

# 2012 RESOLUTION

*Points North* asks Dr. Lawrence S. Weiss, Board Certified Otolaryngologist (ENT), for his New Year's resolution to help our readers live better in 2012.



## I resolve to find relief for my sinus problems.



DR. LAWRENCE WEISS

Sinusitis is one of the most common chronic healthcare problems in the U.S, afflicting 37 million Americans annually. Nasal congestion and drainage, sinus pressure and headaches are common symptoms. Common causes of chronic sinusitis range from uncontrolled seasonal allergies, immune related factors or simply congenital narrowing of the nasal and sinus passageways.

Until recently, treatment had been limited to medical therapy or conventional sinus surgery which was often painful and required a lengthy recovery. Now patients suffering from chronic sinusitis may be able to find relief and reclaim a better quality of life through a state of the art endoscopic surgical procedure called Balloon Sinuplasty.

During the Balloon Sinuplasty procedure, a small, flexible balloon catheter is inserted through the nose, into the opening of the affected sinus, and inflated to remodel the obstructed sinus passageway, effectively restoring normal sinus function. Now the technology is available to allow ENT surgeons to quickly and virtually painlessly perform Balloon Sinuplasty in the office while the patient is awake. This allows the patient to experience faster relief with no risk of anesthesia and with no down time.

Balloon Sinuplasty, with significantly lower risks and costs than traditional treatment, can be just as effective as conventional sinus surgery at relieving the symptoms of chronic sinusitis.

**WEISS ENT, a member of ENT of Georgia with 2 offices to serve you:**  
Call 770.971.1533 for an appointment | 3901 Roswell Road, Suite 225 in Marietta/East Cobb | 100 Stoneforest Drive, Suite, 230A in Woodstock | [www.DrWeissENT.com](http://www.DrWeissENT.com)

## Want Sinus Relief?

- Sinus Pressure
- Post Nasal Drainage
- Headaches
- Nasal Congestion

We have a simple solution.

- There is now a breakthrough technology to relieve your sinus discomfort called **BALLOON SINUPLASTY**. Dr. Lawrence S. Weiss specializes in this minimally invasive in-office procedure that resolves chronic sinusitis and facial pain.
- Migraine Headaches? We now offer procedures to treat and potentially cure!
- Hearing Loss? Schedule your appointment with our renowned audiologist, Dr. Jiovanne Hughart
- Can't breathe through your nose? Featuring in-office treatment for nasal obstruction

**Weiss ENT** MEMBER OF  
ENT OF GEORGIA

**EAST COBB LOCATION**  
3901 Roswell Road, Suite 225  
Marietta, GA 30062

**WOODSTOCK LOCATION**  
100 Stoneforest Drive, Suite 230 A  
Woodstock, GA 30189

**770-971-1533** [www.drweissent.com](http://www.drweissent.com)

