

Caring for Ears, Noses, and Throats - From Children to Adults



Ear
Nose
& Throat
Associates
of Manatee, P.A.



Dr.'s Benjamin & Rachel Kelley

are a husband-and-wife team treating patients of All Ages for a wide range of Ear, Nose, and Throat disorders, including but not limited to:

- Allergies (Including Testing and Immunotherapy)
- Sinusitis
- Nasal Obstruction
- Hearing Loss
- Chronic Otitis
- Chronic Tonsillitis and Tonsil Stones
- Dizziness/Vertigo
- Ear pain/Plugging/Popping
- Obstructive Sleep Apnea
- Voice and Swallow Disorders
- Head and Neck Cancer



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701 Manatee Ave. W., Suite 202, Bradenton, FL 34205

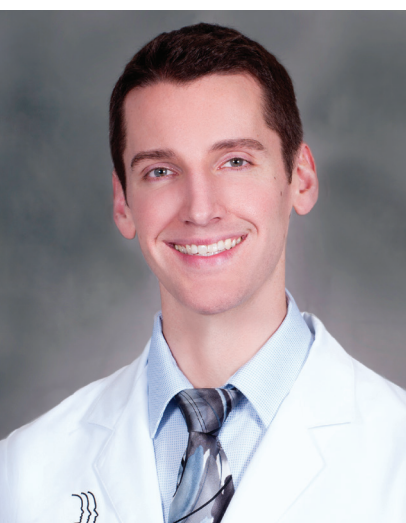
Mon - Fri | 7:30am - 5pm

772 Cortaro Drive, Sun City Center, FL 33573

Mon, Wed, Thu | 8am - 5pm



entmanatee.com



EAR, NOSE & THROAT ASSOCIATES OF MANATEE

LOCATIONS: 2 Bradenton Offices (Rye Road and Manatee Avenue), Lakewood Ranch & Sun City Center

PHONE: 941-748-2455

WEBSITE: ENTManatee.com

Ditch the Tissues

ENT Associates of Manatee and NEUROMARK® can provide lasting relief for chronic rhinitis and other related conditions

You shouldn't have to live with a runny nose. Yet for millions of people, chronic nasal drip, congestion, or constant sniffles have become an everyday reality that's awkward, frustrating, and often misunderstood.

"Chronic rhinitis is a common condition involving inflammation of the nasal tissues," explains Dr. Ben Kelley, DO, of Ear, Nose and Throat (ENT) Associates of Manatee. "Causes can range from allergies to autoimmune disease, chemical exposure, or chronic infection."

A related condition, vasomotor rhinitis, stems from an overactive nervous system in the nose that triggers sneezing, congestion, and excess mucus. "As a chronic problem, it can cause persistent symptoms that significantly impact quality of life," Dr. Kelley says.

Diagnosis starts with a detailed history to pinpoint triggers like time of day, food, or environmental factors. Allergy tests often come back negative, surprising many patients.

If the cause remains unclear, different medications may be tried to identify the type of rhinitis. But one of the biggest misconceptions is that people think they just have to live with the problem. "That's simply not true anymore," says Dr. Kelley.

Now, there's a new, minimally invasive way to address chronic rhi-



Our goal is to help patients feel and breathe better every day."

— Dr. Ben Kelley, DO

nititis at its source. NEUROMARK® is an FDA-510(k)cleared, in-office treatment that uses low-powered radiofrequency to disrupt the overactive posterior nasal nerves responsible for excess nasal secretions.

"The NEUROMARK® System was designed to target chronic rhinitis symptoms, and that's where it really shines," says Dr. Kelley. "But evidence shows it also improves quality of life for these patients."⁽¹⁾

The procedure is quick, comfortable, and performed under local anesthetic in the office. No injections necessary. It takes just a few minutes, with minimal to no downtime—most patients return to normal activities within 3 days.

"For people who've struggled for years with constant drainage or congestion, NEUROMARK® can be life-changing," says Dr. Kelley.

With four convenient locations—Lakewood Ranch, Downtown Bradenton, Rye Road in Bradenton, and Sun City—and by offering safe, effective treatments that truly improve lives, ENT Associates shows its commitment to patient care. "Our goal is to help patients feel and breathe better every day," Dr. Kelley says.

So if you've been reaching for tissues day after day, it might be time to reach for something better—long-term relief.

WHAT IS CHRONIC RHINITIS?

If you're constantly reaching for tissues, you might be dealing with chronic rhinitis—a persistent inflammation in the nose that causes congestion, drainage, or sneezing all year long. Rhinitis can be triggered by:

- Allergies or chronic sinus infections
- Changes in weather or temperature
- Strong scents or chemicals
- Hormonal changes
- Overactive nasal nerves (vasomotor rhinitis)

If sprays, antihistamines, or allergy treatments haven't brought relief, talk to your ENT specialist. You don't have to live with chronic sniffles anymore.

⁽¹⁾ Yen DM, Davis GE, Ow RA, O'Malley EM, Del Signore AG. Two-year clinical outcomes after multipoint impedance-controlled radiofrequency ablation of the posterior nasal nerve for treatment of chronic rhinitis. *Ear, Nose & Throat Journal*

INDICATIONS FOR USE: The NEUROMARK® System is indicated for use in otorhinolaryngology (ENT) surgery for creation of radiofrequency (RF) lesions to disrupt posterior nasal nerves in patients with chronic rhinitis. Most common side effects associated with the NEUROMARK® device include infection, bleeding, and temporary pain or discomfort. Please see Instructions for Use (IFU) for a complete listing of warnings, precautions, and adverse events.

CAUTION: Federal (USA) law restricts this device to sale by or on the order of a physician. NEUROMARK® is trademark of Neurent Medical. PAM306r01 Nov. 2025

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Breathing Easier in Manatee Tips for Taming Allergies and Sinus Trouble

by Benjamin Kelley, DO, FAAAA



- **Keep Windows Closed:** Keep the outdoors out during peak pollen seasons to minimize triggers.
- **Elevate Your Head:** Prop yourself up on pillows at night or try a “sleeping wedge.” Mucus pools in your sinuses when you’re flat, making you feel worse in the morning.
- **Control the Environment:** If you have allergies, use HEPA air filters in your home to reduce dust and pet dander.

When to See an ENT Specialist

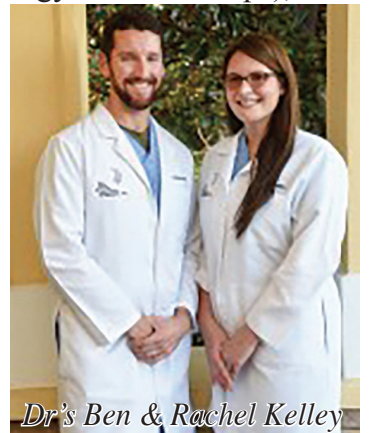
While over-the-counter medications like antihistamines and nasal sprays can help, they are not always enough. If you’ve been struggling for more than ten days, or if your symptoms are hindering your quality of life, it’s time for professional advice.

ENT Associates of Manatee offers comprehensive care for both allergic rhinitis and sinusitis across our four locations in Bradenton, North and South Lakewood Ranch, and Sun City Center. Our board-certified doctors specialize in finding the root cause of your discomfort—whether it’s allergies, a deviated septum, or chronic sinus infections.

We offer advanced diagnostics and personalized treatment plans, including allergy testing, immunotherapy (allergy shots or drops), sinus CT, and specialized, modern treatments for chronic sinusitis.

Don’t let chronic congestion, facial pressure, or constant sneezing rule your life. Our experienced team is ready to help you breathe easier.

Ready for relief? Call ENT Associates of Manatee at 941-748-2455 to schedule an appointment today or visit our website (www.entmanatee.com) to learn more about our services.



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If you live in Florida, you know that beauty and warmth come with a price: the relentless, year-round assault of pollen, mold, and dust. If you find yourself waking up with a stuffy nose, sneezing at the sight of a lawn mower, or battling a headache that feels like it’s living behind your eyes, you are likely part of the allergic rhinitis and sinusitis club.

While these conditions are common, they don’t have to dictate your life. Here is a guide to managing your symptoms and knowing when it’s time to call in the experts.

The “Sneezy” Season... All Year Long

Allergic rhinitis—better known as hay fever—is your immune system overreacting to environmental irritants. When your nose hits the “off” button on breathing, you can end up with congestion, sneezing, and itchy/watery eyes.

If that congestion sticks around, it can lead to sinusitis, which is inflammation or infection of the nasal passages that traps mucus. When the sinuses can’t drain, you feel pressure and pain.

Simple Ways to Find Relief

Before you resign yourself to hiding indoors, try these proactive steps to manage your symptoms:

- **Become a Saline Fanatic:** Use a neti pot or nasal saline spray to rinse your nasal passages. This washes out allergens and mucus, helping you breathe easier.
- **The Power of Steam:** Inhale steam from a hot shower or a bowl of hot water. This helps open those stuffy passages.

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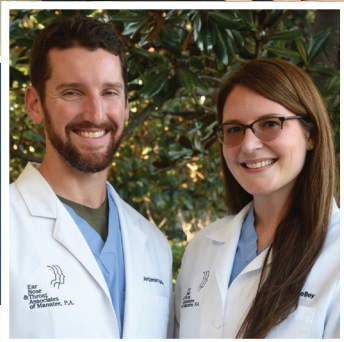


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“Sinus Pain, Allergies, and Nasal Issues Aren’t “Just Part of Life.”

Minimally invasive, in-office treatments at ENT Associates of Manatee are helping patients of all ages breathe easier and feel better.

If you’ve been told that allergies, congestion, or sinus pain are just “part of life,” Dr. Ben Kelley DO, of Ear, Nose & Throat (ENT) Associates of Manatee wants you to know that’s simply not true.

“It’s a cultural belief people have carried for generations,” he says. “But today, there are effective treatments, many of them minimally invasive, that can significantly improve quality of life.”

Dr. Kelley treats patients of all ages - from newborns to those over 100. As a board-certified Otolaryngologist, and a Fellow of the American Academy of Otolaryngic Allergy, he brings deep expertise in diagnosing and treating sinus problems, chronic nasal conditions, and loss of smell or taste.

“When someone walks into our office, it’s often because nothing else has worked,” he explains. “They’ve tried medications, urgent care, or seen other doctors. I take the time to learn what they’ve already done and how well they tolerated it. Then we go over what other options are available, starting with the least invasive.”

If the issue involves the nose, Dr. Kelley uses a small, flexible camera to examine the nasal passages and check for inflammation or structural concerns. From there, he may recommend one of several advanced, mostly in-office treatments using the latest

GOT SINUS PROBLEMS? LET’S TALK.

Q&A WITH DR. BEN KELLEY

Who do you treat?

Everyone from infants to centenarians!

Do I have to live with allergies or sinus pain?

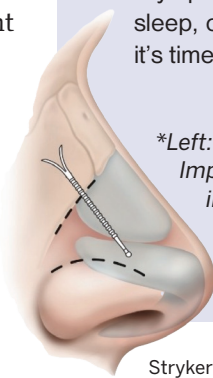
Not at all. Chronic nasal issues are common, but they’re not “normal.” Today’s treatments are safe, effective, and often life-changing.

What sets your care apart?

We start with a full evaluation - including a tiny camera exam - and tailor treatment based on what’s already been tried, aiming for the least invasive option first.

When should I see a specialist?

If symptoms linger, disrupt sleep, or limit your lifestyle - it’s time. We’re here to help.



*Left: *Latera Nasal Implants* - A dissolvable implant that supports the nasal airway and improves breathing.

Stryker © 2024 **stryker**

technology from medical device innovator Stryker, including:

■ **Sinus Balloon Dilation** - Opens blocked sinus pathways



to relieve pressure and reduce infections.

■ **Latera Nasal Implants** - A dissolvable implant that supports the nasal airway and improves breathing.

■ **Clarifix Cryotherapy** - A targeted freezing treatment to calm overactive nerves and reduce chronic nasal drip and congestion.

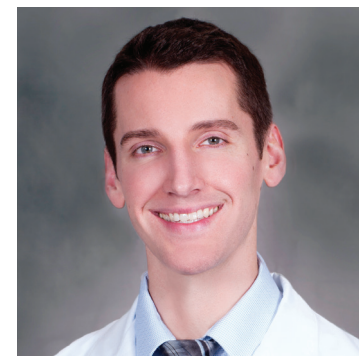
One memorable case involved a teenage girl suffering from persistent headaches, forcing her to miss school and social activities. A CT scan revealed a blocked sinus pathway. Dr. Kelley performed a balloon dilation in the office. Within weeks, her symptoms were gone.

“These treatments are safe, effective, and often life-changing”



These treatments are safe, effective, and often life-changing.”

— Dr. Ben Kelley



Dr. Kelley says. “We’re here to help patients understand their options and take the next step toward feeling better.”

To schedule a consultation, call 941-748-2455 or visit entmanatee.com.

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Your Solution to a Better Night's Sleep

by Samantha Frank, M.D.

If you are waking up in the morning feeling tired even when you've made efforts to get to bed on time, you're not alone! In the United States, about 32% of adults experience obstructive sleep apnea. This can manifest as fatigue during the day, morning headaches, bothersome snoring, and nighttime awakenings. Sometimes all of those bathroom breaks overnight are more to do with wake-ups from not breathing than bladder urgencies. Other than exhaustion, untreated sleep apnea can lead to consequences such as high blood pressure, arrhythmias, heart attack, or stroke.

Classically, obstructive sleep apnea has been treated with CPAP. This is a mask worn at night that applies pressurized air to force open the obstruction. It is a great option, but often not well tolerated. If you are one of the thousands of people who do not tolerate CPAP, there are other options including surgery.

Implantable devices have now become a mainstay of obstructive sleep apnea treatment. These include the Inspire and Genio devices. They work by stimulating the tongue to move and opening the airway at night to eliminate the obstruction. They are surgically implanted



and can be a life-changing alternative when CPAP is not tolerated.

At Ear, Nose and Throat Associates of Manatee, we see patients at all points in their sleep apnea journey. I feel grateful to be able to provide patients a better night's sleep and allow them to start living their lives to the fullest!



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