

# NEWSLETTER



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## FACILITIES

### Palo Alto

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East Palo Alto, CA  
**650.494-1000**

### San Ramon

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San Ramon, CA 94583  
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### Santa Rosa

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Santa Rosa, CA 95405  
**707.528-0565**

## NEWSLETTER

### Sona Page

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California Ear Institute, CEO

### Dr. Winston Vaughan

California Sinus

### Dr. Matthew Mingrone

California Face & Laser Institute

### Theresa Wilksen

Hearing Device Center

### Kelly Long

Audiology

## Welcome Dr. Douglas Hoffman!

We are delighted to announce the addition of Douglas Hoffman, M.D., Ph.D., to our Santa Rosa office. Dr. Hoffman has been a solo practitioner in rural Northern California for the last ten years. Along with a strong commitment to patient advocacy and quality of care, Dr. Hoffman has clinical interests in sleep medicine, medical and surgical treatment of nasal and sinus diseases, acid reflux as it affects the throat ("laryngopharyngeal reflux disease," or LPRD), dizziness and balance problems, and pediatrics. His practice will encompass the full scope of adult and pediatric otolaryngology.

Dr. Hoffman is not new to the Bay Area. He took a BS in Chemistry, magna cum laude, from the University of California at Berkeley, and then earned an MD/PhD from Stanford University. His PhD work was in the field of Cancer Biology, and he maintained an active involvement in research for many years. Following his internship and residency at the University of Southern California School of Medicine, he remained in academic medicine for three years.

Join us in welcoming Dr. Hoffman to Santa Rosa!



## Nucleus Hybrid Study

What could make Cochlear Implant function even BETTER? We think an entirely new strategy of inner ear stimulation that uses both sound and electrical stimulation may be the advance we seek. The Cochlear Implant Program at CEI / LTHF is conducting an FDA approved clinical research trial of a Hybrid Cochlear Implant made by Cochlear Corporation - the Nucleus L24.

Early data shows particular benefit in noisy environments and with music perceptions – two areas CI recipients have the most trouble. The system combines the function of a CI and the function of a Hearing Aid in a single device. Early data from our first two patients is very encouraging. Of note, both these patients work in sales in the workforce of the Valley – one of the most demanding jobs on hearing.

The Hybrid research system is available to individuals age 18 or older and who speak English as a primary language. A comprehensive evaluation will be done to determine whether the individual is eligible for this study. Please contact Vicki Rounds, Department Coordinator, at 650-462-3143 or email [vrounds@letthemhear.org](mailto:vrounds@letthemhear.org) <<mailto:vrounds@letthemhear.org>> for more information. Despite the miraculous improvement CI's offer deaf patients, we are never satisfied at CEI / LTHF and look constantly for ways to better meet the needs of the hearing impaired.

### TRICK OR TREAT

Treat yourself to better hearing with the latest technology from Phonak, a leading manufacturer of innovative hearing systems. In 2008 Phonak announced the release of **Exélia, a hearing device** operating on a new digital platform that allows users to connect to everyday technologies like never before. Exélia's connectivity capabilities make it easy for users to integrate themselves into the digital world, supporting all state-of-the-art wireless and standard communication systems including: **Bluetooth**, analogue FM and audio input. Via wireless signal transmission, Exélia makes the connection with a **mobile phone, GPS or an MP3 player** seamless by automatically finding the ideal program setting and transmitting sound into both ears.



What better time of year to ensure you are hearing your best? Treat yourself to a device consult at the California Ear Institute Hearing Device Center and find out if the **Phonak Exélia** is right for you. Please call **(650) 494-1000, #1** Palo Alto, **(925) 830-9166** San Ramon or **(707) 528-0565** Santa Rosa to make an appointment.

Source: [http://www.exelia.phonak.com/fileadmin/user\\_upload/downloads/en/Exelia\\_press\\_release\\_Enduser\\_Final\\_EN.pdf](http://www.exelia.phonak.com/fileadmin/user_upload/downloads/en/Exelia_press_release_Enduser_Final_EN.pdf)

# Q&A

## Tinnitus

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### *Tinnitus—What's All The Buzz About?*

Approximately one in five people report being troubled by tinnitus, a noise, buzzing, or ringing in one or both of their ears. Although not a condition in and of itself, it can be a symptom of an underlying problem relating to hearing loss, circulation, noise exposure, medication, or ear injury. Bothersome as it may be, it usually is not a sign that something is seriously wrong. However, the effects of tinnitus can have a significant impact on quality of life. It may be associated with fatigue, stress, memory problems, irritability, sleep problems, and anxiety, to name a few.

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### *Is there any treatment available?*

Neuromonics, a treatment for tinnitus, is a new program being offered at CEI. A customized sound matched to an individual's hearing loss and tinnitus is used to reduce the disturbance created by the tinnitus. This 6 month interactive and progressive program is designed to gradually reduce the awareness of the tinnitus by providing ongoing personalized support, education and monitoring from an audiologist specializing in tinnitus.

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### *How long does it take?*

Developed in Australia over the last 10 years, Neuromonics has been tested in four clinical trials. According to Neuromonics, between 80 and 90 percent of the 200 individuals participating in the trials, achieved a substantial reduction of their tinnitus symptoms. During the six month treatment period, patients became less aware of and disturbed by their tinnitus, even when not using treatment.

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### *Will I be cured?*

Although there is no cure, the objective of the Neuromonics program is to lessen the awareness of the tinnitus in order to reduce the negative impact on quality of life. Some people have reported their tinnitus disappeared. It is more common people reach a point where their tinnitus may still be present, but it does not disturb them and they are not normally aware of it.

To learn more about tinnitus and the Neuromonics Tinnitus Treatment visit [www.neuromonics.com](http://www.neuromonics.com) or call CEI at (650) 494-1000.

## California Face and Laser Fall Highlights

Embrace the changes the fall season brings. As you begin thinking about the cooler weather and the upcoming holiday season consider one of our fall offerings to maintain a healthy glow:

1. \$100.00 discount off of a second syringe of Juvederm--Expires 11/30/08  
\*Both syringes must be used at same appointment



2. California Face and Laser Institute / Four Seasons Silicon Valley Rejuvenation Package.

Treatment and Hotel package includes:

- One night stay in a specially appointed room at the Four Seasons Silicon Valley
- Transportation to your hotel room through a private entrance
- Four Seasons in room spa service

3. Active FX/ Deep FX: A revolutionary fractional laser treatment for sun-damaged and aging skin at introductory pricing. Combine this treatment with the Four Seasons Rejuvenation package and your fall season will be feeling more like springtime!



Please call (650) 462-3161 to arrange for the perfect rejuvenation package for you or visit [www.calface.com](http://www.calface.com) for more information on all our services.

### Note from the Editor

We value your questions, suggestions, and opinions. Please email me with your comments: [spage@calear.com](mailto:spage@calear.com).