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**NEW CLINICAL RESEARCHER JOINS NEWPORT BEACH BALANCE AND EAR INSTITUTE**

*Mark Gordon is Newest Hire to Join Newport-Mesa Audiology Balance & Ear Institute*

**NEWPORT BEACH, Calif. (January 24, 2018)** – Newport-Mesa Audiology Balance & Ear Institute (the Institute) has recently hired Mark Gordon, J.D., M.A. as Associate Director of Clinical Research. In his new role at the Institute, Gordon will expand the scientific research surrounding vestibular audiology to continue to improve the development and implementation of the most clinically advanced approaches to diagnosing and treating vestibular dysfunction. Gordon's research will advance the use of the Institute's proprietary Advanced Vestibular Treatment™ (AVT) in treating patients with dizziness, vertigo and balance disorders, as well as add to the body of literature outlining best practices for medical professionals.

Gordon will also support the clinicians' continued development of virtual reality for remote vestibular treatment. The Institute pioneered this technology and it allows patients to undergo customized home-based vestibular treatment directed remotely by the treating doctor of audiology. It's been successful in treating hundreds of patients from around the world, including Mark Cuban, owner of the Dallas Mavericks.

Boasting an impressive educational background, Gordon was a young college graduate, earning both his bachelor's and master's degrees in Anthropology at California State University, Los Angeles by the age of 18. He then went on to complete his Juris Doctor degree at the Chapman University Fowler School of Law. He is currently working on his Ph.D. dissertation at the University of South Carolina Arnold School of Public Health in Health Services Policy and Management.

Gordon began his career as a college professor-turned-lawyer. He was drawn to medicine when he was a student volunteer in hospitals and clinics, and he subsequently took the opportunity to conduct medical-legal-anthropological research at the UCLA Stein Eye Institute in the Orbit and Ophthalmic Plastic Surgery Department. There, he worked with renowned ophthalmological surgeons on research involving facial asymmetry, Grave's Disease, and patient quality of life.

“I’m ecstatic to have joined such a dynamic team of vestibular audiologists,” said Mark Gordon, J.D., M.A., Associate Director of Clinical Research, Newport-Mesa Audiology Balance & Ear Institute. “It’s the perfect environment for fostering innovation as we research, discover and create better ways of diagnosing and treating dizziness, balance and hearing disorders.”

### **About Newport-Mesa Audiology Balance & Ear Institute**

Newport-Mesa Audiology Balance & Ear Institute is one of the country's leading practices for the research, diagnosis and treatment of patients with vestibular dysfunction – one of the leading causes of dizziness, vertigo and balance disorders. Serving patients from all over the U.S., the Institute’s team of doctors of audiology utilize advanced, state-of-the-art technology at two locations - Newport Beach and Ladera Ranch, California. The Institute provides both comprehensive diagnostic testing and proprietary Advanced Vestibular Treatment™ (AVT) with more than a 90 percent success rate.

A full spectrum of audiological solutions is also offered to enhance hearing health, including adult and pediatric hearing loss evaluation, advanced hearing devices and tinnitus treatment. Since 1977, the Institute has served over 50,000 patients. 500 Old Newport Blvd., Suite 101, Newport Beach, CA 92663 | 949.642.7935 | [www.dizziland.com](http://www.dizziland.com).

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