



ENT Solutions & You

Wendy L. Smith, M.D.

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Allergy—A 21st Century Disease

Allergy currently ranks among the top five chronic medical conditions treated in this country.

More than 25% of the population of every developed country has aller-

gies. Asthma has increased by 50% each decade for the last 40 years.

In 2005 the direct and indirect costs associated with allergic disease in the U.S. alone was \$11B. Worldwide costs exceeded the costs associated with TB and HIV/AIDS combined!

Since **60-80% of the population with asthma also have allergies**, identifying and treating allergic disease is crucial to stopping the “Allergic March.” This term is used to describe

what happens when allergies that are left untreated in childhood progress to adult asthma.

If you or someone you know suffers from allergies, Dr. Wendy Smith and her staff are available to provide virtually pain-free allergy testing and a custom (under the tongue) drop therapy treatment based on your test results.

ENT Solutions is pleased to be a leader in patient allergy care by offering these state-of-the-art testing and treatment options.



The associated costs for allergy are over \$11B.

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Please note our new office hours:

Monday-Thursday
8:00 a.m.—6:00 p.m.
(Closed daily for lunch
Noon-1:30 pm)

Friday
Closed

Allergy Drop Therapy Treatment—What is it?

After decades of worldwide use, allergy drops have been shown to be an extremely safe and effective treatment to cure allergies. The allergens used to prepare the drops are the same FDA-approved extracts used in the preparation of allergy

shot therapy. The route of administration of the drops (under the tongue) is the only difference. Unlike shots, the drops can be taken in the comfort of your own home. No more driving to your doctor’s office once or twice a week to get your shots. Side

effects from drops have been shown to be very minimal and may include mild itching of the mouth or mild stomach discomfort.

Like shot therapy, the lasting effects of drops will “cure” your allergies instead of just “mask” the symptoms.

How are Drops Different from Taking Allergy Pills?

For immediate relief, allergy pills will usually work well at relieving your symptoms. The problem is that when your symptoms re-appear, you must take another pill. That cycle will continue for as long as you have allergies since you are “masking” your symptoms rather than “treating” them. Eventually, your system may learn to “tolerate” the allergy pills without the symptom relief you initially experi-

enced. At this point, you have done nothing to “cure” your allergies or prevent the possible onset of asthma.

Allergy drops are a patient-customized treatment therapy designed to eventually “cure” your allergies so that you will be symptom-free without the need for any medications. The length of time required for the “cure” varies by patient but it will usually take from 3-5 years,

the same as shot therapy. The good news is that you will begin to experience symptom-free days within 3 to 6 months of starting your treatment.



A drop under the tongue three times a day is all it takes.

Your Commitment to Allergy Drop Therapy Results in Permanent Relief

Your decision to start allergy therapy drops needs to be given careful consideration. The timeframe for this commitment is 3 to 5 years. Even though you will experience relief much sooner than that, it will take this additional amount of time for your body to tolerate these allergens without a reaction.

Each year you will be tested to determine your progress. If you stop your treatment before the drop

therapy program has been completed, your symptoms will return in a few years. The goal of this program is to provide a permanent solution—so it is strongly encouraged that you stay the course.

This program is an investment in your health for the long-term relief from your allergies. If you start the program and then stop prematurely, you will need to start all over again to effectively build up

your tolerance to the substances that trigger your allergic reactions.



The key to an effective allergy cure is commitment.

There's never been a more convenient, cost-effective and pain-free alternative to get long-term allergy relief.

How Much Does Allergy Drop Therapy Cost?

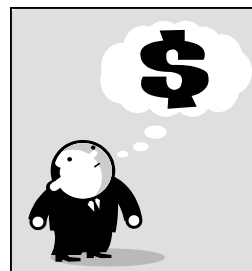
At the present time, sublingual drops are not covered by most insurance plans. While your initial reaction may be that a treatment therapy that is not covered by my insurance will result in more out-of-pocket expense for me, this may not necessarily hold true. Many insurance companies will pay for allergy shot therapy, however, your co-pays (out-of-pocket costs) for allergy shots may be as high as \$20-\$30/visit (not to mention your added cost of travel). Assuming costs of

\$80 to \$120 a month in co-pays for injection therapy (or more), the cost for drops is considerably less expensive. Since insurance plans vary greatly, the only way to know for sure what the cost difference will be is to review your allergy benefits outlined in your insurance plan.

In addition to being cost-effective, consider the addi-

tional benefits of drops compared to shots: convenient, pain-free, easily transportable for travel (no refrigeration), child-friendly, pleasant tasting and very mild (if any) side effects.

Contact Dr. Wendy Smith's office for additional information and be sure to ask about their monthly interest-free payment plan for sublingual drop therapy.



It pays to compare your treatment options to fully understand your insurance benefits.

Two Audiologists to Serve You

Dr. Wendy Smith welcomes Joseph Holmes, Jr., Doctor of Audiology to her staff. Dr. Holmes brings 26 years of audiology experience. Dr. Holmes joins Jill Elmore Robinson, also an audiologist – both highly motivated to help our patients with their hearing needs.



*Joseph Holmes, Jr.,
Doctor of Audiology*



Jill Elmore Robinson

Audiologist vs H A Dispenser— “What’s the difference?”

About eight years of college education in hearing and rehabilitation is the main difference. A dispenser is licensed to test hearing solely for the purpose of selecting and fitting hearing aids. The audiologist is educated and trained to prevent, identify, and assess hearing disorders, as well as to provide treatment—including hearing aids and other assistive listening devices.

More than any other hearing care professional, the audiologist understands how the degree of your hearing loss affects your communication with others and your quality of life. Many audiologists also dispense hearing aids. Their rehabilitation and technical training result in a more holistic approach to solving hearing problems. Educating and counseling patients and their fami-

“The audiologist is educated and trained to prevent, identify, assess and treat hearing disorders.”

lies about their hearing losses and providing realistic expectations are essential for success with hearing.

The Consequences of Untreated Hearing Loss

A study by the National Council on the Aging in 1999 found that an estimated 19 million adults from age 45 and up have hearing loss but fewer than half use hearing aids. Their study was aimed at discovering the consequences of untreated hearing loss for older adults. A comparison of older adults with hearing loss who did not use hearing aids and those who did use hearing

aids was performed. Those who did not use hearing aids were more likely to report sadness and depression, worry and anxiety, paranoia, less social activity, and emotional turmoil and insecurity. Those who treated their hearing loss with hearing aids more often reported better relationships with their families, better feelings about themselves, improved mental health, and



Those who treated hearing loss were more independent.

greater independence and security. Thus, hearing loss can impact health in ways that few realize. This is an important reason to think about treating hearing loss before serious consequences occur.



The Latest Trends in Hearing Aid Technology

Wide Open Spaces

We equate the notion of wide open areas with freedom. The latest class of hearing instruments, a family of petite top-of-the-ear devices, using a micro-speaker placed in the ear canal can provide that same sense of freedom. The ear canal is left virtually open to maintain natural resonances. These models are nearly invisible when worn, but the results speak volumes. Miniaturization of computer technology allows these devices to be fully featured, offering completely automatic functioning and control of noise reduction features: directionality, filtering of impact

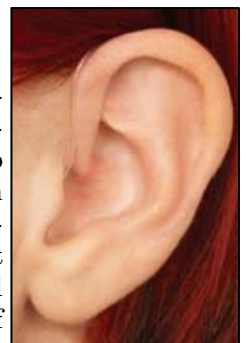


sounds such as silverware, reduction of traffic and fan noise, detection and enhancement of speech, reduction of wind noise, feedback cancellation, and automatic environmental classification with selection of proper hearing aid settings. Some models can be paired with Bluetooth devices to allow audio streaming from a phone, stereo, TV, or computer directly into the hearing devices.

Sounds Complicated...Au Contraire!

The fact that we can now automate so much of the dynamic features of

amplification technology makes these instruments extremely easy to wear. Put them on in the morning and forget about them until you take them off at night. For those who want to take a more active role, remote controls can be provided so that minor adjustments to comfort and clarity can be automatically logged and the instruments configured to gradually learn your preferences.



These models are nearly invisible when worn, but the results speak