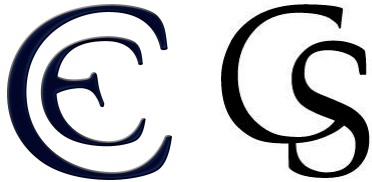


# NEWSLETTER



“Born without an ear: Atresia Microtia”

## First Ever Surgery Performed

In an very unusual birth defect, called atresia, the inner ear forms correctly but the eardrum and ear canal fail to develop. In most instances the outer ear also does not develop in an associated condition known as microtia. CEI has been a pioneer in the surgical correction of this deformity and now brings a new advance to the world. In past instances, up to 6 surgeries over several years were required to create an ear canal and eardrum and to reconstruct a functioning, appealing outer ear.

Late January, 2008, Dr. Joseph Roberson and Dr. John Reinisch from Cedars Medical Center (assisted by Drs. Colen and Lewin) combined to perform the world's first procedure where atresia repair and medpor auricular reconstruction were combined into a single surgical procedure. The early results from this combined procedure, which took approximately seven hours to complete, appear to be as good if not better than performing it in the traditional multiple procedures. Drs. Roberson and Reinisch have collaborated in hundreds of atresia-microtia cases.

Children receiving this surgical correction may experience return of hearing to the functionally normal range. As with all types of hearing impairment in children, early intervention is critical to achieve best outcomes. Other methods of sound delivery with non-surgical means are available and can be used from several weeks of age. In many cases, children use a specialized bone conduction hearing aid until they become old enough for surgical reconstruction.

Not all children are candidates for creation of an ear canal and eardrum while virtually all are candidates for outer ear reconstruction using one of two techniques available. An evaluation by a physician specializing in this rare condition involves use of a CT scan to measure the relationship and structure of the malformed bone to determine chance of surgical success. CEI has a very specialized CT scanner available in the Palo Alto office which is invaluable for the evaluation of this and other ear disorders.

For more on 3 year old Jack (our first patient for this surgery) and his remarkable progress please visit [atresiarepair.com](http://atresiarepair.com).

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**I. CALIFORNIA SINUS INSTITUTE NEWS**

### FACILITIES

#### Palo Alto

1900 University Circle  
East Palo Alto, CA  
650.494-1000

#### San Ramon

5801 Norris Canyon, Suite 200  
San Ramon, CA 94583  
925.830-9116

#### Santa Rosa

196 Sotoyome  
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### NEWSLETTER

#### Sona Page

Editor, CEI, Inc

#### Dr. Joseph Roberson

California Ear Institute, CEO

#### Dr. Winston Vaughan

California Sinus

#### Theresa Wilksen

Hearing Device Center

**CEI & CSI Santa Rosa****Join Us at the Hearing Healthcare Seminar on May 6th**

Mark your calendars! In recognition of Better Hearing and Speech Month, the California Ear Institute Santa Rosa office will host a Hearing Healthcare Seminar in the North Bay. You will not want to miss this opportunity to learn about common hearing loss/speech issues and meet some of our CEI team members in person. Our physician and audiologist team will address a variety of topics including:

- Mechanisms of hearing and balance
- Noise-induced and drug-induced hearing loss
- Tinnitus
- Surgical alternatives for hearing loss such as cochlear implants
- Communication strategies for individuals with hearing loss
- The latest in hearing aid technology

Thanks to significant technology and medical improvements there are many treatment plans that can improve the quality of life for those who experience problems with speaking, understanding, or hearing.

**Where:** Hilton Sonoma Wine Country - Sonoma Ballroom

3555 Round Barn Boulevard

Santa Rosa, CA 95403

**When:** Tuesday, May 6th

**Time:** 9:00-11:00am

This will be a fun and interactive educational event to promote awareness of hearing health and speech communication issues. Your questions are welcomed! **Free continental breakfast will be served during our presentation.**

Guest speakers will include:

**Dr. Joseph Roberson, MD**  
Otology, Neurotology, Skull Base Surgery

**Dr. Robert Pettit, MD**  
Otolaryngology, Head & Neck Surgery

**Dr. Christy Cooper, AuD**  
Audiology and Hearing Device Center

Limited space is available for the seminar, so please secure your seat in advance by calling **(707) 528-0565**.

To learn more about other events in your area, please contact the American Speech-Language Hearing Association (ASHA) at [www.asha.org](http://www.asha.org). Additionally, you can visit [www.calear.com](http://www.calear.com) to learn more about our organization and community awareness programs.

### **CEI Palo Alto Hearing Device Center News**

#### **Welcome Theresa!**

We are delighted to announce Theresa Wilksen has joined the Hearing Device Center in Palo Alto. Theresa's position will be that of Dispensing Audiologist, where she will specialize in the fitting and dispensing of hearing devices for our patients. Prior positions Theresa has held include District Manager for

five Miracle Ear franchises and Department Manager of Aural Rehabilitation at Community Hospital in Onaga, Kansas. Theresa serves as an examiner and subject matter expert for the Hearing Aid Dispensers Board of California. For appointments, please call 650-494-1000.

#### **Change to our Scheduling Process in the HDC**

Effective March 1, 2008 the Palo Alto office is streamlining services by moving the scheduling of Palo Alto Hearing Device Center appointments to the front office staff of the CEI. To schedule an appointment call the main line, (650) 494-1000 and hit #1 on your phone. Or, you can email us for appointment at: [paappointments@calear.com](mailto:paappointments@calear.com).

For other needs such as extending your hearing device warranty, troubleshooting, or repairs please contact Julie Belton on Tuesdays, Thursdays and Fridays at (650) 462-3157 or e-mail her at [jbelton@calear.com](mailto:jbelton@calear.com).

#### **Note from the Editor**

We value your questions, suggestions, and opinions. Please email me with your comments. I would also like to hear from you if there are topics you would like to see covered regarding Hearing Health or Sinus issues in our Newsletter at [spage@calear.com](mailto:spage@calear.com).

# Q&A

## Myths About Hearing Aids

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**Myth #1: Hearing Aids Amplify Background noise.**

While it is true that older hearing aids did amplify background noise, the latest technology is MUCH better. The devices that are available now are much more sophisticated and definitely better at not over-amplifying noise so you can enjoy clearer sound quality. Please visit our website (<http://www.calear.com/device/index.php>) to learn about some of the wonderful hearing aid options that are available today.

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**Myth #2: Hearing Aids can't help "nerve deafness".**

This simply is not true. Thanks to technological advances, the majority can be helped by hearing aids. Most patients are pleasantly surprised by the number of options that are available today.

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**Myth #3: I only need one hearing aid.**

When you have hearing loss in both ears, wearing two hearing aids helps you locate and separate sounds. Simply put, most hear better when they wear two devices, especially in noisy places.

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**Myth #4: I can buy hearing aids cheaper on-line.**

Careful! You are getting a lot more than just hearing aids when you see a licensed professional. You are getting a hearing evaluation, a medical referral if needed, thorough instruction, an critical follow-up care to help you successfully adjust to and maintain your new hearing devices.

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**Myth #5: Hearing Aids are big and they mean I am getting old.**

Many can be helped by the latest "thin-tube" hearing aids--small devices that are virtually invisible tucked behind the ear. Feeling cut off from conversations because of hearing loss is probably more likely to make you feel old. Wearing light, discreet, hearing devices can you let you join in the conversation again and THAT will certainly help you feel young. A great example is the new wireless Epoc (<http://www.oticonusa.com/Oticon/Consumers/Products/Epoc.html>).

## New Forms and Procedures

Next time you visit CEI or CSI you will be given a new set of forms. These forms will help us provide you with a better level of service options. For example, the new email consent and non-standard clinic policies will allow us to expand our communication and and clinic appointment schedules at a nominal fee. There are a number of forms for you to review which cover all our new policies and consent forms. As a result, we are asking **new and current patients to arrive 15-30 minutes before their scheduled appointment time** in order to have adequate time to read, understand, and sign the forms. This will also help prevent any delays in your appointment time.

We will also gladly fax or email the forms ahead of time to you so you have plenty of time to read and complete them. Just call us at 650-494-1000 (press # 1) to make arrangements. In addition, the forms will also be posted on [calear.com](http://calear.com) and [calsinus.com](http://calsinus.com) under the "information for patients' window.

The additional paperwork only needs to be filled out once and will ensure that we continue offer the best possible care and service options.

## CSI NEWS

### CSI CME Conference

CSI just completed our annual Continuing Medical Education (CME ) Conference. This took place over the Valentine's Day weekend. We hosted over 45 doctors, past fellows and nursing staff from all over the United States--and even had attendees from Brazil, Canada and Germany.

Continuing Medical Education courses ensure that physicians are up-to-date on the latest medical knowledge and, consequently, are providing the best quality of care to patients. Our CSI CME conference was quite comprehensive. Medical professionals came to the Palo Alto Westin hotel and Stanford Medical Center for lectures, live surgery and anatomy dissections over 3 days. Post course evaluations show that we were able to achieve the aims / goals of the course which included:

- ◆ *Discuss new technology and instruments that are available to improve treatment of sinus disease.*

- ◆ *Apply new dissection techniques to improve results in difficult endoscopic sinus surgery cases.*
- ◆ *Describe management options in refractory sinus patients.*

Given the success we have had in the past we plan to hold the course again next year. Please see information at: <http://www.calsinus.com/course.htm>



**Dr. Fong and other CSI CME Conference Attendees**

### Sinusitus Foundation

CSI has exciting news to share with you! We have started the process of forming the California Sinusitis Foundation. We hope that this will be the leading non-profit foundation for sinus care, research and education. Some of the aims and efforts of this foundation will include:

- *Research in sinus disease and providing funding for other researchers*
- *2-day mini-fellowships for practicing ENT doctors*
- *Fellowships: after residency in Advanced Sinus Surgery and Rhinology*
- *Conferences / Courses*
- *Community outreach and educational programs for patients and their families*

If you or someone you know has been involved with the formation of a medical foundation - please contact Dr. Vaughan at [sinusmd@aol.com](mailto:sinusmd@aol.com). We will most likely have our first fundraising event in the next year.