

An Advertising Supplement to the Chicago Tribune

MED UPDATE™

A portrait of Michael Friedman, MD, an otolaryngologist. He is a middle-aged man with glasses, wearing a light grey lab coat over a white shirt and a red patterned tie. He has his arms crossed and is smiling. The background is a blurred city skyline, likely Chicago. On the left side of his lab coat, there is a name tag that reads "M. Friedman, Chairman of Otolaryngology".

Otolaryngologist Michael Friedman, MD
Finding New Solutions For Snoring and Sleep Apnea

pgs. 4-5

Upping the Odds at Fertility Centers of Illinois - pgs. 2-3

Hip Resurfacing at Neurologic & Orthopedic Institute of Chicago - pg. 6

Smile Rejuvenation by Bloch - pgs. 8-9

Finding New Solutions for Snoring and Sleep Apnea

For Daniel Zaga, 35, the bedroom had turned into a battleground. His wife, Karen, would kick and shove him all night long in an effort to quiet his thunderous snoring. "One night, she said I yelled at her, but I don't remember it because I was so tired from

having her move me so many times during the night," he recalled. A routine doctor visit revealed the snoring that had plagued Zaga since childhood was a symptom of a much more serious problem—obstructive sleep apnea.

More than 12 million Americans have obstructive

sleep apnea, a condition that occurs when the soft tissue in the back of the throat collapses during sleep, blocking the flow of air into the lungs. People with obstructive sleep apnea can stop breathing for periods of 10 to 20 seconds or longer, dozens or even hundreds of times a night. As the blood oxygen level drops, the body issues a "wake-up call," resulting in the loud snoring sound that Zaga's wife was combating, as well as continually interrupted sleep. The frequent sleep disruptions were leaving Zaga so exhausted during the day that he eventually traveled 1,600 miles from his home in Mexico City to Chicago for a consultation with **Michael Friedman, MD**, an ear, nose and throat specialist, Professor of Otolaryngology at Rush University Medical Center, and Chairman of Head and Neck Surgery at Advocate Illinois Masonic Medical Center.

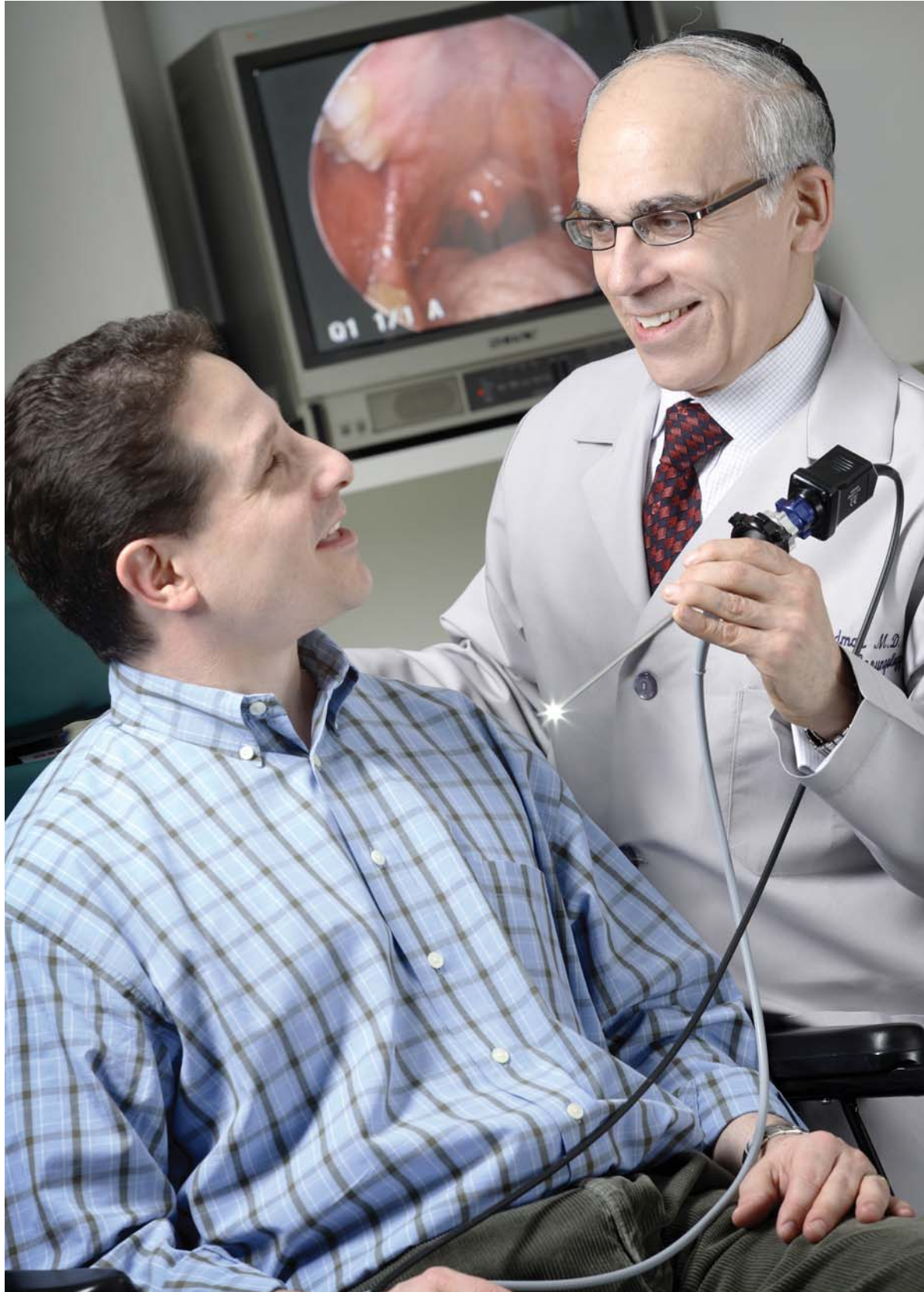
Far Beyond the Bedroom

The effects of obstructive sleep apnea extend far beyond the bedroom—the condition can contribute to a host of health problems, including high blood pressure, heart disease, and even impotence. Considering that sleep apnea can quadruple the stroke risk and increase the odds of developing coronary artery disease five-fold, effective treatment could literally save a patient's life.

In the past, people with obstructive sleep apnea had only two real treatment options. One is continuous positive airway pressure (CPAP)—a mask that blows air through a tube into the airway to keep it open at night—but the bulky device is so cumbersome and uncomfortable that as many as 50 percent of patients eventually stop using it. "CPAP is a chronic treatment option," explained Dr. Friedman. "It's a radical change in lifestyle that requires a major adjustment." If CPAP fails, the other option was surgery to remove tissue in the tonsils, adenoids, and/or uvula, but that requires hospitalization, can be painful, and often has limited success, according to Dr. Friedman.

A Trio of Techniques

Today, doctors have a different take on sleep apnea. "The basic change in philosophy is that sleep apnea



Dr. Friedman uses a combination of physical findings and sleep results to identify patients who can qualify for minimally invasive techniques.

Breathing Easier: Opening Airways Without Surgery

Minimally invasive techniques also have been life-changing for Dr. Friedman's patients with chronic sinusitis—a blockage or infection of the sinus passages that can cause sinus drainage problems, painful headaches, and facial swelling. Traditionally, patients with chronic sinusitis were faced with endless courses of antibiotics, antihistamines, steroids, or pain medications, or they had to undergo endoscopic surgery to open the sinus passageway.

Sinusitis patients looking to avoid surgery find two options when they come to Dr. Friedman. One is a relatively new treatment that he helped pioneer, called balloon sinuplasty. Similar to the balloon dilation technique doctors use to open clogged arteries in patients with heart disease, balloon sinuplasty inserts a tiny balloon into the sinus passageway and opens it to dilate the natural sinus opening and restore normal drainage. "In selected patients, balloon sinuplasty can solve an obstructed sinus problem within minutes without tissue removal and with significant reduction in bleeding, recovery time, and cost," Dr. Friedman said.

In cases where sinusitis is triggered by a stubborn infection, and traditional antibiotics aren't enough to relieve patients' discomfort, Dr. Friedman uses intravenous (IV) antibiotics. "Classical antibiotics don't get to the root of the infection—they only provide temporary relief and the infection recurs," he said. A two-to-six week course of IV antibiotics delivered right in the patients' home can often clear up the infection and prevent the patient from having to undergo sinus surgery.

isn't caused by a single site obstruction. Often there are multiple levels of obstruction, which include the nose, the palate, and the tongue base," Dr. Friedman said. "Each one of these can be treated by a minimally invasive technique that reduces the obstruction at that level."

Dr. Friedman offers a trio of such techniques to help patients like Zaga breathe more easily and get a good night's sleep. Because not all of these procedures are appropriate for everyone, Dr. Friedman first does a complete assessment to individualize the treatment plan to the patient.

First is the Pillar procedure, which targets sagging soft palate tissue. Dr. Friedman injects three tiny polyester implants into the patient's palate. These implants create scar tissue, which stiffen the palate to keep it open at night. Research done on the procedure so far finds that it results in marked improvements in snoring and daytime sleepiness.

Second is the nasal valve procedure to open blocked nasal passages. Dr. Friedman makes two incisions—one under the eye and one in the nostril—and inserts a clip in the bone under the eye. He attaches a piece of floss to the clip and loops it around the sagging nasal tissue, pulling it taut. The result is the equivalent of a permanent Breathe Right® nasal strip—opening nasal passages for easier breathing and less snoring.

Finally is a radiofrequency technique used to reduce an enlarged tongue or tonsils. Dr. Friedman shrinks tissue in these areas using a thin probe that delivers radiofrequency energy. "Because the energy is cool, it doesn't cause injury to the surrounding tissue," he said.

Each technique takes just a few minutes to perform in the office, and patients are usually able to go back to their normal routine the same day. After having the Pillar implants and nasal valve procedure, Zaga was able to go sightseeing in Chicago with his family. The change in his

life was immediate and dramatic. "When Dr. Friedman pulled the first thread for the nasal procedure, I could feel so much air going through my nose I felt dizzy," Zaga said. "My wife is really happy, because she says my snoring is dramatically less than what it used to be. I wake up less tired in the morning and I feel a lot better during the day."

Zaga is not the only patient to have benefited from these techniques. "Although many patients qualify for minimally invasive techniques, some require surgery. When CPAP is not an option we find the best alternative possible," says Dr. Friedman. "Many of my patients said they hadn't dreamed in years, but now they're sleeping and dreaming and feeling better than ever before." ■

Appointments & Consultations

Dr. Michael Friedman
30 N. Michigan
Chicago, IL 60602

(312) 236-3642

Advanced Center for Specialty Care
3000 N. Halsted
Chicago, IL 60657

(773) 296-5500

www.chicagoent.com



Otolaryngologists T.K. Venkatesan, MD; Nancy Roberts, DO; Michael Friedman, MD; audiologist Emily Bradof & allergist Ayesha A. Siddiqi, MD.