



Efficiency through technology enables audiology practice to deliver comprehensive care

Case Study

Customer Profile

Newport Mesa Audiology, Balance and Ear Institute, Inc. was founded by Dr. Howard T. Mango, Au.D., Ph.D. and is nationally known for ongoing work and research with regard to hearing and balance disorders. The Institute's ongoing mission is to provide the best quality diagnosis and care for all patients with hearing and balance problems, and to continue as one of the country's most prolific Hearing, Dizziness, and Balance Centers.

Business Situation

Three major reasons that drove the adoption of a new vestibular diagnostic tool.

1. Better data for better results
2. Patient comfort
3. Ease of use
4. Ability to review the eye movements of the patient

Solution

The balanceback iVNG System



Benefits

- Increased revenue in practice
- Improved quality of care for patients
- Improved efficiency in test time allows staff to care for patients needs more efficiently
- Results in high patient satisfaction and referrals

“Overall, we do a much better job of obtaining the data and interpreting the data for our patients. The whole high tech appearance helps our image and the doctors that refer us patients like that reports are more comprehensive.”

Howard T. Mango

*Au.D. Ph.D., Executive Director
Newport-Mesa Audiology
Balance and Ear Institute*



Most traditional medical practices suffer from a common malady: old outdated medical equipment that breeds inefficiencies. Despite the best efforts of caregivers, older technology used in medical equipment can severely limit dedicated patient time.

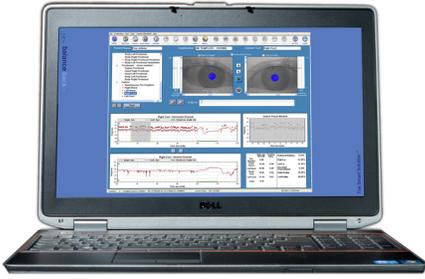
“We missed a lot with older equipment as we did not have all the tools needed. Our business has increased, because we expanded our practice with better quality equipment,” said Howard Mango Au.D., Ph.D. and Executive Director of Newport-Mesa Audiology, Balance and Ear Institute.

By adding new technology to their audiology and balance practice areas, Newport-Mesa gained confidence from the clinicians who refer patients and they saw a sharp increase in all referrals since communicating the benefits of being able to offer more comprehensive services for the patients.

“We market the fact that we have the latest and greatest equipment available to test the patients as well as the quality of our balance services,” said Dr. Mango. It also reduced the stress level for the staff and enabled the entire practice to revolve around delivering the highest quality healthcare, and caring, possible for the patient.



balanceback
The Smart Solution™



“You are only as good as your data. balanceback and other technologies provide us better ways to capture the data with a better answer to the problems of the dizzy patient. It is part of being dedicated to being a high tech facility and to developing better results for our patients.”

Howard T. Mango

Au.D. Ph.D., Executive Director
Newport-Mesa Audiology Balance
and Ear Institute



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Situation

Opened in 1980, the Newport-Mesa Audiology, Balance and Ear Institute office is located in Southern California’s popular Newport area. The practice was started by Howard Mango, Au.D., Ph.D. and currently has staff of six audiologists.

Desire to Make the Balance Practice More Successful

Newport Mesa couldn’t do all of the testing procedures to give them a full profile of the patients’ problems. In addition, some of the technology was old and the reports were not as functional as they would like to provide to referring physicians.

“After meeting with the American Institute of Balance and understanding how they were involved in providing guidance to balanceback for the features that clinicians wanted in a VNG system, I knew it was the kind of technology I wanted to consider for my practice,” said Dr. Mango.

The Advantages of balanceback made it Easy

“It had a lot of what clinicians wanted right away. Eyes on the screen and the norms right on the screens, plus being able to save a video of the eyes to determine the problem. You want to be able to review the eyes so that you can see what happened,” said Dr. Mango. Then there was the convenience and efficiency of the system that really made the balanceback iVNG attractive to Dr. Mango. “The advantage of the protocol being already set up that it guides you to do the tests in an order that is conducive to proper testing procedures in a more efficient manner,” said Dr. Mango.

“Recording time is more one-stop and you can efficiently move through examination as it automatically advances to the next test.”

Better Tracking

“Once you are locked on to the eyes you are locked on as the pupils really do not

drift much at all. The setup time does not take long. We like recording the history and physical data, which makes it easier for getting the information in one place,” said Dr. Mango.

Cleaner Graphs and Better Detection

“When a patient has Nystagmus, you can identify it because it is clearly marked in the correct range. Also the graphs are able to remove and not count the blinks so it makes it helpful. In addition, it’s a big advantage to have norms on the screen. The best part is that you do not have to do a lot of extra work afterwards and it rarely needs to be changed once the test is taken, so it is more accurate.”

Solution

The balanceback iVNG System

“We chose the balanceback iVNG System and it has worked very well for us. Balanceback is easier and faster from the examiner standpoint because of the logic. It is quick to see if there is a problem with the test or not, and if it meets acceptability process. As we got busier, I found our clinicians preferred using the balanceback iVNG system over other equipment we had in the office, so we purchased a second balanceback iVNG System,” stated Dr. Mango.

Benefits

Efficiency and Accuracy Provides A Better Level of Care For Our Patients

“Overall, we do a much better job of obtaining the data and interpreting the data for our patients. The whole high-tech appearance helps our image and the doctors that refer us patients like how the reports are more comprehensive,” said Dr. Mango.

