



LOVE WHAT YOU HEAR AND HEAR WHAT YOU LOVE!

S U M M E R N E W S L E T T E R

Christine's Corner

Well, summer has announced its arrival with the heat and humidity! It's a time to take vacations and visit with friends and family. With our travels and socializing, it is an appropriate time to think about successful communication habits.

These habits include clear speech; this happens when the speaker attempts to accurately form the words, naturally slows down, speaks naturally louder, speaks lively by putting stress on key words, and pauses between phrases and sentences.

In addition, it is important to minimize background noise as much as possible, face the person when speaking, don't cover your mouth and chew while speaking, and speak at a natural pace. Additional tips include getting one's attention first and let them know what topic is going to be discussed. It is much easier to fill in the gaps of what we didn't hear by anticipating the vocabulary.

Combined with the fitting of quality hearing instruments, these actions significantly improve the ability to follow a conversation and participate in what we love to do!

I want to especially say THANK YOU to all my patients, who have given

me the opportunity to help them with better hearing! Every day I look forward to seeing familiar faces and meeting new ones. So, enjoy your summer and let us know if you need any assistance in maintaining your instruments or evaluating what's new. We are here to provide you with the best support and service.

Warm regards,
Christine Wilson



AMPLIFICATION What's the Difference?

We have been receiving a lot of calls asking about the "amplification" hearing devices and systems. These products have been very misleading in their claims and must NEVER be confused with hearing devices which are also medical devices. Amplification is just that; a device that makes sounds louder. It's like sitting in front of a TV and turning up the volume. That's it. It's a one-size-fits-all. Hearing devices are specifically designed to be programmed to your unique hearing needs (according to your audiogram and tympanogram) and lifestyle with additional technology for the various environmental situations.

If you have any level of hearing loss, it is best to consult with an audiologist in order to find out what is needed for you.

What's New?

OTICON

For those of you with Oticon OPN hearing devices, Oticon has now added some new technology to make your life easier and safer. The ConnectClip provides seamless easy connectivity with mobile phones and other computer devices by turning the hearing aids into super quality headphones. ConnectClip is a multi-function, Bluetooth-enabled accessory that further expands the user's satisfaction with Oticon OPN hearing devices.



- Make and receive hands-free call in the car or on the go
- Wirelessly stream music, videos or other sound from your mobile phone to your hearing aids
- Control the volume and change programs remotely
- Hear speech at a distance, chat over the computer by streaming the sound directly to OPN hearing aids when chatting over Skype, Lync, etc.
- Wireless connection to radios, TV, laptops and many more

PHONAK

We're so happy to Introduce Phonak Audéo™ B-Direct - the hearing aid that connects directly to any cell phone*. Regardless of the brand or operating system, Audéo™ B-Direct will seamlessly connect to your device as long as it has Bluetooth®.



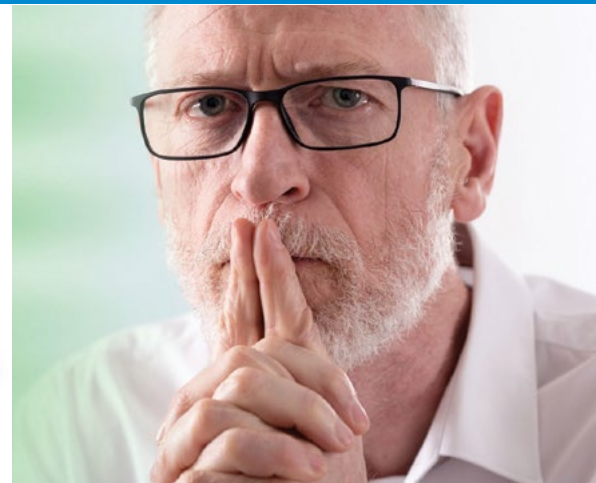
With Audéo B-Direct, everyone can enjoy the benefits of direct connectivity to their phones and have easy-to-hear conversations. And if that's not enough, Audéo B-Direct hearing aids easily connect to your TV. Using a small media hub, called Phonak TV Connector, you can turn the hearing aids into wireless TV headphones. You can now enjoy excellent stereo sound quality from your TV while those around you can listen at a comfortable volume level.

Whether it's connecting to your cell phone or TV, what makes Audéo B-Direct even more appealing is that the devices follow a very simple plug and play approach, easy for anyone to use.

Call us today to learn more about this new streaming technology. You'll be impressed!

**with Bluetooth® 4.2 wireless technology and most older Bluetooth phones Apple, the Apple logo, iPhone, and iOS are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.*

To learn more about these hearing devices, the ConnectClip and more, call our office today at 818-991-3800 for a complimentary consultation.



Understanding Hearing Diagnosis

Normal Hearing: The ear has 3 functional areas that help us hear. The outer collects sound waves that are processed by the middle and inner ear. The sounds trigger eardrum vibrations, which the middle ear's 3 small bones amplify as they are en route to the inner ear. From there, vibrations pass through fluid of the inner ear's cochlea where nerve cells have thousands of tiny hairs which convert sound vibrations into electrical signals that are transmitted to your brain.

Conductive Hearing Loss: This is the failure of sound mechanisms to effectively transmit from the outer to the middle ear. This condition may occur alone or be accompanied by sensorineural hearing loss. This may be taken care of medically or by surgical treatment options including minimally invasive bone conduction systems and cochlear implants.

Sensorineural Hearing Loss: This is caused by damage to and dysfunction of the inner ear's sensory cells or nerve pathways to the brain. This most common type of hearing loss typically cannot be medically or surgically corrected. Standard treatment options include proper fitting of digital hearing devices or cochlear implants.



Health News

In light of the drastic changes with the availability of hearing devices, we feel that we have a responsibility to provide you with some solid information to take the guess work out of what is really out there and how it will impact you, your health and your wallet.

Legislation on Over-the-Counter Hearing Devices

In August of 2017, President Trump signed into law the Food and Drug Administration Reauthorization Act of 2017, which includes the Over-the-Counter Hearing Aid Act designed to provide greater public accessibility to over-the-counter (OTC) hearing devices.

Legitimate Concerns

The American Speech-Language-Hearing Association (ASHA) and the Hearing Industries Association (HIA) have expressed concerns about measures like the new reauthorization legislation that give persons with moderate hearing loss access to OTC hearing devices. ASHA and HIA have been advocating for higher standards of protection and safety for the public, as well as higher safety standards for the manufacturers.



Self-Directed vs. Treatment Plan

Purchasing OTC hearing devices without any prior testing or professional care is self-directed care and not recommended. Without the necessary proper evaluation, programming and support, the overall health benefits of these devices can be compromised.

Understanding that hearing devices are medical devices with serial numbers registered with the FDA and not just amplification quantifies the legitimacy of the devices and the importance of the audiologists' role in the care of your hearing health. Your audiologist provides a professional level of care that cannot be found online or over the counter. Audiologists work in community with your primary physician and ENT specialist to diagnose your

hearing health and any secondary health problems stemming from compromised hearing issues. Audiograms and Tympanograms, which are the medical diagnostic hearing tests, are shared with your physicians in order to provide a full picture of your overall health.

We do understand the questions, confusion and concerns that have surfaced over these changes in hearing device availability and pricing. We are here for you to provide answers and support.



Risk of Falls & Your Hearing

According to several studies, including the National Safety Council, The Journal of Laryngology and Otology, and the National Center for Biotechnology Information, poor hearing may increase the risk of falls and injuries which can reduce mobility, ability to perform daily activities and life expectancy. 67% of emergency room visits by adults ages 65 to 85+ are for falls. Falls are the leading cause of injury-related deaths for adults ages 65+.

Research indicates reasons why hearing loss can increase the risk of falls. Those with hearing challenges may have:

- Poorer postural balance, an important factor in standing and walking stability
- More difficulty, mainly for older adults, in focusing reduced attention capacity on safety finding their way
- Shared pathways between hearing and balanced-related brain structures
- Fewer sensory cues in daily surroundings which help with special orientation and hazard avoidance