

**CALIFORNIA
EAR
INSTITUTE**

*Hear For Your
Future!*



CALIFORNIA EAR INSTITUTE

HEADQUARTERS

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Phone: 650-494-1000
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WE'RE ALL EARS!



MEDICAL/SURGICAL SERVICES



HEARING DEVICE CENTER



AUDIOLOGY



LET THEM HEAR FOUNDATION



CALIFORNIA SINUS INSTITUTE

Volume 6, Issue 1

September 2006

CEI SANTA ROSA



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Santa Rosa, CA 95405
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MANAGEMENT TEAM

Joseph Roberson, M.D.
CEO and Managing Partner

Katrina Stidham, M.D.
Partner, San Ramon

Reynold Bryan
Chief Operating Officer

Monica Hellner
Executive Assistant

Lisa Olson
Director, Hearing Device Centers

Rob McClelland, Ph.D.
Executive Director
Let Them Hear Foundation

Lisa Tonokawa
Director of Research
Let Them Hear Foundation

Gino LiBerati
Manager, Billing/Collections/Contracting

Philip Lowton
Accounting Manager

Hyacinth Reyes
Office Manager, Palo Alto

Jeanette Olson
Office Manager, Santa Rosa



I am pleased to announce our plans to extend the services of the world renowned California Ear Institute to Santa Rosa!

In association with Dr. Ted Olson, an ENT Physician well known to the local community, physicians and staff of CEI began seeing patients on site **July 10, 2006** when I held my first clinic. Initially, the practice will continue in its current location at 196 Sotoyome Street. Jeanette Olson is our Office Manager. Patient appointments may be scheduled by calling Morgan at **707.528.0565** or at sroappointments@calear.com.

The Santa Rosa facility, our fourth practice site, joins offices established in 1968 in Palo Alto and in San Ramon and Children's Hospital Oakland in 1998. Additional on site services and capabilities include sinus disease with the **California Sinus Institute**. Building on the remarkable

reputation established over the past 35 years by Dr. Olson, the **California Ear Institute brings additional capabilities** to the greater Santa Rosa community

as we **extend our Center of Excellence to the North Bay**. It is my intent and that of Dr. Olson to enrich the quality of care available in Santa Rosa.

The Physicians and Audiologists of the California Ear Institute are the **largest and earliest established provider focusing on Hearing and Balance Health Care services to Adults and Children in Northern California**.

With this expansion, we seek to broaden our opportunities to continue to bring the very finest healthcare to **adult and pediatric patients** from the Bay Area and beyond with **Otology, Neurotology, and Cranial Base Disorders** while maximizing patient access and convenience.

Amazing progress has occurred in the treatment of balance disorders, and even more-so for patients with hearing impairment in the last several years. As a major training center for U.S. and International Fellows in Otology/Neurotology, and as a leading CME provider, we strive to stay ahead of the learning curve in otology and sinus treatments. We are looking forward to serving the community of Santa Rosa by providing new options in patient care!

*Joe Roberson, M.D.
CEO and Managing Partner*

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• **HOURS OF OPERATION** •
• **M-F 8AM-5PM** •
•••••
• **CEI CLINIC SCHEDULE:** •
• *Dr. Olson Tuesdays, Wednesdays* •
• *Dr. Roberson Every other Monday* •
•••••
• **CSI CLINIC SCHEDULE:** •
• *Every other Monday and every other Friday* •
•••••

CALIFORNIA FACE & LASER INSTITUTE



The California Face and Laser Institute, a division of California Ear Institute at Palo Alto opened its doors on June 3rd. Dr. James Koch, a highly sought after, Stanford trained Facial Plastic surgeon now sees patients offering non-invasive, no down-time cosmetic procedures. James Koch, M.D. is an expert who has perfected the most advanced and desired non-surgical face and body rejuvenation techniques. After twelve years as a full-time faculty member at the Stanford University

School of Medicine, Dr. Koch has gone into private practice.

Dr. Koch sees patients every Saturday for consultations and procedures from 9am to 5pm. These non-invasive, no down-time procedures include:

Body by Thermage™

BOTOX® Cosmetic

Non-surgical Face, Forehead & Neck Lifting

Injectable Fillers

Laser Hair Removal

Laser Spider and Leg Vein Removal

Laser Skin Resurfacing

MicroLaserPeel™

Photorejuvenation

**FREE
CONSULTATION!
NOW THROUGH
SEPTEMBER 30TH
RECEIVE A FREE
CONSULTATION
FOR ANY OF OUR
NON-INVASIVE,
NO DOWN-
TIME COSMETIC
PROCEDURES**

RESEARCH UPDATE

The 9th International Conference on Cochlear Implants was held in Vienna this year. California Ear Institute sent five team members to Vienna who presented on six topics to an international audience of highly skilled professionals in the field of cochlear implants. CEI presented the following topics:

Advocacy Program at the Let Them Hear Foundation-this program assists patients in appealing specific surgical procedures that have been denied by their insurance.

Complications of simultaneous versus sequential bilateral cochlear implantation in children-with bilateral cochlear implants becoming more and more popular

in children the results of this research are important to both professionals and to families considering this avenue.

Simultaneous bilateral implantation in adults: is the expected ear always the better ear? Surgeons and audiologists often have a prediction as to which ear will perform better post-implantation based on pre-implant testing and evaluation. This research explores the accuracy of these predictions.

Sequential bilateral implantation in children: effect of timing between implants and hearing aids-This research explores how the time between implants affects how well the second ear hears and

how the use of hearing aids prior to implantation makes a difference.

AutoNRT in implanting the severely malformed cochlea-new automated programming software allows more streamlined and accurate programming of cochlear implants. Our use of this technology in malformed inner ears is detailed and analyzed.

Surgeon performed Auto-NRT: an aid to cochlear implant mapping-this software allows the surgeon to perform the first step of programming freeing the audiologist to remain in the clinic providing increased access and service to patients. This report details the outcome of the first 24 patients.

FEATURED MEDICAL STAFF



**Won-Taek Choe,
M.D.**

The California Ear Institute Otol-ogy, Neurotology, and Skull Base Surgery Fellowship is a two-year program with clinical, operative, re-search, and teaching responsibilities. The Fellow(s) work closely with Dr. Joseph Roberson, Fellowship Director, and Dr. Katrina Stidham, Partner, in our San Ramon office. The Fellow is a functioning part of the CEI Physician Team.

We are pleased and saddened to announce that doctors Michelle Inserra and Larisa Kunda successfully completed their Fellowship with us on July 21st. We are pleased they were such integral members of our team of physicians and affected the lives of so many of our patients through great medical expertise and personal care. Additionally they have established their names in the profession of otolaryngology through several completed and ongoing research projects and publications. We are saddened to say good-bye to two such capable, intelligent and compassionate professionals and we wish them both much success as they join the medical staff at Kaiser Santa Clara.

CEI's Otology, Neurotology, and Skull Base Surgery Fellowship



**Charles Ballay,
M.D.**

program continues with Dr. Won-Taek Choe and Dr. Charles Ballay. Dr. Choe, a graduate of Stanford University School of Medicine joined the Institute in July of 2005 and Dr. Ballay, a graduate of Louisiana State University Medical School joined our program this July. Dr. Choe and Dr. Ballay see clinical patients on Fridays in both the Palo Alto and San Ramon office locations.

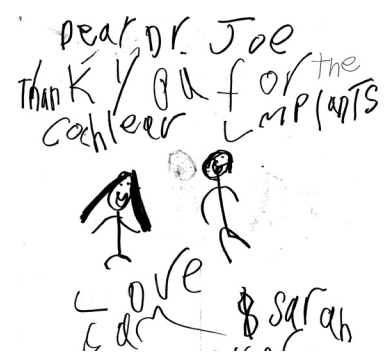
CEI IN THE NEWS



As announced in our May newsletter, the McBride family and the California Ear Institute/Let Them Hear Foundation were again featured on Good Morning America. The live broadcast aired the morning of May 11th to a national audience. As Good Morning America is live from the East coast both the

McBride family, Todd, Sarah, Samantha and Tucker, and our capable medical team and that of the surgery center had a very early call time of 2am.

The three sequential bilateral surgeries on Sarah, Samantha and Tucker were all successful and the family has the advantage of adjusting to the new sound information together. Sarah, Samantha and Tucker's mother, reports that it has been an adjustment, but she prefers the sound quality of two implants versus one. Samantha and Tucker will return to school this fall and the new sound information should provide a tremendous



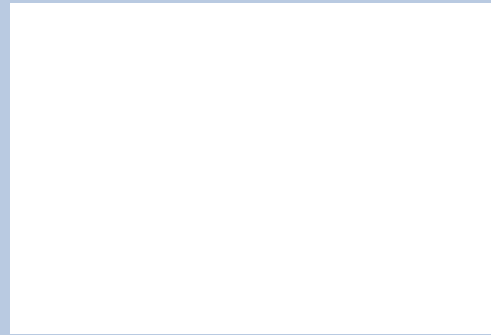
**Thank you note from the
McBride family**

benefit in the classroom by allowing them to listen to their friends and teachers with greater ease, improving their localization and comprehension and increasing their understanding in background noise.

UPDATE

WE ARE NO LONGER ABLE TO OFFER ELECTRONIC NEWSLETTER DELIVERY. WE HOPE TO HAVE THIS FEATURE AGAIN IN THE FUTURE. FOR NOW, PLEASE ENJOY THE PRINTED VERSION.

1900 University Avenue, Suite 101, E. Palo Alto, CA 94303



UPCOMING EVENTS

SEPTEMBER 27, 2006-BILATERAL COCHLEAR IMPLANTS: A PATIENT EVENT

If you are looking for information on bilateral cochlear implants, sequential or simultaneous, please join us for this informational evening. Our team of professionals along with sponsor Cochlear Americas will provide detailed information on the candidacy, risks, and results of bilateral cochlear implants. For more information, please contact Vicki Rounds in our Cochlear Implant Program at (650) 462-3143.

OCTOBER 7, 2006-ANNUAL ATRESIA AND MICROTIA CONFERENCE

The 3rd annual west coast conference sponsored by the Let Them Hear Foundation and dedicated to the dissemination of information on Atresia and Microtia will be held at the Four Seasons hotel in our complex. The presentation component will take place at the Four Seasons while the individual medical appointments with physicians will take place at our office in Palo Alto. For more information, please visit the website at www.letthemhear.org/cme.

OCTOBER 19, 2006-SILICON VALLEY BENEFIT WINE AUCTION WITH SPECIAL GUESTS ROBERT AND MARGRIT MONDAVI



The Silicon Valley Benefit Wine Auction, benefiting the Let Them Hear Foundation will be held at the Four Seasons hotel this October. We are honored to have Robert and Margrit Mondavi as our guests on this special night. Seating is limited to 200 guests and tickets are \$500 per couple.

This benefit combines the Crush the Silence dinner and auction with the newly sanctioned Silicon Valley Benefit Wine Auction. Please join us for an evening combining spectacular wine packages, meaningful conversations and spirited cuisine. For more information, please contact Rob McClelland at (650) 462-3146.

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

www.letthemhear.org

www.calsinus.com

www.calface.com