

# CALIFORNIA EAR INSTITUTE

Hear For Your  
Future!



CALIFORNIA EAR INSTITUTE

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# WE'RE ALL EARS!



MEDICAL/SURGICAL SERVICES



HEARING DEVICE CENTER



AUDIOLOGY



LET THEM HEAR FOUNDATION



CALIFORNIA SINUS INSTITUTE

Volume 5, Issue 1

May 2006

## CALIFORNIA FACE & LASER INSTITUTE

We are pleased to announce the California Face and Laser Institute, a division of California Ear Institute at Palo Alto. Beginning June 3, 2006, Dr. James Koch, a highly sought after, Stanford trained Facial Plastic surgeon will see patients offering non-invasive, no down-time cosmetic procedures. Such **treatments include: face and body thermage (www.thermage.com), laser skin resurfacing, and wrinkle reduction via laser and Botox®.**



James Koch, MD is an expert and has perfected the most advanced and desired non-surgical face and body rejuvenation techniques. After 12 years as a full-time

faculty member at the Stanford University School of Medicine, Dr. Koch is going into private practice.

Dr. Koch has authored and co-authored several book chapters and more than 80 journal articles. He is double Board Certified in Otolaryngology-Head & Neck Surgery and Facial Plastic & Reconstructive Surgery. He is a Fellow of the American Academy of Otolaryngology-Head and Neck Surgery, the American Society for Laser Medicine and Surgery, and the American Academy of Facial Plastic & Reconstructive Surgery.

His role at Stanford included Co-Director of the Division of Facial Plastic Surgery and Co-Director of the Fellowship for Advanced Facial Plastic & Reconstructive Surgery. His national activities include membership on six committees of the American Academy of Facial Plastic & Reconstructive Surgery. In addition to



being the CMA delegate for the California Otolaryngology-Head and Neck Surgery Society, he is on the Board of Directors for the California Society of Facial Plastic Surgery and the Foundation for Facial Plastic Surgery. The procedures at the California Face and Laser Institute are in high demand. Please call our office directly to check scheduling availability. **For appointments, please call (650) 462-3161 or e-mail appointments@calface.com.** Dr. Koch will see patients on Saturdays, from 9am to 5pm. For more information on the California Face and Laser Institute in the months to come please visit [www.calface.com](http://www.calface.com).

## SAN RAMON UPDATE

It has been a busy and productive first quarter in our San Ramon office. We have new staff, expanded services, and are looking forward to offering even more services to our East Bay patients this year.

We are happy to introduce our new front office coordinator, Monica Luna. One of her goals will be to fine tune our scheduling and patient flow to help us provide as effortless an experience as possible for our valued patients. Welcome Monica! We are glad you are here.

The office is participating in ongoing clinical research projects that we hope will benefit patients both currently and in the future. Dr.

Stidham is continuing the BOTOX® Tinnitus study through the spring and summer. The office is also participating in an ongoing project for gene testing for both early adult onset of hearing loss and congenital hearing loss. If you have questions about candidacy or participating in either of these studies, please ask one of our staff members.

As we continue to grow, our office is getting busier. We currently have physicians in the office five days a week to care for your otologic needs. That means easier access when you have an urgent problem! If your regular ear doctor is not available to see you, one of our other physicians is happy to assist in care of urgent

ear problems. In addition to our otology services, the California Sinus Institute, sees patients every Wednesday. In May, Dr. Steven Dear will begin allergy testing and treatment in our office. In addition to physician services, we have full audiologic services available including all diagnostic testing services and our hearing device center.

Our goal is to provide you with the most comprehensive and effective services available. Please let us know how we can improve your patient care!

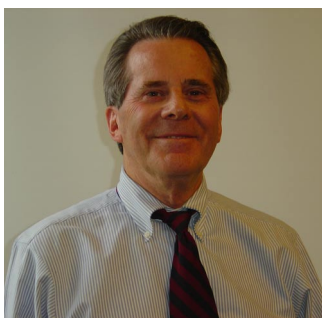
## ALLERGY IN SAN RAMON



The California Ear Institute and California Sinus Institute are pleased to announce the addition of allergy services for children and adults in our San Ramon office. As allergy problems can significantly contribute to a number of ear and sinus problems as well as be an impairing condition on its own, we think this will be a beneficial addition to our East Bay services.

Dr. Steven Dear, a board certified otolaryngologist and seasoned practitioner with a special interest in allergy, will begin seeing allergy patients May

24th. Dr. Dear is a member of the Academy of Otolaryngologic Allergy and has over twenty years experience in evaluating and treating allergies of the ear, nose, and throat.



Steven Dear, M.D.

Services provided will include state of the art allergy testing, medical therapy and immunotherapy. For adults and older children, the modified quantitative technique, or M.Q.T. incorporates the safety, ease, and comfort of multiple prick testing, with the specific

ity and the accuracy of intradermal testing.



M.Q.T.

For younger children and adults who are not candidates for skin testing, in vitro blood testing is available. Food allergy testing will be included when indicated by the treating physician during your visit.

**If you would like to make an appointment or if you have questions regarding this new program, please contact us at (925) 830-9116.**

## MESSAGE FROM DR. ROBERSON

I would like to commend a person who has been instrumental to the success of CEI / CSI / LTHF over the past 9 years - Teri Cott who has served as our COO based in the Palo Alto Office in CEI Management Group. Teri facilitated our growth to two sites, growing us from 24 to 52 employees, started the Foundation, and worked on three new practice openings and three moves among other events. This past month, Teri retired and left us much improved due to her talent, dedication, and leadership. As CEO, I miss her immensely and I am thankful for her presence with me for such a long time.

I mounted an extensive nationwide search over the last two months and am extremely pleased to introduce our new COO, Reynold Bryan, who started with the organization April 10th. Mr. Bryan has had a remarkable career dedicated to medical endeavors and brings amazing capability and energy to the organizations here. He possesses a Masters in Health Care Administration and a BA in Business Administration and has much experience in a leadership role with medical organizations. His previous positions include, among others:

National Director of Business Development,  
IBM/Healthlink Global Healthcare Services

National Director of eHealthcare Solutions,  
Oracle Corporation, Redwood Shores

Director of Business and Finance,  
Faculty Practice Associates, Mount Sinai School of Medicine, New York, New York

Senior Principal Consultant, Price Waterhouse, LLP

Chief Executive Officer, California Pacific Medical Group

I believe Mr. Bryan will allow us to continue to magnify the heroic patient service and world class medical care we are so focused on in this organization. I have found his understanding and perspective on the delivery of health care and the business associated with it to be extremely unusual and remarkable. His creativity will foster growth and extension of our options for our precious patients and will help us fulfill our Mission to:

**provide the ultimate health care and service in**

Otology, Neurotology, Skull Base Surgery, Audiology, and Sinus Disease

**advance the state of the art by**

fostering and supporting research and education

**lead in the development of**

innovative diagnostic and treatment concepts.

Dr. Joseph Roberson  
CEO



Reynold Bryan  
C.O.O.

## OTOLOGY/NEUROTOLOGY/SKULL BASE SURGERY FELLOWSHIP



Charles Ballay, M.D.  
CEI Surgical Fellow

We are pleased to announce that Dr. Charles Ballay will join Dr. Won-Taek Choe as a surgical fellow this July.

Dr. Ballay is a graduate of Louisiana State University Medical School. He is currently completing his residency training in Otolaryngology Head and Neck Surgery at Baylor School of Medicine in Texas where he has been living for the past five years. Dr. Ballay will join us having given

several poster presentations at national medical conferences and with publications in journals such as the Laryngoscope.

We look forward to welcoming Dr. Ballay and his family to California and to introducing him to you as he strives to meet CEI's goal of providing excellence in patient care.

**SAVE A TREE!**

CALIFORNIA EAR INSTITUTE

WWW.CALIFORNIAEARINSTITUTE.COM

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## CEI IN THE NEWS

Do you remember Conor Leigh from our January newsletter? He is the little boy from Ireland who traveled to the United States so that Dr. Roberson could perform Atresia repair surgery. We were all touched by his heart-warming Christmas poem. We recently received a news article on Conor from Ireland's STAR paper titled: "Miracle OP saves Irish Tot's Hearing". The article ran on Monday, March 13th and spoke of the California Ear Institute near San Francisco and the family's choice to have Dr. Roberson perform the surgery. We are grateful that the condition of Atresia and Microtia is making headlines in Ireland as we hope it will educate people on the treatment options available.

Tune in to CBS-5 over the next few weeks as Art Gardner a California Ear Institute patient will be featured in a story the news center is doing on Hybrid Cochlear Implants. The Hybrid cochlear implant combines the use of a hearing aid to amplify low frequencies with a cochlear implant (using a shorter electrode array) to gain hearing in the high frequencies. The Hybrid cochlear implant trial has expanded the selection criteria for cochlear implantation allowing more individuals with hearing loss the benefit of this technology.

We are excited to announce that the McBride family and the California Ear Institute/Let Them Hear Foundation will again be featured on Good Morning America. The tentative schedule is for their cochlear implant surgeries to be broadcast LIVE the morning of May 11th. The family of four, Todd, Sarah, Samantha and Tucker already have cochlear implants in one ear. On May 11th, Sarah, Samantha and Tucker will receive implants in their second ear. The family was featured on GMA in 2001 as Todd, Sarah and Samantha received their first implants. Since that time GMA has featured the family in follow-up stories sharing the change in their lives since receiving their cochlear implants with a nation of viewers.

Keep your ears open. Innovations aimed at improving the lives of those with hearing loss are featured in the news every day.

### Advanced Capabilities

- Acoustic Neuroma Center
  - Assistive Listening Devices
  - Skull Base Surgery
  - Pediatric Hearing Loss Evaluation & Treatment
  - Vestibular Rehabilitation
  - Sudden Hearing Loss
  - Tinnitus Retraining Therapy
  - Cochlear Implant Program
  - Congenital Aural Atresia Repair
  - Universal Newborn Hearing Screening Program
  - Hearing Device Evaluation & Fitting
  - Laser Stapedotomy for Otosclerosis
  - California Sinus Institute
  - California Face & Laser Institute
- [www.californiaearinstitute.com](http://www.californiaearinstitute.com)
- [www.letthemhear.org](http://www.letthemhear.org)
- [www.calsinus.com](http://www.calsinus.com)
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