

PHYSICIAN SPOTLIGHT: Q&A WITH V. VASU KAKARLAPUDI, M.D.



Q: Do you have specific examples of how chronic rhinitis can severely impact a person's quality of life?

Dr. Kakarlapudi: I find that many of my patients feel uncomfortable in social situations because of their chronic rhinitis symptoms. For example, there are a lot of people who have difficulty going out to dinner because they always have a drippy nose. For those with post-nasal drip, the constant throat clearing becomes a source of embarrassment and leads to lack of confidence. Now, in this era of COVID, people are concerned that their constant need to clear their throat or cough may make people think they have COVID, even though they don't. I've had many patients complain about this.

Q: Why did you adopt RhinAer[®] into your practice?

Dr. Kakarlapudi: Chronic rhinitis is a very common problem that didn't have a minimally invasive, well-tolerated treatment option prior to the introduction of RhinAer. We have a lot of very conservative medical therapies and environmental management techniques, as well as highly morbid surgery, so RhinAer fills a gap for these patients.

Q: What has the response been from your RhinAer patients?

Dr. Kakarlapudi: I find that most of my patients have been very happy with the result of the RhinAer procedure. It takes a little time to heal, but there is really very little downtime and discomfort, and very few complications – just a little discomfort during the procedure. The response has been really good.

Q: What advice do you have for physicians who are looking to add RhinAer to their practice?

Dr. Kakarlapudi: For physicians interested in adopting RhinAer, I suggest that they start with their patients who are extremely frustrated with their condition and have exhausted all other options. These patients may have previously been told their only other option is radical surgery. These are the best cases to get started with, as these patients are very tired of the impact the symptoms have had on their quality of life. These types of cases can help clinicians gain confidence and help demonstrate that RhinAer may be a good tool to add to their armamentarium of treatment options.

Q: Were you surprised by key findings in the RhinAer Pivotal Study at 2-Years?

Dr. Kakarlapudi: I thought that the effectiveness of the treatment could wane over a period of time due to mucosal hypertrophy or neural reinnervation but it has shown to provide durable results out to two years, and I was happy to see that. The biggest take-away from the study is that the RhinAer procedure is effective out to at least two years, and the risks are extremely minimal.

Dr. Kakarlapudi is board-certified in adult and pediatric otolaryngology, and facial plastic surgery, by the American Board of Otolaryngology. He has earned fellow status of the American Academy of Otolaryngic Allergy and practices at Advanced ENT & Allergy in New Albany, Indiana.