

# Balloon Sinuplasty™ for Sinusitis

Local hospital now offers a safe, effective, minimally invasive solution for chronic sinus problems.

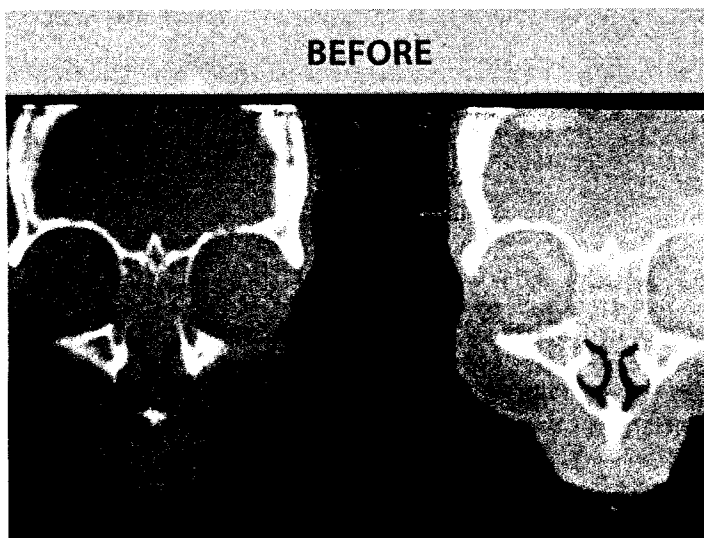
"I got really sick in December 2008," remembers Diane Kirby. "I didn't know what it was at the time, but I was coughing and coughing, and had a lot of postnasal drip.

"I just felt like I had a cold and couldn't kick it. When I went to my family physician, he recommended that I see a specialist."

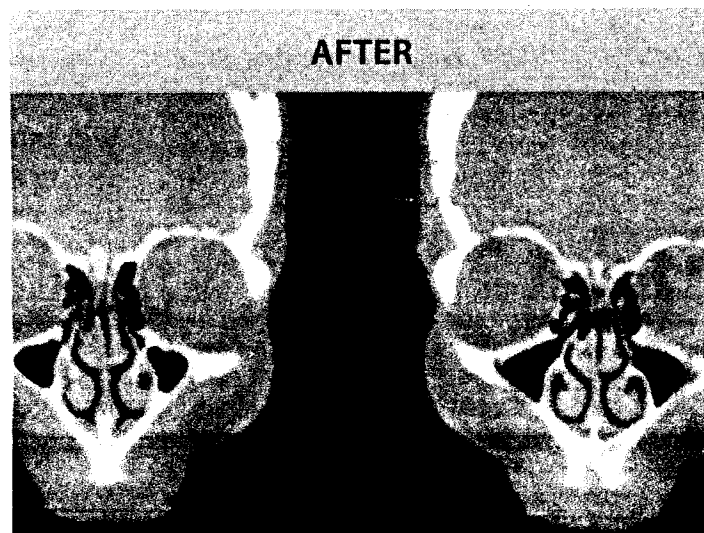
Because the problem involved Diane's sinuses, she decided to go to an ear, nose and throat doctor. She consulted board-certified otolaryngologist John T. Lanza, MD, FACS.

"I had met Dr. Lanza," she explains, "because his son used to play on my husband's Little League team. Maybe that's part of the reason I was so relaxed when I went to his office, but that first consultation was *wonderful*. He is such a mild-mannered person and he explains everything.

"Dr. Lanza did an x-ray and CT scan, and my sinuses were totally impacted," adds Diane. "It turned out to be sinusitis. We tried antibiotics, but they didn't get rid of it, so Dr. Lanza suggested a procedure called Balloon Sinuplasty."



PHOTOS COURTESY OF ST. LUCIE MEDICAL CENTER



very promising for the long term in that we're not going to be trading the problem of infection for the problem of scar tissue. As a matter of fact, studies at large surgical centers are now showing a success rate of greater than ninety-five percent at two years postoperatively."

## St. Lucie Medical Center

Dr. Lanza notes that one of the local hospitals offering the Balloon Sinuplasty procedure is St. Lucie Medical Center (SLMC) in Port St. Lucie.

"We have treated many patients with the Balloon Sinuplasty procedure at St. Lucie Medical Center," he reports, "and their success has been quite impressive. The failure rate is markedly reduced compared to other treatment plans, including traditional sinus surgery. So it's really a step in the right direction in terms of patient satisfaction."

SLMC is a 229-bed hospital offering a full range of acute care services, including rehabilitation, obstetrics, and inpatient and outpatient surgery. The American

## St LUCIE MEDICAL CENTER

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patient outcomes," observes Dr. Lanza. "St. Lucie Medical Center is at the forefront of offering the latest technologies which are leading to improved patient outcomes. It really takes a commitment not only by the physicians but also by the hospitals in the area to say, *We have this technology, and we are going to make the investment to bring it to our community.*"

In fact, adds Dr. Lanza, even the hospital staff have become excited by procedures like Balloon Sinuplasty.

"They have seen what sinus surgery was like in the past compared to the way it is currently," he explains. "So once you start offering a technique like Balloon Sinuplasty, you see some of the OR personnel themselves say, *Boy, I've had this problem myself for a long time. I'm going to get mine taken care of now. It's amazing.*"

## Happy patient

For Diane, the Balloon Sinuplasty treatment has provided the same long-term solution which has benefited so many other patients.

"In my sixty-two years, this was the easiest procedure I have ever had," she assures. "I was back to work within twenty-four hours. I followed all of the postoperative instructions carefully, and I have had absolutely no problems, no sinus infections ever since. It's been wonderful."

Diane is so pleased with the care and compassion she receives from Dr. Lanza that she has already recommended him to others.

## Balloon Sinuplasty explained

"The trend for surgery, including sinus procedures, has been to decrease damage to the healthy tissue when we are treating infections," reflects Dr. Lanza. "Balloon Sinuplasty allows us to open up the sinuses without injury to any of the surrounding healthy tissue, similar to what a cardiologist does with angioplasty.

"In fact, Acclarent, the company that produces the Balloon Sinuplasty technology, was started by an invasive cardiologist who took nearly the identical procedure of an angioplasty and applied it to the openings in the sinuses."

Advancing a tiny catheter into the sinus cavity, the surgeon places a sinus balloon into the area to be treated. When the balloon is inflated, it gently restructures and widens the walls

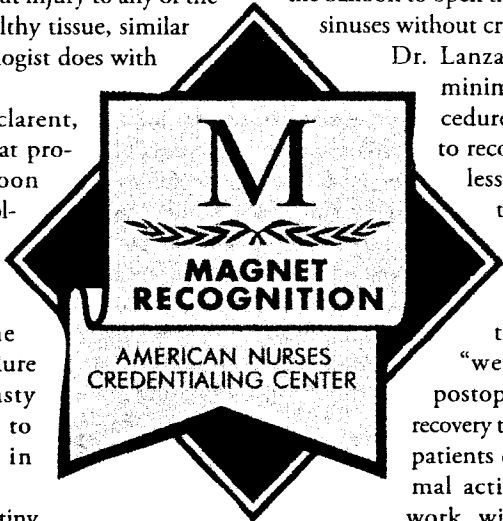
of the passageway while still maintaining the integrity of the sinus lining.

"We essentially use a guide wire similar to that of an angioplasty, and we pass a catheter with an expandable balloon over the guide wire," explains the doctor. "We find the narrowest portion and expand the balloon to open the entrances to the sinuses without creating scar tissue."

Dr. Lanza notes that this minimally invasive procedure enables patients to recover quickly, with less discomfort than traditional endoscopic surgery.

"Without damaging the tissue," he explains, "we also decrease postoperative pain and recovery time. Consequently, patients can return to normal activities, including work, within a matter of

two or three days, rather than the seven to ten days required with traditional sinus surgery. Balloon Sinuplasty has greatly decreased pain and suffering, and looks



**John T. Lanza, MD, FACS**, is certified by the American Board of Otolaryngology and is a Fellow of the American College of Surgeons. After receiving his medical degree from the University of Rochester School of Medicine, he completed his internship at Downstate Medical Center, Brooklyn, NY, and his residency at Long Island College Hospital in Brooklyn. Dr. Lanza is a member of the American Academy of Otolaryngology, Head & Neck Surgeons and serves as Clinical Assistant Professor at the Florida State University College of Medicine. He is a past Chief of Staff at St. Lucie Medical Center and Lawnwood Regional Medical Center & Heart Institute, and is currently a Board of Trustees member at St. Lucie Medical Center. Dr. Lanza was the recipient of the St. Lucie Medical Center's Legacy Award in 2009.

Nurses Credentialing Center (ANCC) designated St. Lucie Medical Center as a Magnet™ facility, the highest honor a hospital's nursing program can achieve. Only five percent of the nation's hospitals qualify for Magnet designation, and St. Lucie Medical Center is the only hospital in the Treasure Coast to attain this status. St. Lucie Medical Center was awarded a Blue Centers of Distinction for Knee and Hip Replacement and Spine Surgery by Blue Cross and Blue Shield. Distinguished hospitals demonstrate an expertise in quality care, resulting in better overall outcomes for patients by meeting objective clinical measures developed with input from expert physicians and medical organizations. St. Lucie Medical Center was awarded the Gold Seal of Approval and has achieved Disease-Specific Stroke Care Certification from The Joint Commission.

"What's great is that the hospitals, particularly St. Lucie Medical Center, have taken the interest to train their staff on the latest techniques and also invest in the technology so that we are improving

## St. Lucie Medical Center

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"Dr. Lanza is wonderful," she says. "He's very patient-oriented, and he makes time to talk to you. I have sent my friends to him, too. I tell everyone, *Go see Dr. Lanza.*" **FHCN**—Michael J. Sabno

## St. Lucie Medical Center

- 229-bed hospital
- Opened in 1983 as 150-bed facility
- Services include: obstetrics, Orthopedic & Spine Institute, rehabilitation, inpatient and outpatient surgery, 24/7 emergency department, imaging and laboratory services, sleep lab, wound care clinic, and da Vinci® robotic surgery.
- About 880 employees
- In 2008, St. Lucie Medical Center invested \$6.9 million in renovations, expansions and technology.
- 24/7 health information and physician referral line (800) 382-3522.
- In 2009:
  - 46,863 Emergency Visits
  - 11,802 Hospital admissions
  - \$10,389,000 in uncompensated care
  - \$11,405,000 in local taxes
  - \$74,472,000 in salaries, wages, and benefits
  - 7531 surgeries