

SINUS SUFFERERS FIND LASTING RESULTS FROM BALLOON SINUPLASTY[™]

Over 37 million Americans suffer from sinusitis making sinusitis one of the most common chronic health problems in the U. S.



Howard L. Levine, M.D.
Director
Cleveland Nasal-Sinus
& Sleep Center

Each year, Americans lose time from work and play due to the negative impact sinusitis has on the quality of life.

The new Balloon Sinuplasty[™], for which Howard Levine, MD. was a research investigator helps to eliminate the emotional and physical suffering of sinusitis.

What is Sinusitis?

Sinusitis is caused by obstruction blocking the ability of the sinus to empty into the nose as well as an

inflammation in the sinus lining tissues.

What is Balloon Sinuplasty[™]?

Balloon Sinuplasty[™] literally uses a tiny balloon catheter to enlarge the breathing passage (similar in principle to an angioplasty for a blocked heart vessel).

How does Balloon Sinuplasty work[™]?

Balloon Sinuplasty[™] uses a small, flexible balloon catheter that is placed through the nostril into the blocked sinus passageway. When the balloon is inflated, it gently restructures and opens the sinus passageway, restoring normal sinus drainage and function and reducing the frequency and severity of future sinus infections.

The invention of Balloon Sinuplasty[™] provides an additional choice to the already existing traditional sinus treatment options:

1) medical therapy (antibiotics, nasal irrigation and topical nasal steroids) or 2) conventional sinus surgery such as Endoscopic Sinus Surgery (ESS) and now 3) Balloon Sinuplasty[™].

More New Techniques

In addition to opening the sinus drainage pathway with the balloon, there are also new techniques and tools to deliver medications into the sinus with a balloon like reservoir (Relieva Stratus[™]).

Dr. Levine who was the first in the world to implant such a device using a steroid drug in the Relieve Stratus[™] that was then left in place for 2-4 weeks in the appropriate sinus.

In September 2008, Dr. Levine was one of three authors

who presented to the American Academy of Otolaryngology the first series of these patients treated with Relieva Stratus[™]. The results showed that quality of life and CT scans were improved in significant number of sufferers.

Furthermore, some nasal and sinus polyps went away when Stratus delivered the required steroids.

NOTE: Placing steroids in the sinus avoids the patient having to take steroid pills that often results in unwanted side effects.

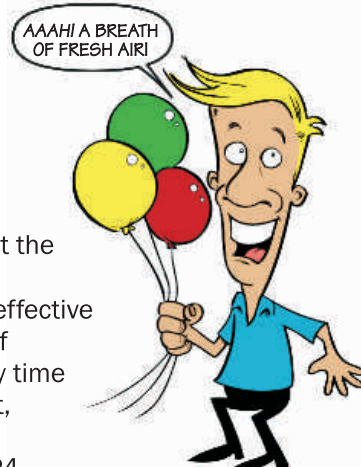
New Hope

These latest clinical studies have shown that the Balloon Sinuplasty[™] technology is safe and effective in relieving symptoms of sinusitis. While recovery time varies with each patient, many people return to normal activities after 24 hours.

With these new and exciting cutting edge sinus tools to perform limited surgery with maximum results, chronic sinusitis sufferers now have new hope for realizing real relief!

For more information about this new, sinus balloon technology visit www.ClevelandNasalSinus.com.

To find out if the balloon technology is for you, call Cleveland Nasal-Sinus & Sleep Center at 440-684-9980 or 800-24-SINUS.



NEW SERVICES

- ☞ On Site Low Dose CT Scanner
- ☞ Medibyte[®] Home Sleep Study Monitor
- ☞ The Cleveland Nasal-Sinus & Sleep Center now shares offices with The Cleveland Hearing and Balance Center, offering you convenient access to complete ear, hearing aid service and hearing care.



YOU DESERVE A BREATH OF FRESH AIR®

Dated Material
DO NOT DELAY
www.ClevelandNasalSinus.com

WHEN FALLING ASLEEP IS A WAKE-UP CALL, SLEEP APNEA MAY BE THE ALARM!

While snoring may create a social problem for your bed-mate, your snoring may mean you have a serious medical problem: sleep apnea! And sleep apnea always requires attention!

Why do I Need to Know if I have Sleep Apnea?

Sleep apnea is associated with increased incidence of stroke and heart attack. People with sleep apnea often have daytime fatigue that puts them at risk of falling asleep while driving a car or while working with rapidly moving machine.



The Medibyte Home Sleep Study monitor is small but powerful enough to give an accurate sleep study analysis while you enjoy sleeping in the comfort of your own bed.

Thus, it is very important to know IF you have sleep apnea and WHAT you can do to keep yourself healthy and safe.

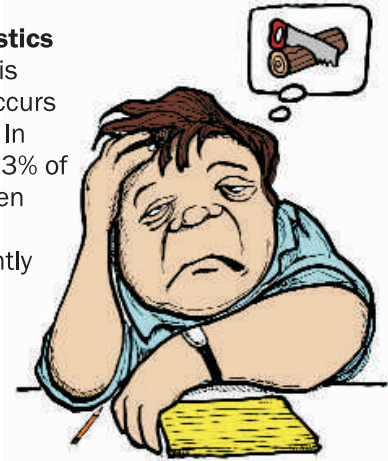
First Thing you Need is a Sleep Study.

In the past, patients had to endure an overnight polysomnography (PSG) or sleep study in a sleep laboratory, monitored by a sleep technologist. This kind of away-from-home-study is limited by the cost and inconvenience of sleeping in a strange place away from your familiar surroundings.

Now, The Cleveland Nasal-Sinus & Sleep Center offers you your sleep study right in the comfort of your own home-reducing the inconvenience of sleeping in a strange place-while at the same time providing an accurate diagnosis of sleep apnea.

Important Sleep Apnea Statistics

For middle-aged people, it is estimated that sleep apnea occurs in 4% of men and 2% women. In addition, it is estimated that 93% of the women and 82% of the men who suffer from moderate to severe sleep apnea are currently undiagnosed and untreated! Such a high rate of undiagnosed sleep apnea patients is unfortunate because today, there are easy and effective treatments available.




How Does the Home Sleep Study Work?

The Medibyte® Screener (BRAEBON® Medical Corporation, Ottawa, Ontario, Canada) monitors all the required data points to diagnose sleep apnea: two respiratory effort measures (chest and abdomen), nose and mouth airflow, oxygen levels, heart rate, body sleep position, and snoring levels.

Why is the Home Sleep Study better than a Sleep Center Study?

By allowing you to sleep in your own comfortable bed without the discomfort of unfamiliar surroundings, the Medibyte® Screener often leads to a more accurate results. In addition, and very important, too, the Medibyte® Screener sleep study costs much less than a sleep studies performed in a sleep center.

If you or a friend snores and believe there is any stoppage of breathing, then the Medibyte® Screener is for you. 

RELIEF IS HERE! • www.ClevelandNasalSinus.com

If you suffer from a stuffy nose, call **Cleveland Nasal-Sinus & Sleep Center** at **440-684-9980** or **800-24-SINUS.** 