



ADVENT
Advanced Ear, Nose & Throat Specialists

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THE NEWSLETTER
of ADVENT Advanced
Ear, Nose & Throat Specialists



Little things

We expect medicine to advance with great leaps of knowledge and technology. Often, however, small steps forward have equal impact.

In this issue we highlight several of these "little things": testing hearing aids under real-life conditions; treating snoring with a minimally-invasive procedure; improving breathing with a simple sinus rinse. At ADVENT, we're not only committed to embracing technology, but also to attending to the little things that can make such a big difference in our patients' lives.



Madan N. Kandula, M.D.
Gwen Kandula, Au.D.

Can you "read" the signs?

From Better Hearing Institute

The signs of hearing loss can be subtle and emerge slowly, or they can be significant and come on suddenly. Either way, there are common indications. You should suspect hearing loss if you experience any of the signs below.

YOU MIGHT HAVE HEARING LOSS IF YOU . . .

MEDICALLY

- have a family history of hearing loss.
- take medications that can harm the hearing system (ototoxic drugs).
- have diabetes, heart, circulation or thyroid problems.
- have been exposed to very loud sounds over a long period or single exposure to explosive noise.

SOCIALLY

- have difficulty following conversations involving more than 2 people.
- require frequent repetition.
- think that other people sound muffled or like they're mumbling.
- have difficulty hearing in noisy situations, like conferences, restaurants, malls, or crowded meeting rooms.
- have trouble hearing children & women.
- have your TV or radio turned up to a high volume.
- answer or respond inappropriately in conversations.
- have ringing in your ears.
- read lips or more intently watch people's faces when they speak with you.

EMOTIONALLY

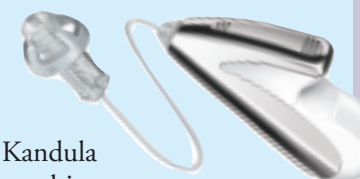
- feel stressed out from straining to hear what others are saying.
- feel annoyed at other people because you can't hear or understand them.
- feel embarrassed to meet new people or from misunderstanding what others are saying.
- feel nervous about trying to hear and understand.
- withdraw from social situations that you once enjoyed because of difficulty hearing.

REALITY TEST: Fine-tuning hearing aids for everyday living

"It worked fine in the doctor's office, but not out in the real world."

That is the number one complaint patients voice about new hearing aids, according to Gwen Kandula, Au.D., Audiologist at ADVENT. Real-life situations such as restaurants, office meetings, dinner table conversation, family gatherings and the like can prove to be very challenging. They provide a true test of hearing aid effectiveness.

Short of following hearing aid wearers around all day, Dr. Kandula is doing the next-best thing: bringing the outside world inside the doctor's office. The new Virtual Reality Suite at



Continues on page 2

Giving **SNORING** the silent treatment

Are you losing sleep over snoring? You're not alone. About one in four Americans suffer from chronic snoring. As a type of sleep apnea, it can lead to serious health problems like heart disease, high blood pressure or stroke. And those are just the concerns the individual may face. "Snoring can also affect the person's sleep partner and others in the household," notes Madan Kandula, M.D., Otolaryngologist at ADVENT. All told, snoring can disrupt sleep, impair daytime functioning, jeopardize jobs and damage relationships.

Fortunately, ADVENT now offers a simple, in-office treatment that can eliminate or reduce snoring in most sufferers. Called the Pillar Procedure, it tightens up the tissues on the roof of the mouth responsible for snoring.



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Continues on page 3

ADVENT simulates a variety of everyday environments. Patients can test different hearing aids in typical scenarios, without ever leaving the doctor's office. It makes choosing the right hearing aid easier and more confidence inspiring. The Virtual Reality Suite also helps Dr. Kandula fine-tune hearing aids for the individual's particular lifestyle. "People can actually see how high-tech their hearing aids are," Dr. Kandula said. The immediate feedback

Virtual Reality Suite is a genuine benefit in prescribing a customized solution.

patients give her in the Virtual Reality Suite enables Dr. Kandula to calibrate hearing aids for individual needs. She can adjust hearing aids to amplify the exact frequencies the patient is missing. "Each person's hearing loss is different," Dr. Kandula noted. "That, along with the individual's lifestyle requirements, makes the Virtual Reality Suite a genuine benefit in prescribing a customized solution." Another advantage of the Virtual

Reality Suite is in reducing the need for follow-up visits. "It can help us set up the hearing aid more accurately to begin with," Dr. Kandula said, "which will improve convenience for our patients." An innovation of ADVENT, the Virtual Reality Suite is the only one of its kind in southeastern Wisconsin. "I hope it will someday become the standard of care everywhere," Dr. Kandula commented. "Like everything at ADVENT, it came out of our concern for finding better ways of doing things for our patients."

This has been a difficult winter for colds and sinus infections, and it is shaping up to be a tough spring for the nose in general.

With our three-year-old in pre-school, we have had more than our usual share of colds at home.

As I was getting ready for work the other day, my husband Madan said it sounded like I needed a sinus rinse. He was ready with the Afrin, and left me alone to do the rinse. About halfway through he came in and wondered what in the world I was doing. Apparently, I have not been doing my sinus rinses correctly!

I guess I never was formally told how to do them, but I figured it was fairly obvious just by looking at the bottle. I had no idea there was more than one way, to say nothing of a right way and a wrong way. I just assumed the rinses felt weird because I have such a small nose. That makes sense, doesn't it?

Well, I'm happy to say I did my first "correct" rinse that morning. I couldn't believe how well I could breathe afterward. While I know that all of our patients get the instructions, I'd like to share with you what I learned, just in case some things seem "obvious" to you too. As a recovering, reluctant rinser, I cannot encourage you enough to do these. They help me breathe much easier.

Recipe for a successful sinus rinse.

Ideally, the sinus rinse should be done twice daily-when you get up in the morning and again before bed. Use the NeilMed Sinus Rinse bottle, easily found at Walgreens.

SINUS RINSE:
Confessions of an ENT's Wife.

By Gwen Kandula

INGREDIENTS:
1-2 tsp salt
1 bottle of warm water

- Mix salt and water
- Bend forward and tilt your head down.

- Keep your mouth open and breathe through your mouth with shallow breaths
- DO NOT hold your breath.
- Place cap snug against one of your nasal passage openings.
- Squeeze bottle gently until the solution drains from your other nasal opening.
- Continue till one-fourth to one-half of the bottle is used.
- Repeat on opposite side.
- Do not swallow solution; spit out as necessary.

SINUS RINSE

Once done, gently blow your nose to clear passages. Tilt your head to each shoulder and gently again blow your nose to expel any residual left behind. Discard any leftover solution. Air dry container and cap on a paper towel.

The benefits include reduced symptoms of pressure and headaches when allergies are active, or you're experiencing chronic stuffiness, head colds and sinus infections. The warm water helps to thin nasal secretions and move the fluids out to reduce pressure you may be feeling. This is also an important part of the recovery process from any sinus treatments per Dr. Kandula's orders. For anyone exposed to occupational dust, fumes, animal dander, grass, pollen, smoke and house dust, it will help to clear the irritants out of the sinuses.

One other gem I have learned: for anyone with a small nose, the pediatrics bottle works wonderfully. I have my very own now.

SENSE-ible Choices
You're Invited

Meet us in person at one of our upcoming SENSE-ible Choices talks, or watch the segments on **Morning Blend** on WTMJ-TV Channel Four

- >> **Coblation: A new wave in nose and throat care.**
Morning Blend: Monday, March 31, 9 am
Discussion: Tuesday, April 8, 6:30 pm Maggiano's
- >> **Better Hearing: Amazing advances for a happier you.**
Morning Blend: Monday, April 28, 9 am
Discussion: Tuesday, May 6, 9:30 am Crowne Plaza
- >> **Balloon Sinuplasty: Permanent relief from chronic sinus problems.**
Morning Blend: Monday, May 12, 9 a.m.
Discussion: Tuesday, May 20, 6:30 pm Crowne Plaza
- >> **Pillar Procedure: The 10-minute treatment for snoring.**
Morning Blend: Monday, June 2, 9 am
Discussion: Tuesday, June 10, 6:30 pm Crowne Plaza

Discussions are free and open to the public. For more information or to register, please visit advent.md or call 414-771-6780.

FRONT PAGE

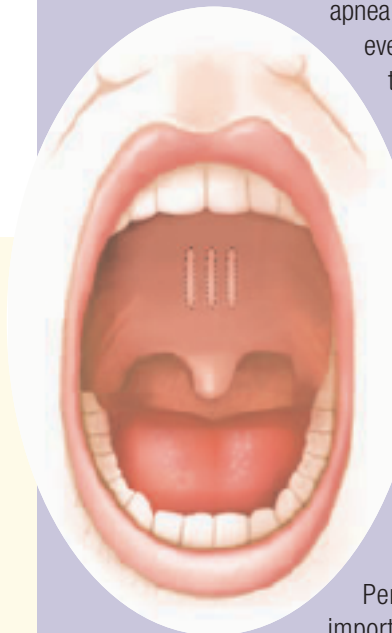
ADVENT was recently featured in the newsletter of Xoran, manufacturer of our MiniCAT CT scanner, as a practice making the most of technology for the patient.



Giving SNORING the silent treatment Continued from cover

First, a little anatomy. "Snoring is caused by an obstruction of natural airflow during sleep," Dr. Kandula says. Extra tissue at the back of the soft palate vibrates during breathing, producing the distinctive sounds of snoring.

"Until now," Dr. Kandula states, "treatment for snoring and sleep apnea has been limited to appliances that must be worn every night and surgery to remove excess tissue in the throat." The Pillar Procedure, however, is a revolutionary approach to this age-old problem, according to Dr. Kandula, who has been performing it for four years.



During the Pillar Procedure, three soft woven implants are placed into the back of the throat. Over time, the body's natural fibrotic response tightens the tissues around the implants, and snoring dramatically improves.

"The Pillar Procedure has been scientifically proven to be effective in over 80% of people with snoring or mild obstructive sleep apnea," Dr. Kandula comments.

Perhaps equally important is the lack of discomfort. Dr. Kandula typically performs the procedure in the office using a local anesthetic. It takes only about 10-20 minutes, recovery is remarkably short, and patients will begin to experience relief from snoring within three to four weeks.

Patients may "feel" the implant for about a day, but that disappears. It does not affect the senses at all. As for the safety of the implant, Dr. Kandula notes that "it is suture material that has been in use for 50 years." And while it stays in for life, it can be removed if necessary. "But that's extremely rare," he adds.

Is the Pillar Procedure right for you? A consultation with Dr. Kandula is the first step. While it may not be appropriate for everyone, "It's one piece of the armamentarium combating sleep disorder breathing," Dr. Kandula notes. Certainly, the Pillar Procedure at ADVENT is worth sleeping on.

SNORING: ZZZZ-FACTS

1 in 4 Americans snores

More than 40 million Americans suffer from mild to moderate sleep apnea and snoring

It can lead to heart disease, high blood pressure or stroke

Caused by excess tissue at the back of the throat

Pillar Procedure can provide relief for 80% of snorers



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Visit us online at www.Advent.MD
Or, call 414 771-6780