

MyTonsils Digital Toolkit: Press Release

FOR IMMEDIATE

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Title

June [XX], 2018 -- [CITY], [STATE] -- An ear, nose and throat (ENT) specialist, Dr. [ENT DOCTOR NAME] practicing in [LOCATION] utilizes radio frequency surgery, also known as COBLATION[®] technology, to speed recovery time for patients needing removal of tonsils or adenoids.

Surgeons and patients alike have searched for years for a better way to remove the tonsils. Because the tonsils are located in the throat, removing them with an electrosurgery device can often lead to damage of nearby tissue. COBLATION[®] technology offers an alternative to high-heat electrosurgery.¹

COBLATION[®] technology is not a heat-driven process, so it does not burn tissue in the manner of electrosurgery.¹ It combines radio frequency energy with a natural saline solution to gently and precisely remove soft tissue.¹ This gives surgeons the ability to precisely remove targeted tonsil tissue, while preserving the nearby healthy tissue.¹ COBLATION[®] technology normally takes 30-45 minutes for a tonsil with adenoid.²

“COBLATION[®] technology is a much gentler alternative to traditional tonsillectomy methods¹” said [ENT DOCTOR NAME]. “Pull quote on why... It’s a gentler way to remove tonsils, which parents, kids, patients, and surgeons can all be excited about.”

“My [SON/DAUGHTER] received a tonsillectomy from [ENT DOCTOR NAME], and we couldn’t be happier with the recovery process and outcome,” said [PATIENT’S PARENT]. [HIS/HER] throat was not as sore as expected, and [HE/SHE] was up and playing not too long after surgery. I’d recommend COBLATION[®] technology to any parent thinking of having their child’s tonsils and/or adenoids removed. It’s made a world of difference, and the whole process was better than we expected.”

A recent survey reports eight out of 10 patients are unaware that enlarged tonsils play a role in many childhood health problems, including breathing difficulties, slow growth, obesity and hyperactive behavior. (** Not actual data, example of what a surgeon could do with his/her patients)

For more information on how to reach [ENT DOCTOR NAME], find an ENT doctor in your area, or learn more about tonsillectomies and COBLATION[®] technology, visit MyTonsils.com.

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¹ Woloszko J, Kwende M, Stadler K. Coblation in Otolaryngology. Proceeding of SPIE. 2003, Accessed June 8, 2018. [https://www.spiedigitallibrary.org/conference-proceedings-of-spie/4949/0000/Coblation-in-](https://www.spiedigitallibrary.org/conference-proceedings-of-spie/4949/0000/Coblation-in-otolaryngology/10.1117/12.488349.short?SSO=1)

[otolaryngology/10.1117/12.488349.short?SSO=1](https://www.spiedigitallibrary.org/conference-proceedings-of-spie/4949/0000/Coblation-in-otolaryngology/10.1117/12.488349.short?SSO=1) ² American Academy of Otolaryngology – Head and Neck Surgery. Tonsillectomy and Adenoids Post-Op. Available at: <http://www.entnet.org/content/tonsillectomy-and-adenoids-postop>. Accessed May 1, 2017.