

## NEW WEBSITE COPY

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### HEARING AIDS PAGE

#### Resound LiNX: A Hearing Aid for a High-Tech World

If you need to adjust the volume on most hearing aids, you have to reach up to your ear and press a small lever. But sometimes people don't want to attract attention to themselves in social situations. So they do nothing, and continue to miss out on the conversation.

Here comes technology to the rescue: With the cutting-edge Resound LiNX hearing aid series, you can simply control the volume from your iPhone, iPad, or Apple Watch. You can even adjust for different environments or entertainment devices.

Experience sophisticated digital technology that's more like having powerful wireless stereo headphones than a traditional hearing aid. Small and comfortable, *Surround Sound* offers a clear sense of where sounds are coming from, for a surprisingly natural effect.

Learn more about Resound LiNX at [\*\*Resound.com\*\*](http://Resound.com). Then ask us about how you too can go high-tech with the most amazing hearing device around.

### ALLERGY TREATMENTS PAGE

#### No More Weekly Trips to the Doctor for Your Allergy Shots!

What if you could administer your ongoing allergy shots yourself? It's safe, it's easy, and ENT Institute is one of the few offices around that can get you started.

It'll take just three visits to show you how to use the tiny syringe, make sure you're perfectly comfortable with it, and to answer any questions. You'll also be supplied with an EpiPen® Injector in the rare case of a reaction.

You can do it at work. You can do it on vacation. Even children can do it! It's so quick and convenient that most of the allergy sufferers we treat are permanently switching over.

## BOTOX COSMETIC PAGE

We can't stop having birthdays, but we can do something about those fine lines and wrinkles that make us look older. Botox treatments are surprisingly quick and simple in-office procedures, and you'll love the immediate results. Although the effects are not permanent, you can repeat your Botox treatment whenever you feel it's necessary.

The Botox used at our Botox clinics also can firm the muscles in the forehead and around the eyes which means it's a great option for reducing the appearance of crows feet. The procedure at our Alpharetta Botox clinic is minimally invasive, quick, and may have results that last up to four months. The doctors here have treated thousands of patients with great results. The cost of Botox treatments are determined by each person's individual needs. We'll be glad to give you a price after a quick examination.

## REFLUX PAGE

Reflux sufferers often take non-prescription drugstore medications for acid reflux. However these are only meant to be taken as a temporary measure, not a permanent solution. When the issue becomes chronic, it's time to see a doctor.

Also, today's processed foods often contain acids that are used in preservatives. Over time, these acids can eat away at the esophagus, sometimes resulting in esophageal cancer. A screening known as Transnasal Esophagoscopy (TNE) is offered here at ENT Institute that can check for cancer and other esophagus-related disorders.

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## SPEECH PATHOLOGY PAGE

### The Voice Center

Is using your voice an important part of your job? Singers, actors, teachers, lawyers, preachers and other public speakers need to take special care of their voice — and attend quickly to any voice-related issues. The Voice Center at the ENT Institute provides that kind of specialized care. Services include various types of testing and evaluation for risk factors, as well as voice therapy and 'vocal hygiene' training. Professionals voice users can learn about preventative measures and vocal techniques that help reduce damage and keep their voice clear and strong over time.

## SLEEP DISORDERS PAGE

### Non-Surgical Treatment of Snoring and Sleep Apnea

- **Stiffening the Soft Palate** A number of in-office procedures using local anesthesia can be administered to harden the soft palate, which then reduce the vibration from air flow. The options include implants (Palatal Implants), injections (Injection Snoreplasty), and plasma energy (Radiofrequency Soft Palate Treatment).
- **Allergy Treatment** if the airflow problem is due to allergies, nasal steroid sprays or the careful management of allergies can help correct the issue.
- **Continuous Positive Airway Pressure** Also known as CPAP, this common procedure involves wearing a nasal or facial mask whenever the person sleeps. During its use, the air pressure from natural inhalations helps keep the air passage open. Although it's generally effective, some people find the mask to be an inconvenience.
- **Oral Appliances** A device similar to orthodontic retainer is inserted into the mouth at bedtime each night. These appliances keep soft tissue out of the airway, and move the lower jaw a bit further forward for a better breathing position.
- **Tongue Base Reduction** A newer treatment for sleep apnea is an in-office procedure that uses radiofrequency waves to remove a bit of tissue at the base of the tongue. Over the course of several treatments, relief from sleep apnea can be achieved without the nightly use of any appliance.

### Surgical Treatment of Snoring and Sleep Apnea

- **Nasal Surgery** When polyps or a deviated septum are obstructing air flow, surgical treatment under general anesthesia may be required. However Radiofrequency Turbinate Reduction may also be an option; in this office procedure, plasma energy is used to reduce swollen tissue inside the nose.
- **Tonsillectomy and Adenoidectomy** Although enlarged tonsils and adenoids are more common in children, snoring in some adults can be resolved by removing these small mounds of lymphoid tissue. This is an outpatient surgery procedure under general anesthesia.
- **Uvulopalatopharyngoplasty** This type of surgery involves removing the tonsils and uvula, and trimming the palate. This keeps the tissues at the back of the throat from collapsing, thereby improving air flow.
- **Tongue Surgery** The back of a relaxed tongue can often be the cause of airflow restriction, and several surgical procedures can help correct this issue. In Transoral Robotic Surgery, some of the excess tissue in this area can be reduced. In Genioglossus Advancement, a more involved procedure, the part of the jaw bone where the tongue is attached is cut and moved slightly, pulling the entire tongue forward. To increase chances of success, this surgery is sometimes performed along with another procedure known as Hyoid Suspension.

- **Tracheostomy** If airflow obstruction is occurring above the larynx (or 'voice box'), this surgical procedure bypasses the upper airway and re-routes airflow through a tracheostomy tube, directly into the trachea (or 'windpipe'). This can be a very effective procedure, with the tube being kept in place only as long as necessary.

Talk to your doctor at ENT Institute about which treatment options for snoring or sleep apnea would be best for you.