

Tired of Sinusitis Pain and Pressure?

*Instant relief
that lasts*

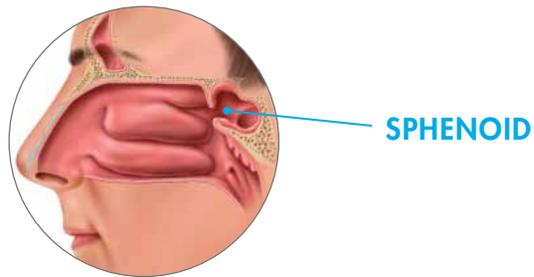
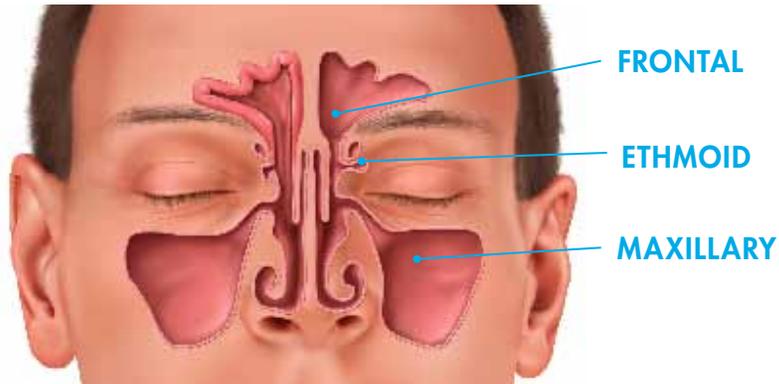
Quick recovery

Sinusitis, Balloon Sinus Dilation, and You

What are the Sinuses?

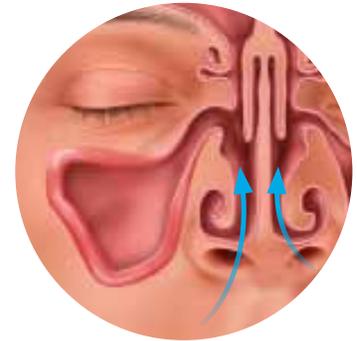
Paranasal sinuses are air filled pockets located in the head. There are four pairs of sinuses:

- **Maxillary sinuses**
- **Frontal sinuses**
- **Ethmoid sinuses**
- **Sphenoid sinuses**



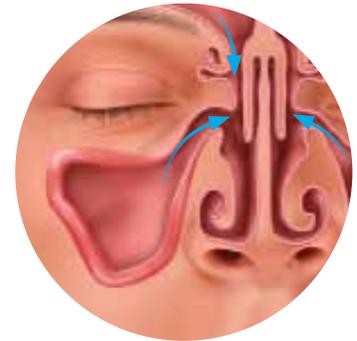
How do Healthy Sinuses Work?

When you breathe in air, mucus in sinuses humidifies the air and collects bacteria and pollutants.



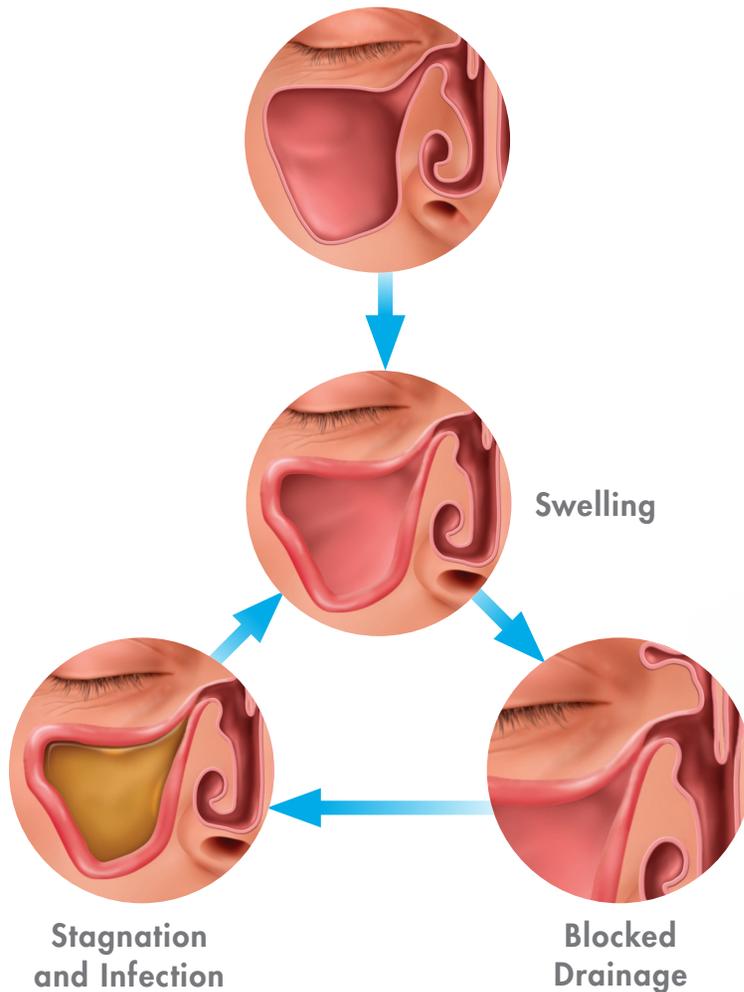
Tiny hairs lining the sinus move the mucus (with pollutants) out of the sinus, into your throat.

You then swallow the mucus, and your stomach acid destroys the bacteria and pollutants.



What is Sinusitis?

Sinusitis (or rhinosinusitis) is an inflammation or swelling of the sinus lining and drainage pathways, which can lead to poor or blocked sinus drainage.



Typical Sinusitis Symptoms:

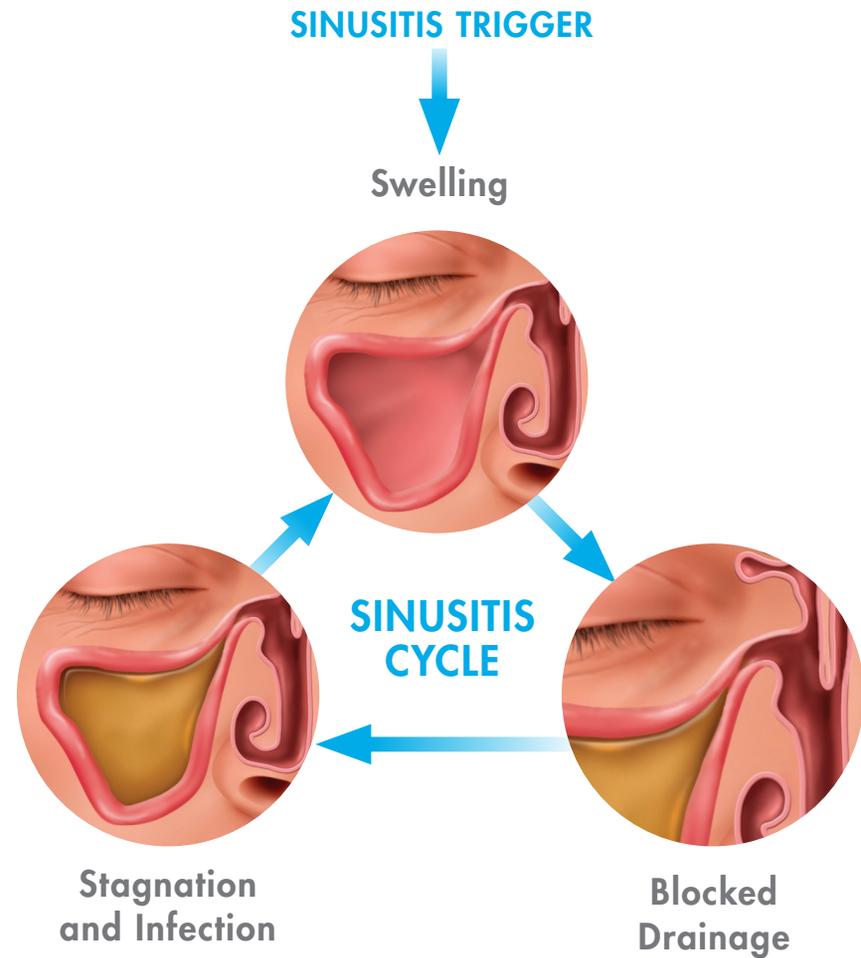
- **Bad breath or loss of smell**
- **Cough, often worse at night**
- **Fatigue and generally not feeling well**
- **Fever**
- **Headache — pressure-like pain, pain behind the eyes, toothache, or tenderness of the face**
- **Nasal stuffiness and discharge**
- **Sore throat and postnasal drip**



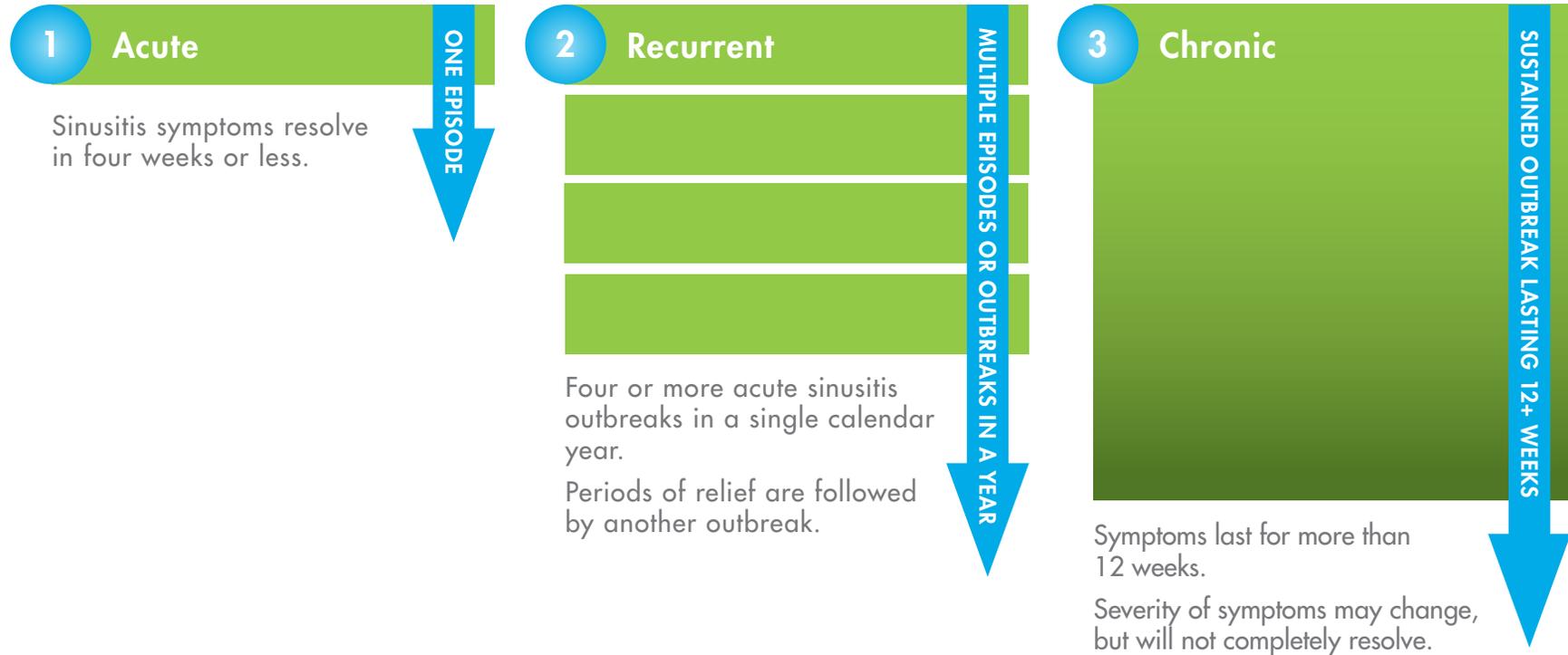
What Causes Sinusitis?

Possible sinusitis triggers:

- Common cold and other viral respiratory illnesses
- Allergies or mold sensitivity
- Environmental irritants such as air pollution, or tobacco smoke
- Nasal polyps that block or slow drainage
- Anatomy variations, such as a deviated septum, that narrow drainage pathways



Types of Sinusitis

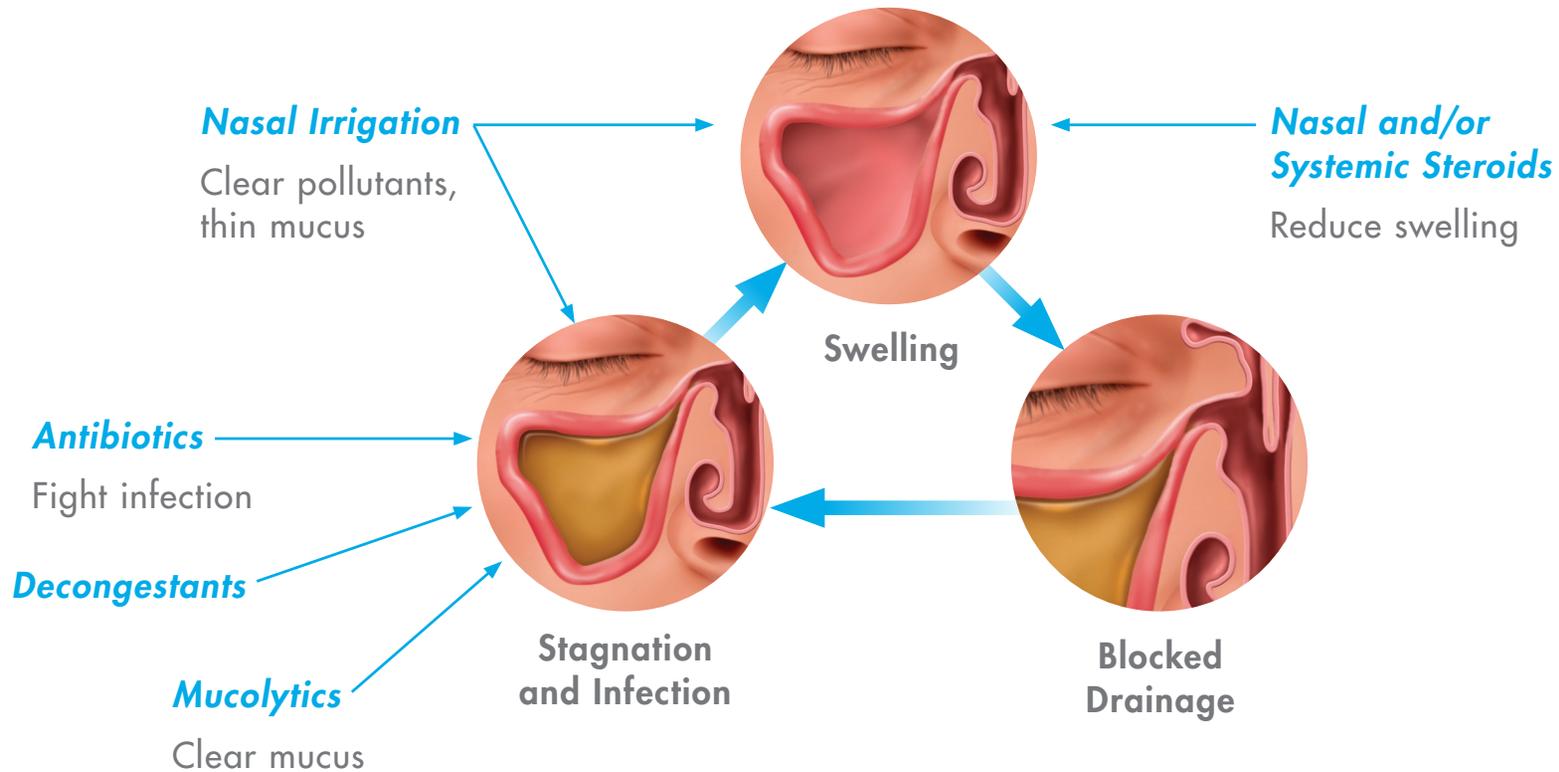


POTENTIAL TREATMENT OPTIONS

	Acute	Recurrent	Chronic
Medical Therapy	YES	YES	YES
Balloon Sinus Dilation	NO	YES	YES
Endoscopic Sinus Surgery	NO	YES	YES

Treatment Overview—Medical Therapy

SINUSITIS CYCLE



Drugs or combination of drugs are used to reduce swelling, thin mucus and restore drainage.

Potential Side Effects of Medical Therapy

Medical Therapies to Treat Swelling

Nasal and/or Systemic Steroids

Nasal dryness
Nosebleeds

Medical Therapies to Thin Mucus and Treat Infection

Antibiotics

Unpleasant aftertaste
Upset stomach
Mild to severe diarrhea

Decongestants

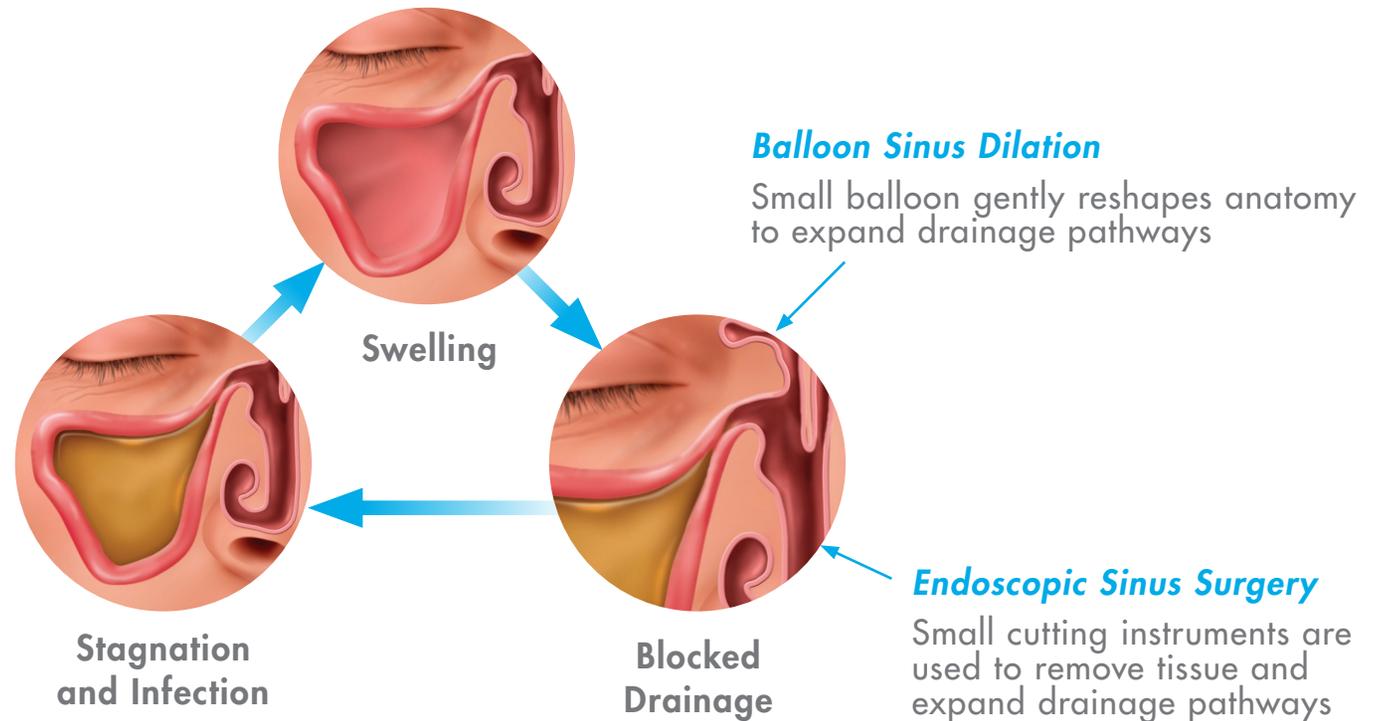
Rebound congestion
Increased blood pressure
Dizziness
Nervousness or irritability
Trouble sleeping

Mucolytics

Dizziness
Drowsiness
Excitability, nervousness or anxiety
Headache
Nausea
Trouble sleeping

Balloon Sinus Dilation + Endoscopic Sinus Surgery

SINUSITIS CYCLE



Balloon sinus dilation and endoscopic sinus surgery are used to expand drainage pathways and sinus openings to improve drainage.

Balloon Sinus Dilation vs. Traditional Sinus Surgery (FESS)¹

A recently released, randomized controlled trial comparing balloon sinus dilation and traditional sinus surgery found that after 6 months both balloon and traditional surgery patients experienced significant symptom improvement. **But the path to recovery was very different...**

BALLOON PATIENTS | FESS PATIENTS

Symptom Improvement After Six Months

67% | 63%

Symptom Improvement After One Week

59% | 38%

Days Prescription Pain Medicine Needed

<1 DAY | 2.8 DAYS

Return to Normal Activity

1.6 DAYS | 4.8 DAYS

Require Follow-Up Debridements*

8% | 74%

*removal of scar tissue, scabs, or crusting to aid healing

Why consider a less invasive approach like office balloon sinus dilation vs. endoscopic sinus surgery?

- Delivers instant, lasting relief ^{1,2,3}
- Convenient, comfortable office procedure ⁴
- Quick recovery ¹
- May reduce healthcare costs

Get Better. Faster.

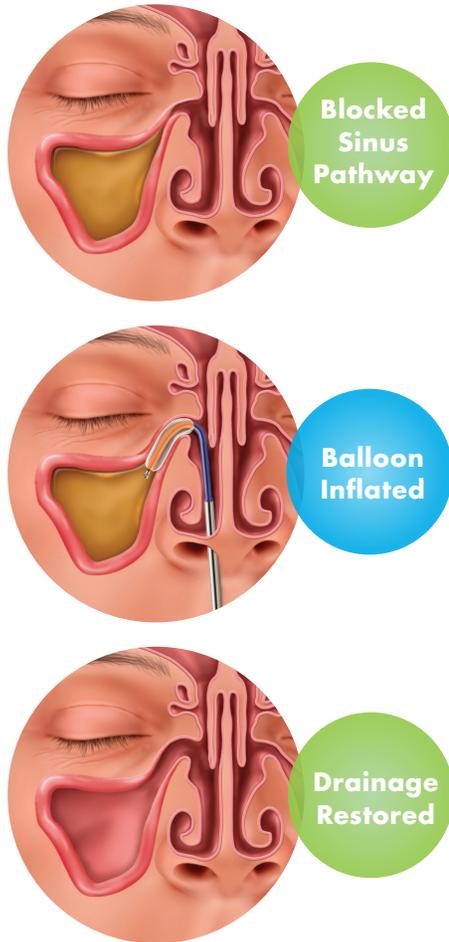
¹ Cutler J, Bikhazi N, Light J, Truitt T, Schwartz M. Standalone balloon dilation versus sinus surgery for chronic rhinosinusitis: A prospective, multicenter, randomized, controlled trial. Am J Rhinol Allergy doi.org/10.2500/ajra.2013.27.3970.

² Stankiewicz J, Truitt T, Atkins J, Winegar B, Cink P, Raviv J, Henderson D, Tami T. Two-year results: transantral balloon dilation of the ethmoid infundibulum. Int Forum Allergy Rhinol. 2012 May;2(3):199-206.

³ Stankiewicz J, Tami T, Truitt T, Atkins J, Liepert D, Winegar B. Transantral, endoscopically guided balloon dilatation of the ostiomeatal complex for chronic rhinosinusitis under local anesthesia. Am J of Rhinology. 2009 May-June; 321-327.

⁴ Gould, James D., MD FACS. "In-Office Balloon Dilation: Procedure Techniques and Outcomes Using a Malleable Multi-Sinus Dilation Tool." ENT Journal. Vendome Healthcare Media, 19 Dec. 2013.

How Balloon Sinus Dilation Works



Balloon sinus dilation can treat the maxillary, sphenoid and frontal sinuses.

What Should I Expect the Day of My Procedure?

- The procedure will begin with application of local anesthesia to ensure your comfort. This can take up to 15–30 minutes.
- During the procedure, a thin instrument, with the balloon, will be guided through your nasal passages to the treatment area.
- After being positioned, the balloon will be gently inflated for five seconds and then deflated.
- The balloon may be repositioned and the inflation repeated.
- When dilation is complete, the instrument and balloon will be removed. A typical procedure takes approximately 30 minutes.
- Most people return to normal activity 24 hours after the procedure.



For Additional Information

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