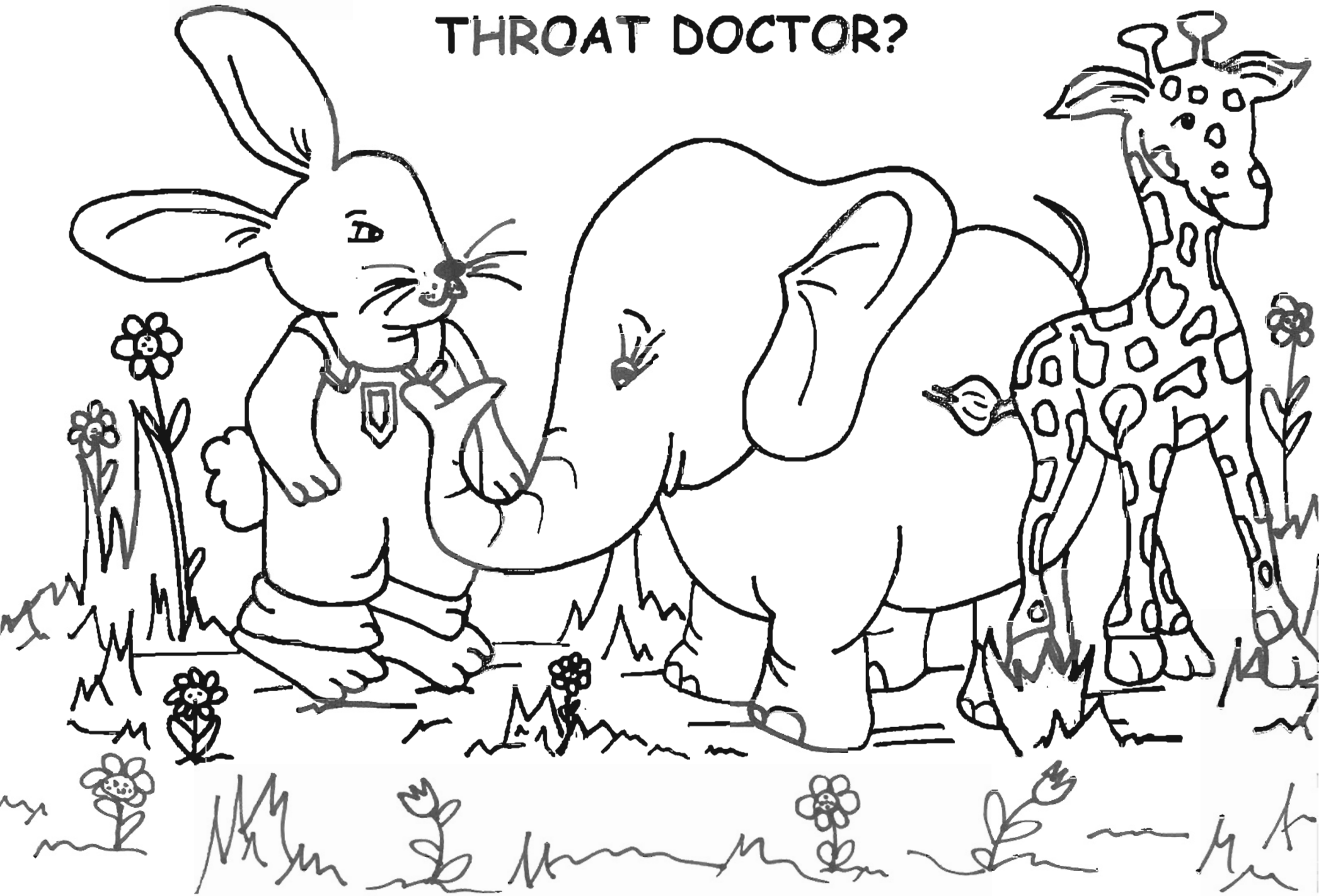WHICH WAY TO THE EAR, NOSE, AND THROAT DOCTOR?