

FREE YOURSELF

FROM
CHRONIC
SINUSITIS
WITH
BALLOON
SINUPLASTY



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Introduction

Feeling sick for long periods of time is a reality for many people, especially those who suffer from chronic sinusitis. This condition can feel like a cold that lasts for months on end.

The information in this eBook is designed to help you understand why chronic sinusitis happens and how Balloon Sinuplasty can help you finally feel healthy again.



Function of the Sinus Cavities

Sinuses are an important part of our overall health. Their function is to produce mucus that helps moisturize the inner lining of the nose. This mucus protects the body from pollutants, bacteria, fungus, viruses, dust, and dirt that land in the nasal airways when inhaling. The sinuses also help to enhance one's sense of smell and taste.

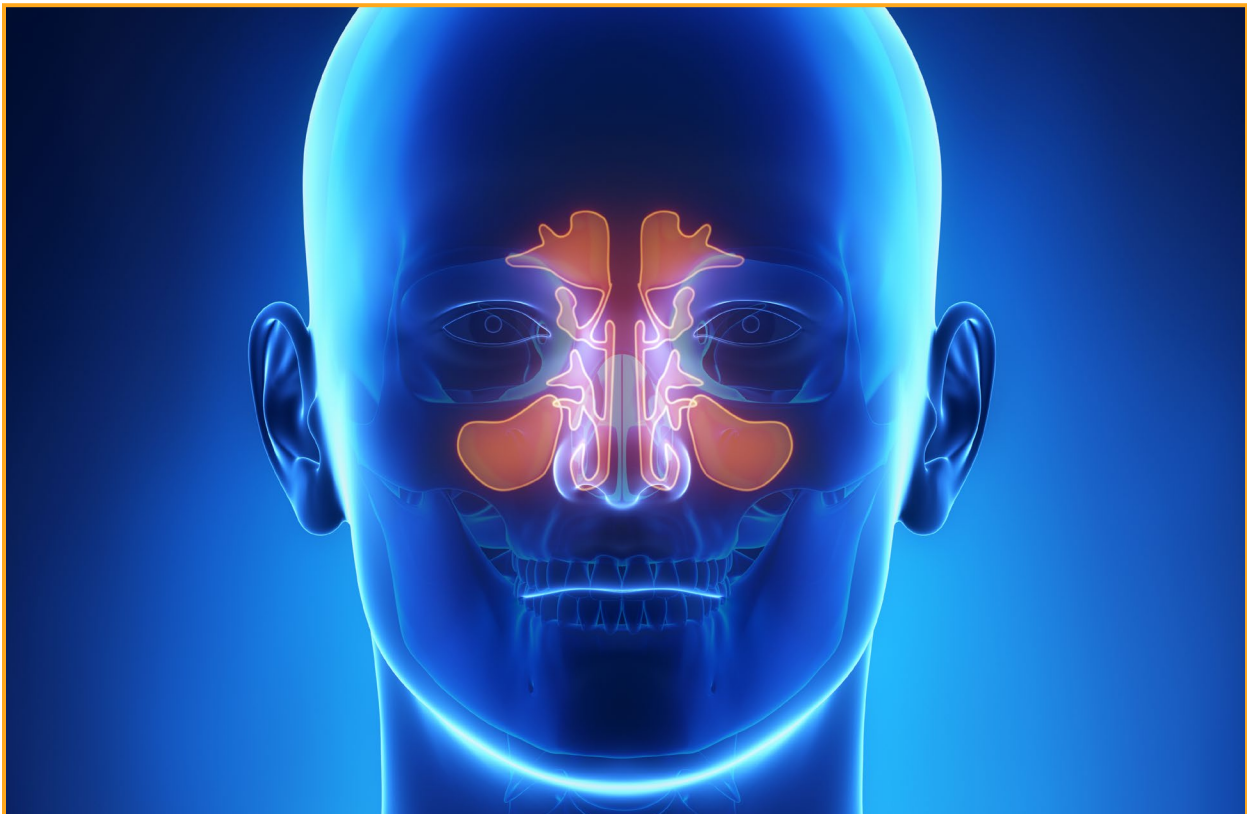


The body responds to irritants (such as allergens, irritants, viruses, bacteria or fungus) in the airways by increasing swelling in the sinus lining. As a result, mucus starts to flow from the sinuses, causing a runny and/or stuffy nose.

Additionally, the inflammation makes it nearly impossible for air and mucus to pass through from the sinuses to the nostrils. This traps mucus and bacteria/fungi in the sinuses, leading to a sinus infection.

Sinus Locations

Sinus cavities are contained inside of hollowed out bony areas positioned above, behind, and on either side of the nose. These sinuses connect to the nose by way of narrow channels or passages.



The following pairs of sinuses are most commonly targeted during a Balloon Sinuplasty procedure:

- Frontal sinuses (above the eyebrows)
- Sphenoid sinuses (behind the nose and eyes, just above the throat)
- Maxillary sinuses (behind each cheek)

If you experience a chronic stuffy nose, bacterial/fungal sinusitis may be the culprit.

About Sinusitis

Thousands of people in the Los Angeles and Southern California area suffer from chronic sinusitis. This common condition causes the sinus pathways to become inflamed. When inflammation occurs and the nose gets “stuffed up,” air and mucus cannot pass from the sinuses to the nostrils.

This causes a backup of mucus and pathogens in the sinuses. The resulting sinus infection can take days, weeks, or months to clear up, depending on which type of sinusitis the person has.

Two types of sinusitis exist: acute and chronic.

ACUTE SINUSITIS *lasts for about 10-20 days before the person starts to feel better.*

CHRONIC SINUSITIS *is when the sinuses are inflamed for an extended amount of time over 2 – 3 months.*

Acute sinusitis is marked by cloudy or colored drainage from the nose lasting less than 2 weeks. Other symptoms can feel like having a cold such as a stuffy nose or pain/pressure in the face, head, or around the eyes. This is usually treated with oral antibiotics, decongestants and nasal steroid sprays.

With chronic sinusitis, however, the person may start to feel better for only a short time before feeling sick again. This condition is long lasting (over 2-3 months) and needs to be addressed by a sinus specialist as soon as possible. Medical management helps with this condition in the short-term but often a drainage procedure such as Balloon Sinuplasty is required before true resolution results for the long-term.

Chronic sinusitis is usually diagnosed when 2+ main symptoms are present:

Main Symptoms

- Stuffy, congested nose
- Decreased or loss of smell and/or taste
- Pain or pressure in the face, head or around the eyes
- Thick, discolored drainage from the nostrils or down the back of the throat



When patients suffer from 2+ main sinusitis symptoms that last 12 weeks or more, chronic sinusitis is a likely diagnosis. Only an ENT specialist can diagnose this condition accurately.

Secondary symptoms can also be present including:

- Nausea
- Bad breath
- Exhaustion or lack of energy
- Coughing that gets worse when lying down
- Achy feeling in the upper jaw, teeth, and/or ears

Chronic sinusitis most commonly occurs in people with:

- Deviated septum
- Nasal polyps/growths
- Allergies to pets, pollen, fungi, mold, dust mites, airborne pollutants, or cigarette smoke
- Other medical conditions (discuss your medical history with your ENT doctor)

When referred to an ENT specialist, the doctor will examine your nasal passageways for possible causes of the symptoms. To confirm the diagnosis, your doctor may have a CT scan performed. This tool helps the doctor see the tissues and bones inside of the nose, allowing for a more accurate diagnosis.

IF CHRONIC SINUSITIS IS DIAGNOSED, *a regimen of antibiotics and nasal care may be prescribed as a first measure. For those who have suffered from recurrent sinusitis events over a long period of time, the doctor may suggest an outpatient procedure called Balloon Sinuplasty.*

Balloon Sinuplasty

Balloon Sinuplasty, or BSP, is a minimally invasive outpatient procedure performed right in the office. It quickly and safely opens the pathway between the maxillary sinuses and the nostrils. The difference can be felt immediately following the procedure: air flows freely through the nostrils and the sinuses can drain properly.



The United States Food and Drug Administration (FDA) approved Balloon Sinuplasty in 2005. Since then, it has grown in popularity due to its excellent record of safety and effectiveness. A 2017 study found that the number of procedures performed annually in the U.S. increased by 59 percent from 2011 to 2014.

BSP is safe and effective in relieving uncomfortable symptoms of chronic sinusitis. Studies reveal that those who have had this procedure report dramatic improvement of symptoms and an increase in quality of life.

In a 2016 study, all 15 adult patients who had the procedure reported improved symptoms at 3- and 6-month follow-ups with no serious side effects. In our own experience treating over 3,000 patients with BSP, results are permanent for most individuals.

Benefits of Balloon Sinuplasty

The benefits of BSP often outweigh the risks. This is why it is one of the most preferred treatments for chronic sinusitis.

Effective and Safe

BSP works to restore the proper diameter of the sinus passageways, allowing air and mucus to once again flow freely out of the nostrils. It's a safe option with few serious complications and risks. Most people experience permanent relief from their chronic sinusitis symptoms.

Short Recovery Time

Recovery time varies depending on the patient's ability to heal from treatment. Most people can return to work and resume regular activities within a day or two.

LOW COST - *When this is done as an outpatient procedure in the office, it costs much less than if it were to be done in a hospital or surgical center operating room. All you owe is an office co-pay!*

Minor Risks

Complications are minimal. Since there is no cutting or removal of tissue, the risk of infection is very low. When you come in for your ENT consultation, we will explain the minimal risks of this procedure with you in full.

Who is a Candidate?

Not everyone is a candidate for BSP. The best person to decide if you should have the procedure is an Ear, Nose, and Throat (ENT) / Sinus specialist such as Dr. Alen N. Cohen, MD, FACS.

He will ask you some of these qualifying questions during your initial appointment to see if you're a good fit for BSP:

- Do you suffer from facial pain?
- Is there pressure along the bridge of your nose and/or upper mouth or cheeks?
- Do you often experience sinus headaches?
- Does your nose have a discharge of yellow or green mucus?
- Are you congested most days of the week?
- Is your sense of smell or taste inhibited?
- Are you taking sinus medication (i.e., nasal sprays or oral decongestants)?
- How often do you take medication for your condition?
- Have you experienced 2+ sinus infections in the last 12 months?

People who answer yes to most of these questions may benefit from a BSP procedure. A full evaluation of your medical history will be conducted to ensure that you are healthy enough for this procedure.

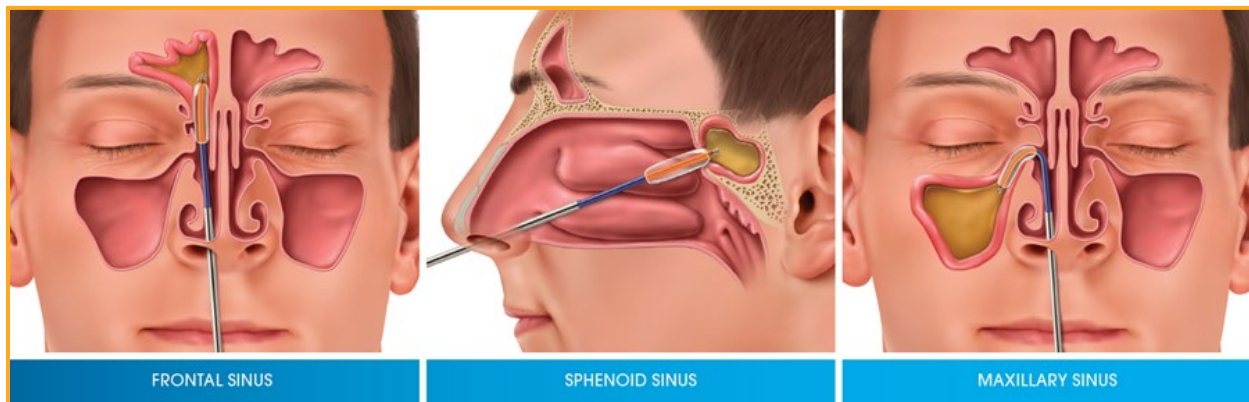
Many patients may also be candidates for a turbinate reduction, performed at the same time as the BSP procedure. For those with frequent and recurring sinus infections, severe sinus headaches, and thick nasal discharge and/or congestion, the turbinate reduction can provide significant additional relief of symptoms.

For patients with chronic sinusitis caused by polyps, growths, or tumors, an endoscopic sinus surgery may be more appropriate, safe, and effective.

How It's Done

This procedure is performed in the office using local anesthesia (you will be awake), and it takes only 30 minutes to complete. Local anesthetic numbs the inner nose and sinuses so that no discomfort is felt during the procedure. Our office will give you pre-op instructions to help you get the best results.

Multiple, small catheters with deflated balloons on each end are placed into the nose and passed through to the sinuses. Saline water is sprayed into the sinuses to help clear out pus and mucus that may be present. Once they have been flushed out, the doctor is free to expand the balloons.



As the balloons are expanded inside the entrances to the sinuses, they restructure and widen the walls of the passageways. This allows air and mucus to flow freely out of the nose. After the procedure, mucus will no longer collect in these areas, thus reducing the chance of future infections.

When the balloon catheters are removed, the walls of the sinus passageways remain open, just as they were when the balloon was expanded. Post-op, many patients feel instant relief (only minimal nasal congestion is present), with maximum improvements felt about 2-4 weeks later.

What to Expect with Recovery

Recovery varies from person to person. However, most patients report that healing from BSP is quick and easy. Most people are able to go back to everyday activities within a day or two.



It's best to keep the head elevated, even when sleeping, for the first 24 hours post-op. This allows nasal discharge from the sinuses to flow out through the nostrils rather than collecting inside of the sinuses. Avoiding strenuous activities is recommended for at least 3 days. Patients should not blow their nose for at least 72 hours after their BSP procedure. This may cause pain and some bleeding from the sensitive areas trying to heal.

Bloody drainage or discharge may come out of the nose for 24-36 hours. This is normal.

Swelling, fatigue and congestion are also common immediately following the procedure. These side effects do not mean the procedure was ineffective. It is the normal course of recovery for many people. Any residual side effects from the procedure should subside by 5-7 days post-op.

Antibiotics may be prescribed for preventative measures. Infection is not likely, but with any surgery, it is possible. It is important to take the prescription in its entirety, even if there are no signs of infection.

An over-the-counter pain reliever may be taken if needed, although most patients do not report any pain following the treatment.

A saline solution will be provided for rinsing the nasal passages for up to 30 days. This keeps the sinuses lubricated and helps the healing process.

No nasal packing is needed, and patients can start breathing more freely immediately after their procedure.

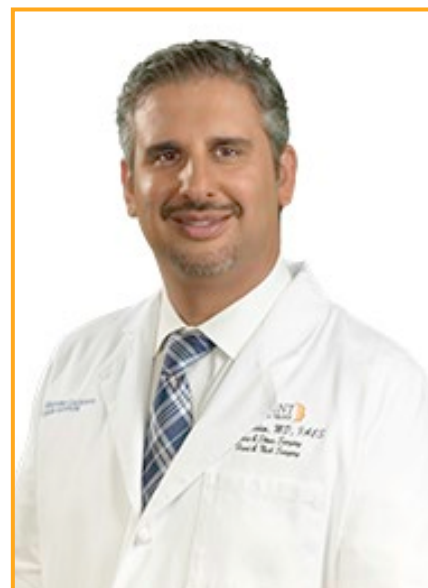


Complications

Complications from this surgery are rare, with the most common side effect being small droplets of blood from the nostrils for a short time after the procedure.

Choose Dr. Alen N. Cohen for Your Balloon Sinuplasty

Dr. Alen N. Cohen, MD, FACS, has performed over 3,000 balloon sinuplasty procedures over the last 9 years and has performed over 10,000 nose and sinus procedures over his career. His experience and skills make him one of the most preferred ENTs and Sinus Specialists in all of Los Angeles. His practice, Southern California Sinus Institute, offers permanent solutions to patients suffering from chronic or recurrent sinusitis.



Both BSP and turbinate reduction procedures are performed using topical/local anesthetic in our West Hills, CA office. Procedures are performed on Fridays, so you can recover over the weekend and get back to work on Monday.

Dr. Cohen's passion and joy is helping his patients experience relief from chronic sinusitis and nasal airway obstruction so they can live a better, healthier quality of life. He trains sinus surgeons nationwide on his technique so that patients across the U.S. can receive the benefits of a properly performed BSP procedure.

We are proud to say that our sinus center has received prestigious recognition as an Entellus Sinus Center of Excellence. Furthermore Dr. Cohen has been named a Castle-Connolly Nationwide Top Doctor since 2017 and a Los Angeles Magazine Top Physician since 2013.

Experience, prestige, and results count. Dr. Cohen can help you get back to breathing, sleeping, and feeling better again. Contact our office today to safely and effectively treat your chronic sinusitis.

ABOUT DR. ALEN COHEN

Recognized as the Best Sinus Surgeon in Los Angeles, Dr. Alen Cohen, Founder and Director of LA's premier sinus center, the Southern California Sinus Institute serves the greater Los Angeles, San Fernando Valley, and Ventura County areas.

The Southern California Sinus Institute was founded in 2009 and specializes in the medical and surgical treatment of patients with all nasal and sinus disorders including nasal obstruction, deviated septum, hypertrophic turbinates, environmental allergies, acute and chronic sinusitis, nose and sinus polyps, recurrent severe and debilitating sinus infections and sinus headaches.

He is presently a Fellow of the American College of Surgeons (FACS), a Fellow of the American Rhinologic Society (FARS), and is board certified by the American Board of Otolaryngology/Head and Neck Surgery (AAO-HNS). He also maintains a full membership in the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS). Furthermore he has been honored to be Chief of Surgery at West Hills Hospital & Medical Center since 2013.

Call Southern California Sinus Institute to schedule a consultation with Dr. Alen Cohen today.



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