

## World Sinus Health Awareness Day

### Sample Patient Letter/Message

Dear Patients:

[NAME OF PRACTICE] is pleased to support the inaugural World Sinus Health Awareness Day on September 29, 2021. This effort, which was founded by the American Academy of Otolaryngology–Head and Neck Surgery in partnership with Intersect ENT, Inc., is designed to inform and educate patients around the world about the causes of your nasal and sinus symptoms as well as how you can improve these and when you should seek additional specialized care.



As the COVID-19 pandemic continues, we believe it is critical for patients to be able to recognize and understand the different types of nasal and sinus symptoms when it comes to COVID-19, the common cold or upper respiratory infection, allergies or allergic rhinitis, non-allergic rhinitis, and chronic or acute rhinosinusitis, commonly known as sinusitis. As you can see, there are several conditions that share similar symptoms, and the above list isn't even all of them.

One symptom that has become very prevalent in the news is anosmia or loss of smell. But loss of smell and taste do not just occur with COVID-19 and are symptoms experienced with a number of other sinus and nasal related conditions. And that is the focus of World Sinus Health Awareness Day in 2021—providing you with reliable and trusted information developed by the experts in this area of specialized medical treatment so that you can make informed decisions about what to do.

The other focus area for this effort in 2021 is assuring patients that it is safe to go back to the doctor and be examined to determine what the treatment plan may be for any ongoing sinus and nasal issues you are experiencing. We have implemented COVID-19 science-driven safety measures to create the safest environment possible for patients to be seen in person in our offices, so please feel free to give us a call to learn more about the safety measures we have in place. Delaying care for any ongoing symptom, as well as new symptoms, is not the ideal plan of action during the pandemic.

To access all the resources developed for World Sinus Health Awareness Day 2021, go to [www.ENThealth.org/SinusDay](http://www.ENThealth.org/SinusDay) and visit my site at [add your practice's URL here].

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