

Survey of Major Yellow Pages Advertisers *

Physicians & Surgeons - Otolaryngology

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Diagnosis/Treatment/Surgery of Ears, Nose, Throat, Head, Neck Nasal/Respiratory Allergies Snoring & Other Throat Problems (Laser Treatment) Reconstructive Ear Surgery for Hearing Loss UR Diseases/Sinusitis Facial Plastic Surgery Adult/Pediatric Tumors/Polyps Inner/Middle Ear Infections Chronic Cough/Tickle Earaches/Persistent Headaches Ear Microsurgery Skull-Base Surgery Office Laser Surgery Otitis Media	Sinus Surgery (Endoscopic/Laser) Voice/Vocal Disorders Tonsillitis/Adnoid/PE Tube Ear Microsurgery Balance Disorders/Problems Thyroid Surgery/Treatment Taste Disorders Smell Disorders Skin Cancer Surgery Dizziness/Vertigo Hearing Disorders - Loss, Ringing, etc. Sleep Apnea Surgery (Laser) Otology/Neuro-Otology Geriatric Patients Advanced Laser & Endoscopy Somnoplasty / Snoring Surgery Face-Forehead-Eyelid Lift	Myringotomy Hearing Aids Audiology/Hearing Tests/X-Rays Facial Nerve Disorders/ Facial Paralysis Facial Paralysis Acoustic Neuroma Surgery Stuffy Nose/Post-Nasal Drip Hay Fever/Runny Nose Cochlear Implants Sore Throats/Hoarseness Nasal Obstruction Swallowing Problems / Heartburn Yeast Syndrome Facial Plastic & Reconstructive Surgery Related Plastic Surgery – Rhinoplasty, etc. Chin & Cheek Implants Head & Neck Cancers “Audiology & Hearing Aid Center”
Confidence Factors:	Hospital Affiliation Years in Practice Names/Degrees of Associates Board Certified/Diplomate – Amer. Bd of Otolaryngology 24/7 Answering Service	Certified Audiologist Professional Associations Practice Limited to Specialty Fellow - American Academy of Otolaryngology/Allergy Most Insurances Accepted (List)	Consultations / HMO Affiliation(s) Johns Hopkins Trained Cert. Amer. Bd. Facial & Plastic Recon. Sur. Multi-Specialty Practice Instructor - Teaching Hospital Sub-Specialty – Sinus Problems, etc.
Convenience Factors:	Accept Medicare and (Most) Other Insurances (List) Office Hours/Days Credit Cards Free Cosmetic Consultation	Location Data/Map Free Parking Insurance Paperwork Toll-Free Number Virtual Medical Office	Hours by Appointment TDD/TTY Equipped / After-Hours Phone # Evening Hours / Multi Locations Website/E-Mail Address Invitation/Inducement to Visit Website
Special Services or Extras:	Second Opinions Laboratory Services Physician Referral Laser Hair Removal	Financing Available Foreign Language(s) Specified Skin Cancer Diagnosis/Treatment	Professional Voice Care - Singing, etc. “Modern Derma Peel”
Typical Related Headings:	Physicians & Surgeons - Medical - MD *	Clinics	Guide Pages
	(* See general Physicians & Surgeons Ad Analysis Sheet for additional copy ideas.)		