



Palo Alto

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San Ramon

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Fresno

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Santa Rosa

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CSI TEAM

Joseph Roberson, M.D.
CEO and Managing Partner

Winston Vaughan, M.D.
Director California Sinus Institute

Ryan Rehl, M.D.
Associate

Kathleen Low, N.P.
Nurse Practitioner

Adelene Maniti
Medical Assistant

Reynold O. Bryan, Jr.
Chief Operating Officer

Monica Hellner
Executive Assistant

Gino LiBerati
Manager, Billing/Collections/Contracting

Philip Lowton
Accounting Manager

Hyacinth Reyes
Office Manager, Palo Alto

BREATHE AGAIN!!

Question: How best to care for you?

Answer: We use the word C.A.R.E. as one foundation/reminder for what we aim to do at CSI:

C: Capable and Compassionate

A: Available and Appropriate

R: Reliable and Resilient

E: Experienced and Emotional

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CSI in SANTA ROSA

For a while, we have had the privilege of working with many patients who travel from the North Bay and areas even further north in California and southern Oregon. Just like our efforts in Fresno and San Ramon we now go to Santa Rosa.

We have joined together with a very highly respected ENT physician who has practiced in Santa Rosa for many years - Dr. Theodore Olson and his staff. Jointly, we now bring what we do at CSI closer to those who live north of the Golden Gate Bridge.

On average, we have office hours once a week: some Mondays (Dr. Rehl) and some Wednesdays (Dr. Vaughan). Others that will



Santa Rosa Staff

Left to right

Morgan-Front desk

Mary Ann-Medical Assistant

be at the office will be Dr. Olson, Jeanette, Mary Ann

and Morgan. Dr. Olson sees patients for other ENT related conditions beside sinuses and our Ear / Otology partners at CEI also are in Santa Rosa weekly. Jeanette is the Office Manager. Morgan is often your first contact person as she manages the front desk and answers many phone calls. Mary Ann is your Medical Assistant and can be reached via mbarry@calear.com. Our Santa Rosa location is at: 196 Sotoyome Street, Santa Rosa, 95405. Tel: (707) 528-0565. Directions via www.calsinus.com

CSI in SAN RAMON

Schedule Changes and New Staff:



San Ramon Staff

Left to right

Sunshine-Front desk

Promise-Medical Records

Adelene-Medical Assistant

For those of you that we care for at the San Ramon office, there have been some changes in our schedule and staff as we now offer services in Santa Rosa.

Doctors Rehl and Vaughan have been alternating Wednesdays along with Adelene and Kathleen. As we continue to grow and get involved in these communities, we hope to be able to increase our hours at both offices.

We apologize to our San Ramon patients whom we did not notify ahead of time about these changes.

For those of you who have met Dr. Rehl, we hope you realize that he provides the outstanding care and access that we strive for at CSI. We have also hired several new faces at the front desk and back office to improve services in San Ramon.

CSI in PALO ALTO

Our Biggest Challenge?

The Health Insurance system.

Health insurance / billing can be a complex and confusing area. We have an excellent billing team that is fully aware of the many complex issues when dealing with insurance companies.

Our fulltime staff of over 6 people in billing spends their entire days fighting for payment. Very few businesses do this. Medicine is the exception. Other businesses get paid ahead of time and at an expected rate. We are given the excuse of "usual and customary" rates, and often receive less than 30% of our

requested fees, many weeks after we provide services. This situation can often lead to a very turbulent relationship between provider, patient and the insurance company.

We still accept many of the "bad apple" insurance companies as we understand that many patients have few choices. However, please understand that in today's health care environment, we expect patients to be responsible for their share. Staff salaries / benefits, leases, travel expenses, equipment, malpractice coverage, etc. are very costly items. We want to keep our standards at the highest level for you and not cut corners or the types of insurances we accept.



CSI Billing Team
Jennifer, Erisa and Gino

CSI in FRESNO

It's far, but we make it fun!

We do outreach in many ways and try to have fun doing it. To date, the most unusual experience was probably on Highway 99 South on a Saturday in August.

Yes, we were stopped on the side of the road on the way to CSI Fresno. No, not because a certain Jamaican was exceeding the speed limit (again?). We ran out of gas! Who would have thought that we could run out of gas twice within just a few minutes? Maybe Dr. Vaughan needs a larger gas can or should have looked at the gas gauge and not the car's navigation system?

We stayed in the car while he hitch-hiked at 7am to a gas station.... Billy and Roy - two good Samaritans picked him up and helped get us back on the road towards Fresno.

For those of you who may be concerned, CSI now has a larger extra gas can and Dr. V says he plans to fill up before leaving for Fresno.



Thank you Billy and Roy!

Did you know that CSI is the largest practice providing Sinus only care in four offices in Northern California?

PATIENT CORNER

Stories about our patients, their experiences and other information you may find helpful. Please send suggestions, things that you have learned or comments to Kathleen Low, NP at sinusnp@aol.com In the following paragraphs are some patient experiences. We asked: **“Why did you come to the CSI and what happened next?”**

Dr. BP: is a pediatrician in central California with chronic sinus disease. He had previous sinus surgery and came to CSI because:

“After 4 acute sinus infections and treatment with antibiotics in the winter of 2005-6 I consulted with a local ENT. A CT scan showed persistent chronic frontal sinus disease. I collected three local opinions and on their suggestion began to explore a surgical solution. I learned that there were few surgeons with the training and experience of Dr. Vaughan. After checking references, visiting the CSI website and doing some research on endoscopic frontal sinus surgery, I made an appointment and with my wife traveled to consult with the CSI team. We were impressed with the CSI staff, facilities and particularly appreciated Dr. Vaughan’s personal, direct and professional approach to my situation.

After reviewing my old CT scan, a new scan was repeated that day to plan for computer assisted navigation. This scan was reviewed with my wife and me in the office and we could understand the issues involved after the first visit at CSI. I scheduled my revision surgery the following day after reflecting on my options. Surgery was completed at Waverley Surgical Center. It lasted about 90 minutes and I returned home the same afternoon with no packing. I took only one prescribed pain pill and had a remarkably rapid and complication free recovery.

I delayed my return to work (doctor’s orders) for 10 days. I can say that I am essentially symptom free and feel great. Endoscopy at CSI recently confirmed widely open frontal sinuses...I saw them with the video goggles ...and I am hoping for a sinus infection free future. PS: It’s great to be able to smell and taste my food again!”

HCB: is a college student who had to return home from school during her freshman year because of the problems that she was experiencing with her sinuses.

“I went to CSI in San Ramon because I had been suffering from chronic sinus polyps. I had been taking serious medications for about 2 months and had been through two prior surgeries. I was immediately assured by Dr. Vaughan, Adelene and Kathleen that they would try to take my sinuses from a “C” to an “A-” and so I signed on for surgery immediately. Not only did I receive the most warm, encouraging care (one of my previous doctors said to me: you are a “sinus cripple”) - CSI fought on and I felt that Dr. Vaughan was an amazingly talented surgeon! After a 90 minute surgery, I had new and improved sinus cavities and within that first week- I felt a dramatic improvement.

My symptoms prior to the CSI surgery were dizziness, lack of concentration, congestion, anxiety and reclusivity, excruciatingly sharp pains in my forehead, nose, cheeks and ears. Within the first two days, I immediately noticed how much less swollen I was compared with my prior two surgeries--it only got better! I felt almost no congestion and only minor aches (as opposed to sharp pains). I was sleeping better, and was noticeably less depressed and anxious in about two weeks or so. We had the CSI staff emails and cell phone numbers also if we ever needed anything while I was healing. By a month, I was exercising vigorously and only feeling dizziness and pain for a few seconds each time up to 3 times per day. Now, about 6 months after surgery it’s almost as if I never had sinus problems ever. I still rinse my nose out with liquid steroids every other day, but beyond that my sinusitis has pretty much been cut out of my life. I am so thankful ... they have truly turned my life back around and made me feel like a teenager again. Also – I’m back in college!”

MY CSI APPOINTMENT

What should patients bring to a CSI appointment?:

Health Insurance Card / Information

A friend or family member to take notes / help with questions

A list of all medications you are taking

A list of your questions /concerns

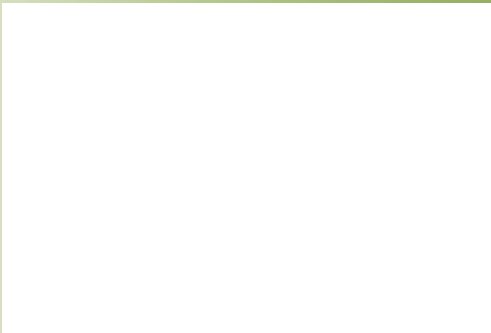
A copy of your XRAYs / CT scans (not the reports - get the actual films)

Copies of records from doctors related to your sinuses / nose / allergies / lungs.

Go to www.calsinus.com before your appointment.



TAKE THE WEEK-END TO REFRESH AND REVITALIZE AT THE CALIFORNIA FACE & LASER INSTITUTE. SCHEDULE A CONSULTATION TO FIND OUT THE BEST NON-INVASIVE COSMETICE PROCEDURE FOR YOU. **NOW THROUGH DECEMBER 31ST RECEIVE \$100 OFF THE CONSULTATION** WITH THE COMPLETION OF A PROCEDURE (\$1500 or over). WWW.CALFACE.COM



EDUCATION

CSI Sinus Surgery Course: CSI will be hosting an “Advanced Techniques in Endoscopic Sinus Surgery” course in February 2007. We will host up to 50 regional and international ENT physicians at the Hotel Adagio in San Francisco.

Instruction Lab: We hope to conduct parts of our sinus course in a planned new dissection lab. This lab will also be used to train fellows, residents and ENT doctors from all over the world when they visit CSI for mini-fellowships. We are now looking for generous donations from our patients and friends to build this lab at our Palo Alto site. It is estimated that \$85,000 will be needed to do this. If you are able to assist us, please contact Monica Hellner at 650-462-3131. If our fundraising efforts are successful we hope to have a reception in January 2007 to celebrate and dedicate this space.

Toronto ENT International Meeting: CSI staff attended the international ENT conferences in Toronto in late September. We attended lectures and served as speakers for lectures, panels, research forums and as consultants for companies involved in sinus disease care. Notably, Kathleen Low was involved with an endoscopy course, Dr. Wynn presented her research, and the study on balloon sinuplasty in which many of our patients participated was presented. That study called CLEAR, showed excellent outcomes and high patient acceptance.

CSI Fellowship Program:

Dr. Ed Hepworth: Dr. Hepworth who finished his fellowship at CSI now practices in the Denver area. He is busy with not only a growing practice, but on growing a family. Congratulations to him and his wife Elizabeth as they are expecting their first child in January! We hope they visit and help teach in the upcoming sinus course in February.

Dr. Rhoda Wynn: Dr. Wynn finished her training with CSI in July and stayed close to us – she works with the Kaiser patients in Redwood City! She continues to be actively involved in teaching their residents. Her recent presentation in Toronto was titled: Short-term recovery after endoscopic sinus surgery: Comparing the Sinuplasty device to conventional instrumentation.



Advanced Capabilities

- Sinusitis
- Bacterial Infections
- Epistaxis
- Nasal Obstruction
- Allergic Fungal Sinusitis
- Functional Endoscopic Sinus Surgery
- Image Guided Surgical Navigation
- Frontal Sinusitis Management
- Revision Cases
- Orbital and Optic Nerve Decompression
- Epiphora
- Sinonasal Tumor and Trauma
- Choanal Atresia

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