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Educate Your Voice

*Norman D. Hogikyan, MD
Professor and Director Vocal Health
Center; Department of Otolaryngology-
Head and Neck Surgery, University of
Michigan*

The theme for our World Voice Day 2014 is Educate Your Voice. The word “educate” is typically associated with teaching or training of some sort, but how can this apply to voice?

One way to educate your voice is to learn how voice is produced. The sound-producing structures in your voice box (larynx) are the vocal folds (also called vocal cords). These remarkable little parts of your anatomy vibrate many times a second to produce sounds that are then shaped by other portions of the throat, mouth, and nose into what we know as speech or song. Throughout the AAO-HNS World Voice Day website, you can find information and links to facilitate your voice education.


What about the sound of your voice—is there a way to educate how your voice sounds? Another way to put that question is, “Can you learn to make your voice sound better?” The answer is a resounding yes! There is no doubt that voice quality

impacts effectiveness of communication and how others see us. Even in a contemporary society that is actively engaged with social media, texting, and tweeting, first impressions may be based purely upon our voice. What do people think when they hear you? Make a recording of your own voice and listen to it by yourself or with colleagues and friends. What does it tell you? If you don’t like what you hear, you may want to be evaluated at a voice care center. Vocal health specialists can determine if there is anything wrong with your larynx itself, or if you are just not producing your voice optimally. Treatment can be tailored to your specific voice issues and results can be remarkable.



This year’s World Voice Day theme is an important reminder of how vital the voice is to educators of all types, and to their students. Whether the classroom is traditional or virtual, live or recorded, it is difficult to imagine truly effective exchanges of information and ideas without voice. Teachers are perhaps the finest example of speaking vocal professionals, and even a minor voice problem can have a large influence upon the classroom. It is important for teachers, other occupational voice users, and for all of us that we take steps to maintain our vocal health.

Make sure your vocal health education includes memorizing these tips:

- Don’t fail your voice by smoking.
- Learn to keep yourself well hydrated. Water is the best.
- Don’t scream or shout your way into vocal detention. Use a microphone if you need to project your voice.
- Take a vocal recess if you have laryngitis. Resting your voice will help it to heal.
- Be smart and get evaluated by an otolaryngologist (ear, nose, and throat physician) if you have persistent hoarseness. 

Voice Committee Members Speak About World Voice Day 2014

Can you comment upon the importance of voice in this era of social media?

Lee M. Akst, MD

Director, Laryngology; Johns Hopkins Medicine Department of Otolaryngology—Head and Neck Surgery

As we get more connected through social media, communication becomes increasingly important in our social and professional lives. Much of this communication, even on social media, takes the form of speaking, particularly as we record and share videos with one another. As on the telephone, recorded voice on social media platforms is subject to technical limitations with clarity and volume—in that setting,

it's even more fundamental that voice be strong and clear so people can communicate effectively.

*Kenneth W. Altman, MD, PhD
Professor of Otolaryngology; Director, Eugen Grabscheid MD Voice Center Director, Laryngology Fellowship—The Icahn School of Medicine at Mount Sinai*

One would think that the voice is used less in this era of computer-based communication, and texting input into Web-based social media. But this era also includes cell phones, an overall faster pace, along with faster and more continuous communication. Cell phones carry a particular threat to the voice, since we're usually yelling into them

next to loud trucks while jogging or into our Bluetooth devices in a loud car.

Thomas L. Carroll, MD

Director, The Center for Voice and Swallowing; Tufts Medical Center

Without a doubt, in this era of social media, our ability as humans to communicate has officially transcended the routine need for vocal conversation. However, when we do communicate with our voices to another person by phone, video chat, or in person, inflection, emotion and personality typically provide the parties clearer and deeper meaning to the conversation. Emoticons can never replace the voice's ability to more completely express a person's feelings, intentions, and emotions.

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Norman D. Hogikyan, MD
Professor and Director, Vocal Health Center; Department of Otolaryngology-Head and Neck Surgery; University of Michigan

There is no question that communication with the human voice has become more important in this age where there is widespread access to instant transfer of text, data, or images. The vast volume of information transferred via social media has so diluted the quality of most communications that the clarity and expressiveness of the human voice have in many ways become a welcome respite. I am also certain everyone has had the experience of needing a good “old fashioned” conversation to relieve tension or conflict generated by a misunderstanding via email, text, or post. Of course, there will never be a substitute for the beauty of the human singing voice.

Michael J. Pitman, MD
Director, Voice & Swallowing Institute; Associate Professor Department of Otolaryngology; New York Eye & Ear Infirmary

Though a significant amount of communication today is via typed messages, voice remains the predominant mode of communication. That becomes obvious when a person is handicapped by laryngitis and has to struggle through a phone call, presentation, dinner, or drinks at a bar. We don't realize how much we use our voices and how necessary they are, until there is an issue. In the future, technology will dramatically increase the importance of our voice as the keyboard goes the way of the typewriter and we “write” using voice recognition software. No more voice rest time.

This year's theme is Educate Your Voice; what does that mean to you?

Dr. Akst: The most important thing anyone can do to keep their voice healthy is to “Know their Voice”—and



educate themselves about their own voice. How does voice work? How should it feel when things are healthy and working well? What does it feel like if things are inflamed, or if you are abusing your voice? Knowing how your own voice should sound and feel can help you to recognize vocal disorders and can help a professional to treat your voice.

Dr. Altman: Respecting your limitations. That means knowing how to shut it down when it sounds worse, and knowing how to use it more gently when you're straining to get it out. If you're a professional voice user under typical high stress of today's business environment, then learning how to improve your vocal efficiency is critical.

Dr. Carroll: To me, “Educate Your Voice” inspires all people who use their voice professionally to learn how to prevent vocal injury and maintain a healthy voice for a lifetime.

Dr. Hogikyan: It is a reminder that you can learn to use your voice in a more healthy or effective manner. It also calls to mind the fact that voice and vocal health are vital to teachers and educators of all types.

Dr. Pitman: Your voice is how you communicate and present yourself to the world. Educating your voice means teaching yourself to become aware of the role your voice plays in your life. What does it sound like? How is it

Smokers must be conscious of voice change due to the elevated risk of laryngeal cancer.

Dr. Pitman: If a voice problem is of abrupt onset and severe, it could be due to a vocal hemorrhage. In such a case, people should go on immediate voice rest and see an otolaryngologist as soon as possible. This will allow confirmation of the diagnosis as well as appropriate and timely care.

We all have voice issues from time to time with infection or overuse. As long as symptoms resolve after a few days and do not recur regularly, there is nothing to worry about.

Otherwise, we all have voice issues from time to time with infection or overuse. As long as symptoms resolve after a few days and do not recur regularly, there is nothing to worry about. In contrast, any voice problem that lasts longer than two weeks, especially in a smoker, is not normal and should be evaluated by an otolaryngologist.

Katherine C. Yung, Assistant Professor of Clinical Otolaryngology-Head and Neck Surgery; University of California, San Francisco; Dept. of Otolaryngology-Head and Neck Surgery; Division of Laryngology People should consider further evaluation if the voice problem arises in the absence of associated illness, increased voice use, or other typical triggers for voice change. Additionally, even if there is a logical explanation for the change in voice, if it persists beyond a reasonable period (three to six weeks) then a closer examination is warranted.

What is the role of the otolaryngologist in treating voice conditions?

Dr. Akst: An otolaryngologist will begin evaluation for a patient with voice complaints by taking a thorough history and performing a physical exam. Often this exam will include endoscopy to provide an accurate picture of what the vocal cords look like during voice use. Following this evaluation, the otolaryngologist will reach a diagnosis concerning the cause of the voice difficulty, so a treatment plan can be created. Treatment for voice disorders may include medicine and surgery, and often includes vocal rehabilitation with a speech language pathologist as well.

Dr. Altman: Evaluating the presence of a vocal lesion or paralysis is paramount, and could indicate a more serious life threatening condition. Skilled laryngologists identify

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NEW! 2014 ICD-10 CODES FOR OTOLARYNGOLOGY Ear, Nose and Throat Superbill Template

ICD-10 Codes	Diagnosis																	
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The Academy is pleased to announce the completion of a **sample ICD-10 superbill** which is available to members now on the Academy website at: <http://bit.ly/entICD10>. The superbill is designed to assist otolaryngology practices in quickly completing and submitting procedure(s) and diagnosis(s) codes from a patient visit for reimbursement. A word version of the superbill has been made available so that practices can customize it to include the most frequently provided services, and associated diagnostic codes.

* Members should note that this superbill is intended solely as an exercise in demonstrating the process of transitioning to the new ICD-10-CM coding system and it does not represent an endorsement by the Academy of the use of superbills or this particular superbill format.

With 8 pages of comprehensive codes, you can customize the superbill template to fit your practice.

Scan this code with your Smartphone or tablet

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subtle imperfections in the larynx, such as sulcus, and further identify surgical options. We treat medical conditions that can contribute to voice disorders, and have a unique understanding of the interdisciplinary contributions from other areas, such as gastroenterology, pulmonology, neurology, rheumatologic diseases, and others.

Dr. Carroll: An otolaryngologist is essential in the diagnosis of voice conditions, but not always necessary for treatment. They often refer patients with voice complaints to speech-language pathologists (SLP) when a surgical procedure is not indicated or as an adjunct treatment when surgery is indicated. The otolaryngologist serves as one key part of the voice care team.

Dr. Hogikyan: The otolaryngologist is the only medical practitioner trained to both diagnose and prescribe

treatment for voice disorders. The subspecialist laryngologist takes this to another level, serving as consultant to other otolaryngologists, healthcare providers, or patients regarding voice disorders and their treatment.

Dr. Pitman: Otolaryngologists are the primary physician for the care of voice conditions. Because of their specialized concentration on head and neck disorders, they are experts on the pathophysiology of the larynx and voice. In addition, they are uniquely trained to perform a laryngoscopy or videostroboscopy to visualize and evaluate vocal fold function. This knowledge and test are essential to obtaining an accurate diagnosis, which allows the prescription of efficient and effective treatment.

Dr. Yung: Often voice conditions require a multidisciplinary team approach. The otolaryngologist is the head of this team and first performs

Often voice conditions require a multidisciplinary team approach. The otolaryngologist is the head of this team and first performs a careful history and physical examination, including visualization of the larynx (laryngostroboscopy).

a careful history and physical examination, including visualization of the larynx (laryngostroboscopy). He/she then confers a diagnosis and presents a treatment plan that may include behavioral management, medical therapy, and/or surgical treatment. The otolaryngologist performs the surgery, if necessary. **b**

Download the poster

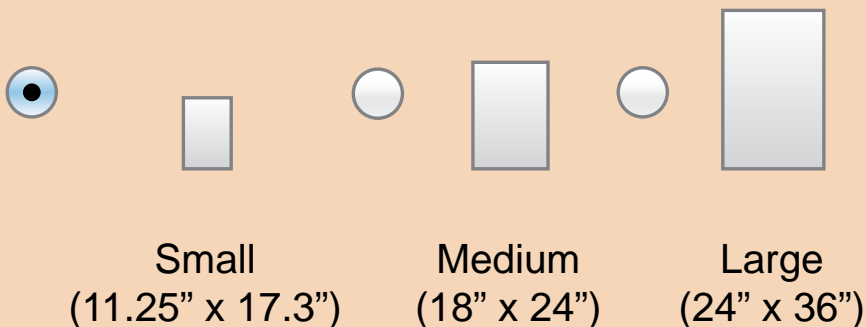
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Small, medium, large as listed below. Go to www.entnet.org/worldvoiceday to access the high resolution print file. The unaltered high resolution file can be brought to many office supply stores or uploaded directly to the store's website.

Here are a few vendors you may choose from:

- <http://print.staples.com/posters.aspx>
- <http://customprinting.officedepot.com/Posters/Default.aspx>
- or try your drug store as well.

Options will look something like this:



Also in April:

Oral Head and Neck Cancer Awareness Week

April 20-26

See materials to promote in your practice on the website at: www.ohancaw.headneck.org/setup.

Educate Your Voice

• Learn to keep yourself well hydrated. Water is the best.



• Don't scream or shout your way into vocal detention. Use a microphone if you need to project your voice.

• Don't fail your voice by smoking.

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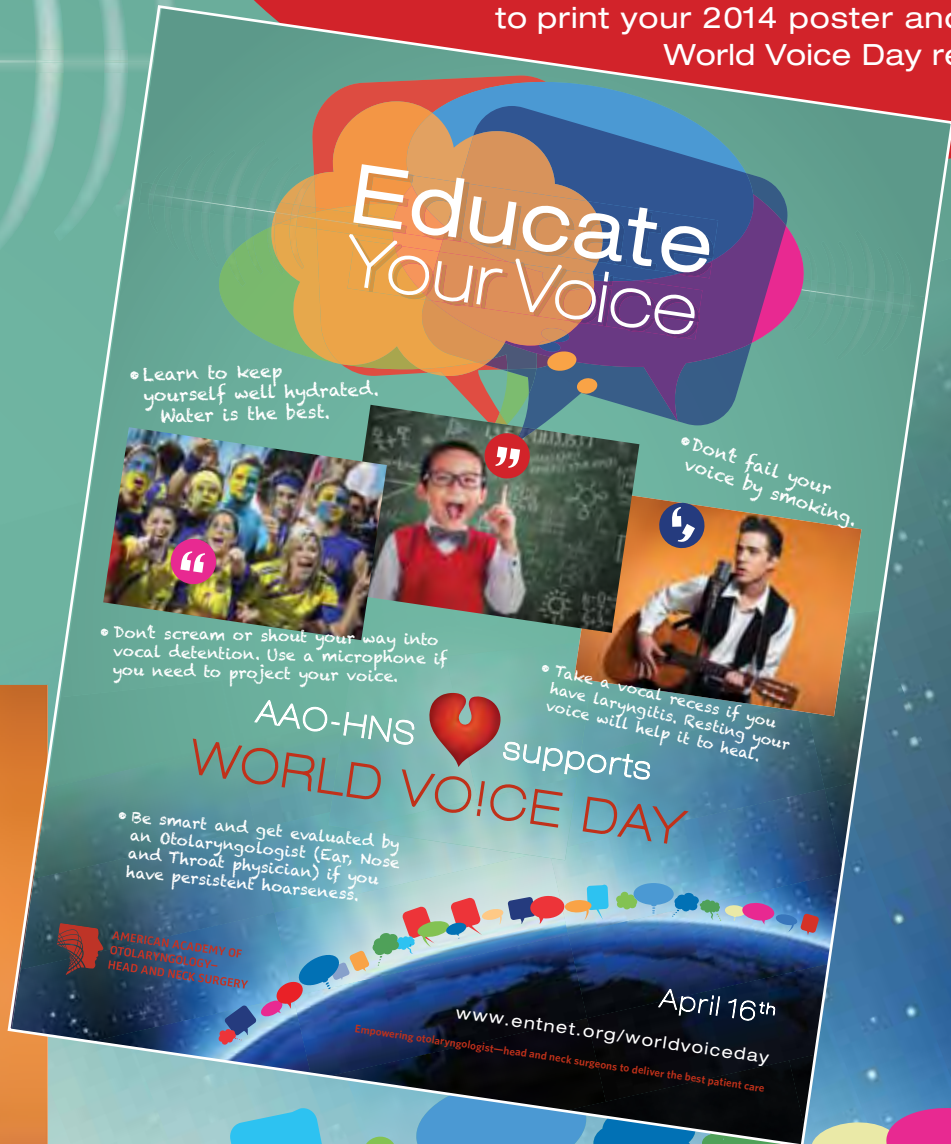


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Raise awareness for voice health and share these tips with your patients!

Visit www.entnet.org/WorldVoiceDay to print your 2014 poster and access World Voice Day resources.



AAO-HNS  supports
WORLD VOICE DAY

April 16 www.entnet.org/worldvoiceday

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Prepare for World Voice Day

Eager to celebrate World Voice Day (WVD), but not sure where to start? Then go to the Academy's World Voice Day webpage at www.entnet.org/healthinformation/worldvoiceday.cfm. There you will find resources for physicians, patients, and media, including WVD event information and links to other voice-related websites.

Introduction

Otolaryngologist—head and neck surgeons and other voice health professionals worldwide join together to recognize World Voice Day each year on April 16. The international observance encourages people of all ages to assess their vocal health and take action to improve or maintain good voice habits. The American Academy of Otolaryngology—Head and Neck Surgery has sponsored the U.S.

observance of World Voice Day since its inception in 2002. The Academy's 2014 theme for WVD is Educate Your Voice.

WVD Resources

Resources found on the World Voice Day webpage include the official AAO-HNSF WVD poster that many members hang in their offices throughout the month of April, a WVD press release and local media outreach tips, and social media materials to help you spread the news about WVD on Facebook and Twitter. Voice Committee Members' *Bulletin* articles and a running list of WVD media coverage are also available online. Last year CBS Local Radio, the Huffington Post – UK, the National Institute on Deafness and Other Communication Disorders (NIDCD) and several other institutions covered WVD. This year we hope to extend the coverage even further.

Patient-Specific Resources

If you have patients looking to learn more about the voice, our WVD page includes fact sheets as well as three different interactive activities.

Found under the title "Voice Fact Sheets," our list of fact sheets includes information about almost any common question, issue, or concern a patient could have about their voice. For the curious vocally healthy patient there is "About Your Voice," "Keeping Your Voice Healthy," and "Tips for Healthy Voices." A patient who is experiencing vocal problems may find the following fact sheets to be helpful: "The Voice and Aging," "Common Problems that can Affect Your Voice," and "Hoarseness." Finally, we have provided "Special Care for Voice Users" and "Effects of Medication on Voice" to help vocal professionals and



Call for Applications for the Position of Coordinator-Elect for Development

The AAO-HNS/F Coordinator-elect for Development serves for one year, starting October 1, 2014 and works closely with the coordinator through a transition/learning period before assuming the position of Coordinator for a four-year term beginning October 1, 2015.

■ Term of Office and Voting

The Coordinator-elect serves for one year followed by four years as Coordinator. The Coordinator is a non-voting member of the Foundation Board of Directors. The Coordinator-elect is required to attend and participate in Foundation Board meetings, strategic planning, and other related activities.

■ Qualifications and Stipend

Qualifications include a strong interest in, and prior involvement with, fundraising. This includes all levels of identification and solicitation of individuals and corporations. S/he must be committed to the goals of the Foundation and be versed in communicating those goals to donor prospects. The Foundation currently provides a stipend for the Coordinator.

Application Process

Academy members interested in this position must submit a one (1) page candidate statement, in a PDF format, highlighting relevant qualifications and experience, as well as a personal vision for the future of development within the AAO-HNSF.

Curriculum vitae and three (3) letters of recommendation are also required.

For a more detailed description of the roles and responsibilities of the Coordinator position and a listing of qualifications and expectations visit <http://www.entnet.org/DevelopmentCoordinator.cfm>

Applications must be submitted by **May 16** to rsallerson@entnet.org

Final applicants will be invited to participate in telephone and in-person interviews. A final decision will be made during August 2014.



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teachers understand how to protect their main instrument.

As a lighter way to help patients understand their voice and the importance of vocal care, our patient resource section includes three educational exercises. The first, “Rate Your Voice” is the Voice-Related Quality of Life (V-RQOL) Quiz. This is a quick ten-question quiz that has been adapted from the Vocal Health Center of the University of Michigan’s

“Voice-Related Quality of Life Measure” and is designed to help a non-physician quickly detect if his or her voice is in need of expert attention. Our “Identify Common Vocal Problems” quiz includes vocal samples to help the user learn what common vocal problems sound like. The vocal samples range from a normal child’s voice to a sample of spasmodic dysphonia. Our last exercise is geared toward vocal professionals and anyone

about to participate in a vocally rigorous activity. We compiled a guide to eight simple warm-up exercises designed to prepare anyone for singing, public speaking, or any sort of potentially vocally strenuous event.

WVD Events

To see if there is an event near you, check out the WVD Events section of our World Voice Day page. Events listed will include those that we have been made aware of in advance such as a voice screening planned in Chicago, IL, and a WVD lecture for physicians and students in Hattiesburg, MS. WVD events range from screenings, lectures, and educational workshops to concerts and flash mobs.

Related WVD Links

Want more WVD information? Check out the list of domestic and international voice-related websites under “Join the World in Celebrating the Voice!”

Be sure to visit www.entnet.org/worldvoiceday and get ready to celebrate World Voice Day April 16! **b**

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