

EAR, NOSE & THROAT

"Feel better."


In the **HEAD**lines.
HAPPY NEW YEAR!

Please review us on
Google!



Visit us on Facebook!



We appreciate and value you as a patient and would love to HEAR your feedback on how we are doing! Please take a minute to review us on google so that we can better serve you in the future!

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<https://www.google.com.au/search?q=Midwest+Ear,%20Nose%20&%20Throat%20Hearing%20Center&udocid=17938277987361978996&#lrd=0x0:0xf8f190c9d6eb7a74,1>

Breathe Easy and enjoy your life!

Did you know the Sinus and Allergy Center at Midwest Ear, Nose & Throat is focused exclusively on nasal, sinus, and allergy problems. Our physicians are board certified ear, nose and throat surgeons who offer state-of-the-art, minimally invasive, image-guided sinus surgery as well as nasal airway surgery.

[Read more](#) about our sinus and allergy center.





The Eyes and Ears Toy Challenge!

We want to say a HUGE thank you to all the businesses that donated to our Eyes and Ears Challenge on facebook! Along with our amazing toy challenge partner, Sioux Falls Family Vision, we received more than double the amount of toys this year in our 2nd annual toy drive! We loved handing out toys at both Banquet locations in Sioux Falls, and bringing awesome toys to the children at Children's Inn and the **St. Francis House**. We couldn't bless these children without your help and we thank you from the bottom of our hearts!

We love our Midwest ENT team and this is one of our favorite things we do together every year! Everyone helps out to make it a special Christmas for all the children in SF. Thank you Sioux Falls!! Here are some of our Toy Challenge highlights! [#EyesEarsToyChallenge](#)





Loved Ones and Hearing Loss

Taking Steps to Confront Those You Care About to Get the Help They Need

By: Jennifer Dumke - SF Woman Magazine

Confronting a loved one about their hearing loss can be stressful and difficult, but hearing loss does not just affect the sufferer. Midwest Ear, Nose & Throat Audiologist, Holly Ralston explains that hearing loss is one of the top three most chronic conditions reported by the aging population. “According to recent research by the World Health Organization, by the year 2025 over 500 million older adults across the world will experience age related hearing loss. Given these numbers, it is likely you or a loved one may be affected by hearing loss. Taking the proper steps to identify and treat hearing loss is crucial and can reduce a wide spread of negative effects on the patient and his or her family members,” Ralston stated.

Less than 20% of physicians routinely screen for hearing loss during physical exams. When talking with your loved one, be sure to communicate that regular exams with their primary care physician may not detect hearing loss. Encourage your loved one to be seen by a hearing professional for more targeted diagnostic testing and proper diagnosis. You can even take it one step further by helping them choose a qualified audiologist and offer to attend the hearing evaluation. More information and a free online hearing test can be found at www.midwestent.com.

[CLICK HERE](#) to read more.

Choking Prevention: What Can I Do to Keep My Child from Choking?

Choking is a very common cause of unintentional injury or death in children under age one, and the danger remains significant until the age of five. Objects such as safety pins, small parts from toys, and coins cause choking, but food is responsible for most incidents. You must be particularly watchful when children around the age of one are sampling new foods. Here are some additional suggestions for preventing choking:

- Don't give young children hard, smooth foods (i.e., peanuts, raw vegetables) that must be chewed with a grinding motion. Children don't master that kind of chewing until age four, so they may attempt to swallow the food whole. Do not give peanuts to children until age seven or older.
- Don't give your child round, firm foods (like hot dogs and carrot sticks) unless they are chopped completely. Cut or break food into bite-size pieces (no larger than ½inch [1.27 cm]) and encourage your child to chew thoroughly.
- Supervise mealtime for your infant or young child. Don't let her eat while playing or running. Teach her to chew and swallow her food before talking or laughing. Chewing gum is inappropriate for young children

[Read more.](#)



LET'S CELEBRATE TOGETHER!

We are excited to be hosting a Happy New Year Free Hearing Screening event! We are also offering \$300 off a set of premium digital hearing aids plus 3 months of free batteries! Just mention this newsletter!

Schedule your FREE hearing screening and check out all the new technology offered today - **completely invisible and life changing!** We love helping people hear better - it's what we do!

5 days only! **January 21-25.** Call today to reserve your spot! 605-231-5905

Our Guests Will Receive:

- Free Hearing Screening by our Highly Trained Audiologists*
- Free Comprehensive Hearing Aid Evaluation and Consultation
- Free Demonstration of New Digital Hearing Aids on the Market
- Free Clean & Check of your Current Hearing Aids

Ask about our 60-Day Trial of any New Hearing Instruments.

Call today to reserve your appointment time! Appointments are limited and fill quickly. (605) 231-5905

[CLICK HERE](#) to see all our events.

* This offer is good for an initial free screening with an audiologist. Physician referrals and diagnostic audiograms are not covered under this offer. Offer cannot be combined with any other offer, service or benefit. Must be 18 years or older to participate.

Meet our team! [CLICK ON THE PHOTO TO READ THEIR BIOS.](#)



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M I D W E S T

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