

Dr. Malis offers

SAFER, LESS INVASIVE, AND MORE ACCURATE SINUS SURGERY

by using the most **Innovative 3D Navigation Technology** on the market

Always a champion of embracing clinically relevant advances in sinus surgery, Dr. Malis is proud to announce that he is now offering Balloon Sinuplasty with Acclarent's latest innovation, "TruDi", the first three-dimensional (3D) sinus navigation system in Otolaryngology.



David J. Malis, MD, FACS, FAAP
Adult and Pediatric ENT

Dr. Malis
is the
1st in Florida
to utilize this
3D NAVIGATION
TECHNOLOGY

"TRUDI" is modeled after the most advanced technology utilized in Cardiology to navigate inside a beating heart. It has now been transformed to offer the same technology to navigate inside the sinuses with exquisite precision. Dr. Malis has now combined the most innovative navigation system with the industry's leading Balloon Sinuplasty system to increase safety, accuracy and efficiency leading to a reduction in tissue trauma, reduction in recovery time, and improvement in procedure outcomes.

"Balloon Sinuplasty has dramatically evolved and I am now utilizing a real-time three dimensional navigational system called "TruDi". It's just like having GPS guidance for sinus instruments during a procedure. I was the first Otolaryngologist in Florida to utilize the "TruDi" system in surgery and I am exceedingly more impressed by the additional precision that the technology affords to help me safely navigate the complex anatomy and narrow spaces of the sinuses. The system incorporates microsensor technology at the tip of the Balloon Sinuplasty device that enables me to easily and very accurately confirm placement during this minimally invasive sinus procedure. This is a very significant advancement in the field of Otolaryngology and for sinus sufferers," said Dr. Malis.

RESULTS HAVE BEEN GREAT

Dr. Malis has become a leader in our community—and the region—in caring for patients with sinus disease. Sinusitis symptoms include throbbing facial pain and headaches, discharge from the nose or down the back of the throat, nasal congestion, difficulty breathing and sleeping, bad breath, irritability, fatigue, nausea, and reduced or loss of the sense of taste and smell.

Balloon sinuplasty, originally introduced and approved by the FDA in 2006, has now undergone yet another revolutionary advance with "TruDi". "I was the first in our community to introduce Balloon Sinuplasty to sinus sufferers in and around Brevard County and have been performing this procedure with great success since 2007. The results are dramatic and have been life-changing for many of my patients who have been thrilled at how easy the procedure is, how quickly they return to work—many on the same day—and how great they now feel," said Dr. Malis. "TruDi" is an exciting advance that I can now bring to enhance the care of sinus patients," Malis continued.

MANY ADVANTAGES

Traditional endoscopic sinus surgery has been the only surgical option for sinus sufferers for the last three decades; however, it remains an imperfect procedure. In addition to the, although rare, potentially catastrophic complications, traditional endoscopic sinus surgery has a significant failure rate, with 15-20% of individuals having ongoing symptoms after recover from surgery.

"Sadly, about 25% of the new patients who come to see me have suffered through traditional endoscopic sinus surgery by another otolaryngologist and continue to be plagued with sinus symptoms. Thankfully, there is now a better alternative," says Malis.

Balloon Sinuplasty, conversely, offers many advantages over traditional endoscopic sinus surgery. It is minimally invasive, it preserves the patient's tissues, and does not have the same potential catastrophic complications of traditional sinus surgery. It can be done in the office in about twenty (20) minutes time (after the initial numbing of the inside of the nose), has a remarkably fast recovery with the patient returning to their normal activities immediately after the procedure, and does not limit future treatment options.

"If you think about it, today's demands on our lives are, unfortunately, quite significant and most of us cannot afford time away from work or other duties to recover from surgery. With in-office balloon sinuplasty, patients can, if they choose, return to work the same day without any limitations. Now that's an advance in medicine! "TruDi" is now the next evolution of an already great technology," said Malis.



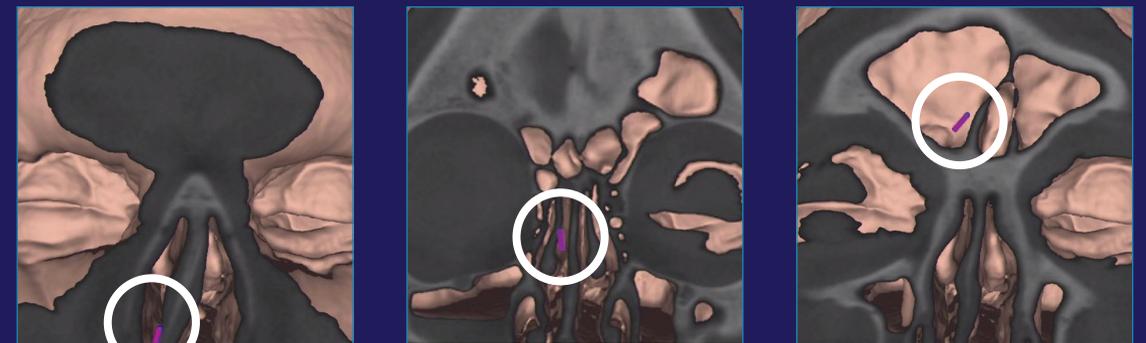
The .035" diameter Acclarent® NAVWIRE™ provides 3D navigation capabilities using a miniature sensor embedded inside the tip.

BAROMETRIC SINUSITIS

Although Balloon Sinuplasty is not suitable for every patient, those with recurrent or chronic bacterial sinus infections and allergy-mediated sinus symptoms are good candidates for this procedure.

"Additionally, I am also seeing an ever-growing number of individuals who have 'barometric sinusitis' whose facial pressure and sinus pain symptoms are due to changes in pressure often seen with changes in weather. Pilots, flight crew and scuba divers and, as both a pilot and diver myself, I can really empathize with these folks and their barosinus symptoms. I am happy that there is now something minimally invasive that can help them. Although 'barosinusitis' as a clinical entity independent of sinus infections can be challenging to diagnose, many of the patients whom I have performed Balloon Sinuplasty on have done well after the procedure and their life-long symptoms relieved."

Dr. Malis was also quick to point out that although Balloon Sinuplasty will not cure allergies and patients will still need to take their allergy medications, the procedure should help to make the medical management of their symptoms much more effective.



Acclarent® ENT Navigation System - NAVWIRE™ in 3D

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