

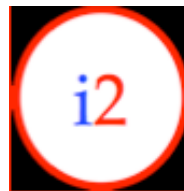
NEWSLETTER



“Seek superiority in all we undertake-strive for heroic patient service”

Core Ideologies

This year you may see a CEI, CSI, or LTH member wearing one of these buttons....



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NEWSLETTER

Sona Page

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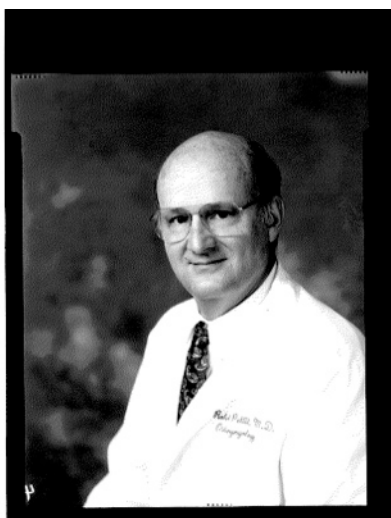
I am not satisfied with our level of service in 2007. While our medical patient care is the best available, I seek to improve the surrounding services in our organization with our manager's help. We now have key employees in place in multiple positions (43% of our workforce is new in the last 12 months!), and systems are being instituted that promise to elevate our patient services quality to the highest level ever. If you see an employee wearing a “No Can't” button, you will know that person has been caught in the act of *heroic patient service* and has been awarded this button by their manager. By instituting this program, I am seeking to promote one of our core ideologies. Once per Quarter, I will award an “Innovation Initiative” button to the employee with the idea that proves to be the most valuable for patient care, organizational efficiency, and overall success of our ideals. At year end, a 2008 overall *i2* winner will be crowned. As we begin the year, we are infused with a spirit of innovative creativity and vigor focused on you, our patients – **thank you for trusting us with your healthcare.**

Dr. Joseph Roberson, CEO

CEI & CSI Santa Rosa

Welcome Dr. Pettit, Christy Cooper

We proudly announce the association of C. Robert Pettit, MD, a general ENT physician Board Certified in Otolaryngology – Head and Neck Surgery with our Santa Rosa Practice. Dr. Pettit's undergraduate degree is from Stanford University. He attended medical school at UC Irvine and followed with Residency training at UCSF where he followed as a Clinical Adjunct Professor of ENT. Dr. Pettit was a pioneering member of the Cochlear Implant, inner ear physiology and research as well as the differential diagnosis of dizziness.



Also joining the Santa Rosa group is Dr. Christy Cooper, an Audiologist specializing in the evaluation, treatment, and habilitation of adults and children with hearing impairment. Dr. Cooper joins us to start the Hearing Device Center of CEI in Santa Rosa. californiaearinstitute.com/device/santa-rosa.php



Hearing Device Center News

Happy New Year and welcome to the first CEI newsletter of 2008! First things first – CEI's Hearing Device Centers have two new providers:

Dr. Roberson already introduced you to Christy Cooper, Au.D., who joined CEI last month as audiology manager at our Santa Rosa office. We are delighted to have Dr. Cooper leading our expansion of audiology services in California's wine country, including hearing device consultations, fittings, and adjustments.

Mr. Russell Parish also joined CEI last month as a hearing device dispenser at our San Ramon office. Mr. Parish has extensive experience in dispensing, especially with advanced digital instruments. He is well-established in the east bay community and we are thrilled to have a provider of his caliber join CEI.

In future articles, I'd like to focus on the topics you – our

patients – most want to read about, such as what to consider when selecting devices, the benefits of 'open-fit' mini-behind-the-ear hearing devices, how to prolong the life of your hearing devices, and Bluetooth connectivity and other features and devices on the horizon. Please send your suggestions to vkeetay@calear.com.

We also have important news to share about our walk-in appointment process at the Hearing Device Clinic in Palo Alto. In order to better serve the needs of all our hearing aid patients, the Palo Alto office will no longer see patients on a walk-in basis. This change will be effective starting February 1, 2008. Please call our appointment desk at 650-462-3139 to schedule appointments in advance.

Looking forward to a great 2008!

*Victoria Keetay, Ph.D.
(Audiology)
Director, Hearing Device
Centers*

Hearing Device Fact

Moisture is the #1 enemy of hearing devices and can cause sensitive electronic components to rust and break down. Moisture can be from steamy bathrooms following a shower and humidity in areas you travel to. A hearing aid saver (container with desiccant chips) can help save a hearing device from the dangers of moisture.

Q&A

Hearing Loss in Newborns

What is AB 2651, when does it take effect and what does it mandate?

Assembly Bill 2651 has been passed and moves into law January of 2008. It stipulates all hospitals in the State of California must provide Neonatal Hearing Screening Services to the children born in the facility. CEI - LTH has been involved in this effort and applaud its initiation for the children of the State of California!

Can we test children at birth? How does that work?

A very simple to operate piece of equipment, called and ALGO Screener, is used to test hearing of children even down to several hours after birth. A technician (usually a volunteer), places a sticky pad on the forehead and a small foam sound source in the ear canal. As the sound is received, brain waves of characteristic shape are produced. If those brain waves are present the child "passes" indicating normal hearing. If the brain waves are absent, the child "refers" for further testing (in a place like CEI).

Does it really matter to diagnose hearing loss that early?

YES! Study after study shows earlier intervention is better. It makes sense with what we know of normal human development. Critical Periods are times during which a stimulus (in this case sound) must be present to make the system start to develop. Think of this like watering a seed If time goes by without the growth stimulus the system will be less fully developed when it matures - just like a plants growth would be stunted with inadequate watering.

What data do you have to prove this concept?

A lot - for example, children who are deaf and receive cochlear implants have higher IQ's than those who are deaf and do not receive sound stimulus to their developing systems with a cochlear implant. (Moog et al, Speech and language acquisition in young children after cochlear implantation, *Otolaryngologic Clinics of North America*, 32(6):1127-41 (Dec. 1999))

How close can we come to normal development in deaf children if we act early?

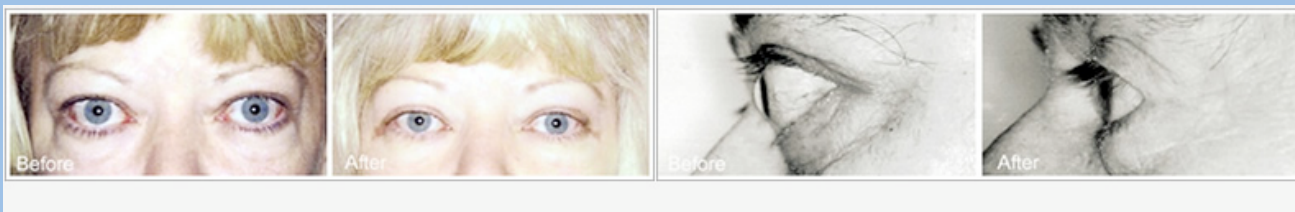
We think we can achieve normal development. Aggressive early intervention using either hearing aids or cochlear implants to provide the needed sound to the brain can allow development that is now approaching normal! This has been an area of very intense activity for CEI over the last 15 years. With the help of MD's, Audiologists, Speech and Language Therapists, Deaf Educators and Therapists in an intense pre-school program we believe we can prevent a child's hearing loss from being an impediment to either development or achievement in their life.

CSI MEDICAL HIGHLIGHT

JOINT EYE & SINUS SURGERY

In 2006, we started working very closely with Dr. Kim Cockerham and her staff on joint sinus cases which involved the eye. Many of these cases in the past may have required larger external incisions. Now using endoscopic techniques we can achieve better results for patients which include less scarring, pain and a faster recovery.

Our most common joint surgeries are for patients who have Grave's disease of the thyroid glands. These patients' eyes will protrude from their faces and leads to dryness, tearing and even pain. Jointly, Dr. Cockerham and the doctors at CSI, will remove the bones surrounding the eye and "decompress" the eyes into the sinus spaces and skull. This allows the eyes to 'fall back' in and allow the eyelids to close properly. (See before and after pictures below.) To find out more about these procedures at www.envisagebayarea.com and go to the section on thyroid eye disease.



CSI NEWS

San Ramon

Introducing Dr. Fong

CSI continues to grow in San Ramon with Dr. Karen Fong seeing patients full time. She has developed a referral base which includes many patients from the entire Diablo Valley and also out towards Sacramento and San Francisco. Dr. Fong performs the majority of her surgeries in San Ramon and has available appointments for new patients. Dr. Fong is interested in all aspects of nasal and sinus disease, including chronic sinusitis, nasal polyps, and endoscopic sinus surgery. To make an appointment call (925) 807-1131. To learn more about Dr. Fong's experience and view a photo please visit our CSI website (www.calsinus.com)

Palo Alto

Fresno Transition

As many of you know, we have had office hours in Fresno at the Baz Allergy Clinics. This has been both rewarding and challenging for us all. The 5:00 am, 2 plus hour drive (*yes Dr. V. does drive like a Jamaican*)... has been hard. But, it has also allowed us to provide a level of care to the Central Valley which many patients have been grateful for.

Starting in July 2008, we no longer being traveling to Fresno to see patients. Instead, patients who live over 100 miles away will have the option to see us on that Saturday. We are working with local hotels to arrange for family discounts so that our 'long rangers' can spend the night in the Bay Area. About 15% of the CSI practice flies or drives over 100 miles to CSI – some even do it monthly.

Answers to your Sinus Questions

Dr. Rhoda Wynn and Dr. Winston C. Vaughan have recently published a book: *100 Questions and Answers about Sinusitis and Other Sinus Diseases*

Some of you may remember, Dr. Wynn was with CSI for her fellowship in 2005 and was working on the book at the time. Several patients contributed comments that are now published in the book.

This book reviews basic sinus anatomy, frequently asked questions and treatments options for sinus problems. It is written in a manner in which that the average reader can easily understand. Copies can be purchased from Amazon.com or BarnesandNoble.com.