufacturers now offer hearing devices that allow the user to hear their cell phone conversations binaurally (to both ears simultaneously), hands free, wireless and with amplification specifically tailored for your hearing loss.

Blue tooth has been a hot topic in all aspects of technology. Hearing device users have been asking for blue tooth technology for years now and it has finally arrived. Here is how it works. Due to the large power consumption of blue tooth technology and the effort to keep hearing devices as small as possible, this system does require a 3rd component (a streaming device) that is either worn around the neck or in a shirt pocket. The streaming device, depending on the manufacture, is either about the size of an iPod Nano or a 2"x2" thin square. What makes the streaming device remarkable is that it can be paired with as many as 7 blue tooth enable devices such as cell phones, iPods or TV's. The cell phone or iPod sends its blue tooth signal to the streaming device, which in turn communicates wirelessly to the hearing devices. This technology can be used with any degree of hearing loss and any style of hearing device from an in-the-canal to a BTE or even an open fit micro BTE.

The new blue tooth technology described above is just one way for hearing device users to remain hands free in the car. There are other options for different hearing devices as well. Please schedule an appointment with one of our Audiologists in the Hearing Device Center to find out what your options are.



Oticon Epoq is just one of the options to consider for hands-free listening. This picture illustrates how the streaming device is worn (in addition to your hearing aids) around your neck allowing you to wirelessly connect with multiple blue tooth enabled devices including cell phones, iPods, or TVs.

CEI Palo Alto

ATRESIA/MICROTIA CONFERENCE

The Fifth Annual conference on the Surgical Options for the Treatment of Atresia and Microtia will be held in Palo Alto California on October 11th and 12th, 2008. This year's conference will feature an in-depth review of the latest breakthrough in treating these conditions, which consist of a missing ear canal and a severely deformed or missing outer ear. Dr. Joseph Roberson, a neurotologist who specializes in creating the ear canal, and Dr. John F. Reinisch, a facial plastic surgeon have teamed together to create a combined approach

to resolve both conditions with a single surgery. This is a new procedure first performed in January of 2008 by Dr. Roberson and Dr. Reinisch at Waverly Surgery Center in Palo Alto. Other major speakers at the conference include Dr. Won-Taek Choe who will be speaking on Bone Anchored Hearing Aids, and Dr. Burt Brent, who will be speaking on the rib graft approach to outer ear reconstruction. The cost to attend the conference is \$75 per a family. For more details about the conference, please visit <http://cme.letthemhear.org> or call 650-617-2253.

CEI Santa Rosa

We are proud to announce C. Robert Pettit, M.D. and Christy Cooper, Au.D. will now be diagnosing and treating dizzy patients in the Santa Rosa Office. The testing will be available on Mondays and Fridays. Please call our office at 707-528-0565.

Note from the Editor

We value your questions, suggestions, and opinions. Please email me with your comments: spage@calear.com.