

BIRMINGHAM HEALTHCARE PROFILES

WHEN IT COMES
TO YOUR HEALTH,
EXPERIENCE
MATTERS

With eight locations, 14 physicians, two physician assistants, and more than 600 years of combined experience, ENT Associates of Alabama is the largest, most experienced practice in the state.

Sinus infections, allergic reactions, tonsillitis. Patients suffering from one of these illnesses—or one of the dozens of others that affect the ears, nose, and throat—don't want to wait a week or more for an appointment. Dr. Morton Goldfarb and Dr. Jack Odess understood that way back in 1972 when they launched ENT Associates of Alabama. Since the day their offices opened, it's been their mission to provide same-day appointments to anyone suffering from such maladies.

HEARING SOLUTIONS

ENT Associates of Alabama employs 10 licensed audiologists qualified to administer a wide range of hearing tests and help patients determine the options that best fit their needs. From tips and tricks for better hearing to fittings for digital hearing aids to recommendations for the implantation of such advances as bone-anchored hearing aids, ENT Associates of Alabama offers hearing solutions for every patient and every budget.



Today, the practice continues to live up to its mission, growing over the years to meet demand and ensuring that previously underserved communities have access to the medical care their residents need and deserve. ENT Associates' physicians treat patients—infants through geriatrics and everyone in between—suffering from a wide variety of otolaryngologic illnesses, disorders, and diseases and are trained and experienced in head and neck surgeries, robotic procedures, in-office balloon sinuplasty, allergy treatments, cosmetic surgeries and procedures, and more.

Advanced and Innovative
Procedures

"Head and neck surgeries—including those addressing cancer, diseases of the thyroid, and sinus and nose surgeries—are common in our offices," says Dianne Williams, CEO. "We're

fortunate to have several excellent otolaryngologic surgeons as part of our practice who are experienced in such cutting-edge technology as the robotic da Vinci Surgical® System."

With the da Vinci system, surgeons perform delicate and complex operations through a few small incisions. Procedures are less invasive than traditional surgeries and recovery times are shorter. Outcomes tend to be similar or better than those resulting from traditional surgeries.

Balloon sinuplasty, heralded as a breakthrough procedure, relieves the sinus pain and pressure associated with chronic sinusitis.

"It's an excellent option for eligible patients. Balloon sinuplasties can be performed in-office under local anesthesia, and most patients can return to normal activities after just two days," Williams explains. "Satisfaction levels are high, and since the procedure is performed in-office, costs may be lower."

Allergies

While allergy treatments may have improved over the years, doctors continue to confirm diagnoses through traditional skin and blood testing. ENT Associates of Alabama processes such testing via two in-house allergy labs, ensuring fast, accurate results.

"The sooner we can identify the offending

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allergens, the sooner we can start treating the patient," says Williams. "Environmental control and various medications may be enough to improve symptoms, but in those instances when they aren't, immunotherapy—or allergy shots—can be administered in office."

The goal with immunotherapy is for the body to build up an immunity to the offending allergens, but some patients may require immunotherapy indefinitely.

"If that's the case, our patients will receive consistent, excellent care," Williams concludes. "We pride ourselves not only on positive outcomes but also on delivering positive personal experiences."

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