



**Lakeshore**  
EAR, NOSE, THROAT CENTER, PC

## **A Song of Health**

*Doctors Adam Rubin and Cristina Jackson-Menaldi lead third annual local World Voice Day concert to educate about vocal health.*

**FOR IMMEDIATE RELEASE**

**Contact:** Lynne Cohn Schreiber

March 23, 2009

(248) 376-0406, [lynne@yourppl.com](mailto:lynne@yourppl.com)

ST. CLAIR SHORES, Mich. – Many patients think their doctors give them a song and dance, but only one local practice does it purposefully as a way of educating patients.

On April 16, Dr. Adam Rubin, Dr. Cristina Jackson-Menaldi, and the Lakeshore Professional Voice Center will once again celebrate World Voice Day. Approximately 15 performers will take the stage at St. John Macomb Hospital at 6:30 p.m., after a brief lecture on vocal health and a fun vocal warm-up. Doctors and patients will perform a medley of opera, musical theater and rock-and-roll music.

World Voice Day began 10 years ago in Brazil to raise awareness of laryngeal cancer and has grown to become a global effort to expand vocal health awareness.

Smoking, shouting, drinking and poor speaking techniques can lead to serious vocal damage for everyday people and especially individuals in public careers like teachers, stage performers, attorneys and professors. An estimated 7 million Americans suffer from voice disorders.

“Most people take the voice for granted – they think a certain amount of hoarseness is normal,” says Rubin, a Harvard Medical School-educated otolaryngologist and former professional actor and singer. Rubin sub-specializes in laryngology, or care of the voice.

“Only when a vocal problem affects a person’s lifestyle or livelihood do they consider seeing a doctor. Hoarseness may be a result of vocal trauma or the sign of a serious medical problem. Delaying diagnoses can make a problem more difficult to treat.”

Rubin will perform along with voice pathologist Marie Brown (a celebrated local performer); Dr. Robert Fishman (who plays guitar in a local band); and more than a dozen others, many of whom perform in metro Detroit.

The concert is preceded by a short lecture on vocal health, given by Rubin, and a vocal warm-up by voice pathologist Cristina Jackson-Menaldi, PhD. Rubin and Jackson-Menaldi comprise the “voice team” at the Lakeshore Professional Voice Center, a part of Lakeshore Ear, Nose, and Throat Center in St. Clair Shores. They use the most advanced technology and know-how to care for anyone with any voice disorder.

Ear-nose-and-throat medicine, or otolaryngology, is the oldest medical specialty in the United States. They're the ones who diagnose and manage ailments of the head and neck. The throat houses all processes related to communication and ingestion; ailments to the throat can have devastating and far-reaching effects on everyday functioning.

Careers in sales, telemarketing, clergy and even support staff like receptionists are ripe for vocal stress and potential problems. A 2004 study revealed that as many as 11 percent of all teachers experience a voice problem. Most are entirely preventable with proper care, warm-up and training.

"I am fascinated by the voice," says Rubin. "Not only is it a beautiful instrument, when healthy, it is one of our most effective means of communication. One small problem has the potential for lasting detrimental effects on even our most basic interactions. Early recognition and care of voice problems is critical so that long-term problems can be avoided. It's our goal to empower people to not take their voices for granted. We celebrate World Voice Day with a concert involving many beautiful voices as a way to educate everyone on vocal health."

*Pictures of Dr. Adam Rubin, Dr. Cristina Jackson-Menaldi and last year's Voice Day performers are available upon request!*

**VOICE DAY at St. John Macomb Hospital**

**When:** April 16, 6:30 p.m.

**Where:** 11800 E. 12 Mile Rd., Warren, Michigan 48093 (586) 573-5000

**What:** Doctors and patients perform in an effort to raise vocal health awareness!

**Who:** Led by Dr. Adam Rubin, otolaryngologist and former professional actor and singer.

*For more information about Metro Detroit Voice Day or to schedule an interview with Dr. Adam Rubin, please contact Lynne Cohn Schreiber, (248) 376-0406 or [lynne@yourppl.com](mailto:lynne@yourppl.com).*