

PHOENIX HEALTHCARE PROFILES •

A Breath of Fresh Air

An in-office procedure with minimal downtime and proven results, balloon sinuplasty prevents sinus pressure from weighing you down. Scottsdale Sinus and Allergy Center's **Brian Lee, M.D.**, can help.

Symptoms of chronic or recurring sinusitis—difficulty breathing, persistent coughing, nasal discharge, and painful pressure—can make day-to-day living uncomfortable. Balloon sinuplasty, a minimally invasive procedure, can lift the weight off your shoulders.

Although the procedure is accepted by all major insurances and has been approved by the FDA since 2005, most people—even those who would greatly benefit from the procedure—aren't aware of it. Scottsdale Sinus and Allergy Center's Brian Lee, M.D., a board-certified ENT, works daily with patients to relieve chronic sinusitis without prescribing preventative pills or sprays or conducting full-blown sinus surgery. Balloon sinuplasty, he believes, is the perfect middle-ground solution.

"Sometimes, medicines don't work well enough to provide true relief; and a three-hour sinus surgery, followed by a two-week recovery, often has people saying, 'No, thanks. My symptoms aren't that bad,'" Dr. Lee says. "For balloon sinuplasty, I tell patients, 'Come into the office for a quick procedure on Friday, and you'll be back to work on Monday.'"

Performed under local anesthesia, balloon sinuplasty is a low-risk, minimally invasive procedure for people suffering from chronic sinusitis. A small balloon is inserted into the sinus cavity and then dilated in the inflamed area to allow drainage. It's then removed, and patients typically resume normal activity in 24-48 hours.

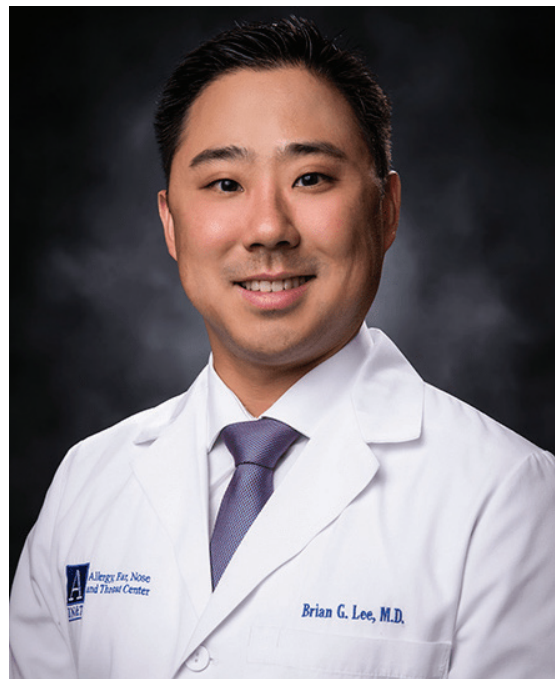
A case study in *Annals of Otolaryngology, Rhinology, and Laryngology* suggests balloon sinuplasty is successful more than 95% of the time, with relief lasting at least two years for most patients.

Step by Step

After moving to an area with a higher pollen count, Dr. Lee, who had never even struggled with minor seasonal allergies, says his nose "exploded"—an experience that encouraged him to specialize in ear, nose, and throat care.

"Millions of people suffer from chronic sinusitis. When I received treatment, I realized just how miserable I had been feeling," says Dr. Lee. "I knew I could help a lot of people."

At Scottsdale Sinus and Allergy Center, patients don't have to jump from practice to practice as new problems arise. If a CT scan, allergy test, or endoscopy is indicated, the necessary technology



and personnel are already on-site. The team is able to immediately educate patients about their diagnosis, as results are available instantaneously.

"We don't just say, 'Your sinuses are inflamed,'" Dr. Lee says. "We put the images up on the screen and educate the patient on their anatomy and disease process."

For Dr. Lee, the most enjoyable part of his job is when patients report back to him, shocked by how

much balloon sinuplasty changed their lives. Hopeful he can continue to provide life-changing relief, he wants patients to know better options exist.

"When we finish the procedure, patients often say, 'That's it? The worst part was worrying about it,'" he says. "Then, husbands will bring in their wives, or parents will refer their children. We treat whole families, and the benefits are most often profound."

