



MINIMALLY INVASIVE ENT CARE ROOTED IN WEST MICHIGAN VALUES

BY: SARAH MARILYN

At Michigan ENT & Allergy Specialists, patients receive cutting-edge ENT, allergy, and audiology care delivered with small-town compassion. Based out of the Caledonia location, Dr. Anthony Howard, DO, works alongside a dedicated team of physicians to provide expert, relationship-based care grounded in the latest medical advancements.

A self-described “true West Michigander,” Dr. Howard trained in Detroit but returned home to serve the community that shaped him. “There’s nothing more important than family,” he says. “How I treat patients is how I would treat my own family.”



INDUSTRY INNOVATION

MINIMALLY INVASIVE OPTIONS, MAXIMUM COMFORT

One of the major advancements at Michigan ENT & Allergy Specialists is the ability to offer many procedures in-office, reducing downtime and avoiding general anesthesia whenever possible. “We’re seeing the same clinical outcomes with just two to three days of recovery time,” Dr. Howard says. “A lot of nasal surgeries that used to require a hospital setting can now be done safely and comfortably right here in the office. That’s a huge win for patients.” These streamlined procedures not only improve patient experience but also allow the team to focus on what matters most—providing compassionate, accessible care without unnecessary delays.

Rather than relying on a one-size-fits-all model, Dr. Howard emphasizes the importance of listening. “The first thing I ask is, ‘What’s bothering you?’ That simple question tells me what the patient’s priorities are,” he explains. “From there, we build a treatment plan that’s truly customized.”

STRONG RELATIONSHIPS WITH PATIENTS & REFERRING PROVIDERS

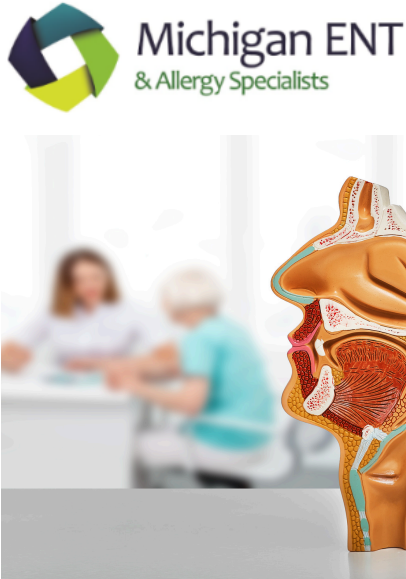
With ENT specialists in high demand, collaboration is essential. Dr. Howard says nearly 80% of referring physicians have his personal number—part of the culture of accessibility the practice is known for.

“Consulting medicine is a relationship-based industry. When local providers trust us with their patients, we make sure to deliver.”

The team has also embraced new technology to improve access for patients, including EMR-based self-scheduling—a feature that enhances convenience and reduces wait times. Rather than a one-size-fits-all model, Dr. Howard and his colleagues build care plans around what matters most to the patient.



JULY 15, 2025



LISTENING IS THE FIRST STEP TOWARD HEALING

Dr. Howard recalls a recent patient experience that reflects the practice's philosophy of care. The patient, a cancer survivor, was concerned about her thyroid and came in with a high level of anxiety. Dr. Howard took the time—more than 30 minutes beyond the scheduled visit—to walk through her results, listen to her concerns, and provide reassurance. “It wasn't just about diagnosing a condition—it was about understanding her fears and making space for her story,” he says. “We were able to rule out anything serious, which brought her peace of mind. That's what independent care allows us to do—we don't rush, we listen.”



BEST PRACTICES UNIFIED GROWTH ACROSS MICHIGAN

With the opening of several new locations in both Muskegon and Caledonia in November, Michigan ENT & Allergy Specialists continues to expand its footprint while staying unified in its mission. “Some of my closest friends are also my colleagues,” Dr. Howard says. “Even though we have multiple locations, we operate as one practice. That consistency matters to patients.”

Michigan ENT & Allergy Specialists offers comprehensive services across ENT, allergy, audiology, sleep medicine, and facial plastics. Whether it's hearing loss, sinus issues, thyroid concerns, or cosmetic needs, patients can count on a full-service team dedicated to high-quality, compassionate care.

A TRUSTED PARTNER IN COMMUNITY-BASED CARE

At Michigan ENT & Allergy Specialists, patients aren't just appointments on a schedule—they're neighbors, friends, and family. With a commitment to listening first, delivering expert care second, and always keeping the patient's comfort and values in mind, the team has earned the trust of both the community and referring providers across West Michigan. Whether it's advanced diagnostic testing, in-office procedures, or simply taking the time to ease a patient's worry, Michigan ENT & Allergy Specialists exemplifies what it means to provide independent, compassionate, and effective care close to home.