



# the Trumpeteer

An Ear- Responsible Publication of Central Carolina ENT, PA

## Dr. Alexander to join CCENT in August, 2015

Doctors William C LeLiever and Doris Lin have announced that Richard Alexander, MD will be joining the staff of CCENT in August, 2015.

Dr Alexander recently submitted his biography for this edition of the Trumpeteer newsletter:

“My name is Richard Alexander, and I was born in Sanford, NC, where my father was the minister of the Edgewood Presbyterian Church. When I was 3 years old our family moved to Rocky Mount, NC. At the age of thirteen, we relocated to Charlotte, NC. I attended Hampden-Sydney College in Hampden-Sydney, VA and graduated with a B.S. in Chemistry. Following my undergraduate studies, I obtained my PhD and MBA from Wake Forest University.

I then furthered my research with a postdoctoral fellowship at Wake Forest University School of Medicine in the Biochemistry Department. In 2006, I started medical school at Wake Forest University School of Medicine and entered into Otolaryngology at Wake Forest University School of Medicine. My wife’s name is Melissa and we have a four-year-old son named Jonathan. I have been trained in all aspects of general otolaryngology with special interests in sinus surgery, thyroid surgery, facial plastics and reconstruction, pediatrics, otology, allergy, voice, and head and neck cancers.



- **Hampden-Sydney College  
B.S. Chemistry 1998**
- **Wake Forest University,  
PhD, MBA 2003**
- **Wake Forest School of Medicine  
2010**

My hobbies including running, working out, golf, travel, hiking, camping, watching football, and brewing my own wine/beer.”



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## Utilizing Technology to Succeed in Business

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Erick Juarez, Owner  
**Concept Dumpsters**  
901 Kildaire Farm Road. Ste-D-5  
Cary, NC 27511  
919-358-9799

Erick Juarez has a severe to profound sensorineural hearing loss and wears hearing aids in both ears. He does not let his hearing impairment interfere with his current business, **Concept Dumpsters**.

Thanks to Bluetooth technology, Erick is able to directly connect his Phonak hearing aids to his iPhone and iPad. The Compilot accessory device which he wears around his neck, also allows him connect wirelessly to his flat screen television and stereo system.

Ninety percent of his business involves contacting new builders and setting up trash removal dumpsters on their worksites. His wife, Zuly, reports that Erick is on his phone 12 to 14 hours a day communicating with his workers and also builders at the different job sites. Texting and e-mails are critical ways he can convey or clarify issues with respect to each particular job. If there are any language issues, he uses Google to do translations on the fly and respond without delay. He also uses Google Maps to quickly find out the locations of new job sites in the area.

Erick lives in Cary with his wife, Zuly, and their three daughters (ages 14, 10, 8). When he is relaxing, he likes to read books on his Nook unit. He says that he would not be able to run his business adequately if it were not for current technology that allows him to communicate in an efficient and timely manner with his friends and business partners.

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### New Equipment in Balance Lab

If you visit our balance lab in our Sanford office, you'll notice a bright blue new piece of equipment. It is an Otometrics air caloric unit that helps in the assessment of your balance system.

The unit sends out cold and warm air into the ear canal which stimulates the balance mechanism. The results can often determine if you have a peripheral weakness in one or both balance organs. This information helps the doctor in treating your episodes of dizziness and unsteadiness.