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NEWPORT BEACH BALANCE AND EAR INSTITUTE ACHIEVED SIGNIFICANT GROWTH IN 2018

Newport-Mesa Audiology Balance & Ear Institute Expanded its Team and Business Due to Focus on Balance

NEWPORT BEACH, Calif. (December 18, 2018) – Newport-Mesa Audiology Balance & Ear Institute (the Institute) has grown this year as a result of our specialty in diagnosing and treating dizzy patients (vestibular audiology). From its large team of doctors of audiology to operational staff, as well as attaining its first licensee, the Institute has successfully navigated substantial multi-faceted growth in a traditionally slow-growth industry.

In 2018, the Institute hired six audiologists, bringing the entire clinical team to 15. It's also brought on five fourth year student externs this year from university audiology programs across the U.S. In addition, the operational staff has grown by 8% with several new roles introduced - three Audiology Aides to support the clinical team and an Assistant Director of Clinical Research to advance research studies and treatment best practices.

The Institute's Physician Referral Marketing team has continued to foster relationships with the network of greater Orange County referring physicians and patient referrals have increased over 10 percent. Over 700 new patients have been seen for dizziness and balance issues alone. There's been a 200 percent increase in patients from out of the area undergoing its proprietary remote Advanced Vestibular Treatment™ (AVT) for vestibular dysfunction that utilizes advanced virtual reality technology. Since the Institute's inception 41 years ago, more than 50,000 patients have been diagnosed and treated for hearing loss, tinnitus and the vestibular issues that underlie dizziness, vertigo and imbalance.

In April 2018, the Institute presented on the use of virtual reality in remote vestibular treatment at the American Academy of Audiology Conference. This helps impart the Institute's leadership in research and advancements in this field to other audiologists across the nation. 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.

Additionally, the Institute formalized its first licensee agreement with Midwest Dizziness and Balance in June, paving the way for others in the future. This license agreement allows the audiology practice to train on and use the proprietary clinical methods and business processes of one of the most successful balance institutes in the U.S. It also gives them the clinical know how to diagnose and treat patients with dizziness, vertigo and balance disorders all in one location, providing improved clinical outcomes, patient care and income.

“We are closing out 2018 with strong fundamental growth and optimism,” said Dr. Howard T. Mango, Founder and CEO of Newport-Mesa Audiology Balance & Ear Institute. “It’s an exciting time in the field of audiology with continued technological advancements and treatment methods both in the clinic as well as in the patients’ homes that allow us to help more people get back to living a more active, balanced life.”

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.

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