



# SCENT

SOUTH - COAST - EAR - NOSE - THROAT

## South Coast Ear, Nose & Throat

LESLIE R. BERGHASH, M.D., F.A.C.S.

JOHN T. LANZA, M.D., F.A.C.S.

CAMYSHA H. WRIGHT, M.D.

JACOB W. ZEIDERS, III, M.D.

### Fall Newsletter 2010

#### • Office Locations •

##### Port St. Lucie - (Main)

1801 SE Hillmoor Dr  
Suite #B-105  
Port St. Lucie, FL 34952  
(772) 398-9911 phone  
(772) 398-4577 fax

##### Okeechobee Office

1916 Highway #441 North  
Okeechobee, FL 34972  
(863) 357-7791 phone  
(863) 357-6934 fax

##### Fort Pierce Office

2100 Nebraska Avenue  
Suite #203  
Fort Pierce, FL 34950  
(772) 464-6055 phone  
(772) 464-2446 fax

# NEWS & UPDATES

**South Coast Ear, Nose & Throat (SCENT) is now one of the first sites in Florida to offer Balloon Sinuplasty™**

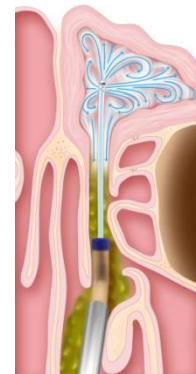
Sinusitis accounts for more than 20 million office visits per year. Direct healthcare expenditures due to sinusitis are estimated to be more than 8 billion dollars each year. Standard medical management has evolved from use of simply an antibiotic, to the addition of medications that can aid in the resolution by reducing inflammation and easing sinus outflow (such as nasal steroids, mucolytics, saline irrigations). In many patients, optimizing allergy management with immunotherapy can greatly reduce symptoms of sinusitis. However, despite optimal medical and allergy management, about 20% of chronic sinus sufferers will continue to be significantly symptomatic with adverse effects on quality of life. Over the last 20 years Endoscopic Sinus Surgery has evolved to be less invasive, safer, and less painful; clinical relief has improved significantly with dramatic reduction in morbidity. Most patients generally require one week off of work, and removal of tissue with this technique poses risk of scar formation. For many patients, a new, minimally invasive approach, Balloon Sinuplasty, could provide great relief with minimal risk and minimal morbidity.



**Step 1**  
**Introduction of**  
**guidewire into**  
**the sinus**



**Step 2**  
**Balloon**  
**Dilation of**  
**sinus opening**



**Step 3**  
**Dilated frontal**  
**sinus opening**  
**and irrigation**

**Patient**  
**Testimonials**  
**coming soon!**

**Call us today to see if this new technique may be right for you!**

Visit our website: [www.otodocs.com](http://www.otodocs.com)

OFFERING COMPREHENSIVE CARE FOR SINUS PROBLEMS



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# SPECIALTIES

**Our providers are trained in:**

- Ear, Nose and Throat Surgery
- Dizziness & Balance Problems
- Endoscopic Sinus Surgery
- Hearing Loss
- Audiology Services & Hearing Aids
- Sinus Disease
- Skin Cancer
- Sleep Apnea & Snoring
- Allergy Testing and Injections
- Swallowing and Sleep Disorders
- Botox & Juve'derm Injections
- Thyroid and Parathyroid Surgery
- Computed Tomography Scans



***Treatment for Snoring / Sleep Apnea***

We offer a promising new treatment for snoring. Snoring is a common problem affecting 24% of adult men and 9% of adult women. Because 90% of snoring is generated by the uvula and soft palate, procedures that resect, shorten or stiffen the uvula and soft palate have generally been successful.

Sleep Apnea is a problem that has multiple consequences. If you or a loved one stops breathing during the night accompanied by snoring, you should be evaluated by an Otolaryngologist. Treatment options vary depending on the severity of the apnea.

**Call us today to see if this new technique may be right for you!**

Visit our website: [www.otodocs.com](http://www.otodocs.com)