

ENT Treatment News

Spring 2013

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REMEMBER YOUR EARS WHEN EXPOSED TO LOUD NOISE!

BROOKFIELD –Noise is one of the top causes of hearing loss in the United States. Ten million Americans have already suffered irreversible hearing loss from noise. Surprisingly, a single gunshot can cause permanent hearing loss. Many people also experience tinnitus (noise in the ear) after exposure to loud sounds. This constant noise can be very distressing and often reduces a person's ability to sleep or concentrate.

Within the inner ear, we have rows of both inner and outer hair cells that are responsible for sending information that is heard to the brain. We are born with about 17,000 of these tiny hair cells. If these cells are damaged, they are not replaced with new ones.

They are gone forever.

There are two main types of noise exposure. Firstly, loud explosions may cause immediate hearing loss (acoustic trauma). More often, hearing loss is caused by repeated exposure to noise over long periods. This often happens in the workplace. As the intensity of the noise increases, the length of time for which the exposure is "safe" decreases. For example, someone exposed to a lawn mower (85 dB) for a period of 8 hours would be equally at risk for noise exposure after using a chain saw (110 dB) for only a few minutes.

The noise induced hearing loss is often a cumulative effect. Initially, our ears may experience a temporary threshold shift

or tinnitus after exposure. Often times, our hearing will recover. Over time, the hair cells sustain so much damage that they die. This

results in permanent hearing loss. The great news is that noise induced hearing loss is almost entirely preventable!

Here are some tips for preserving your hearing in the presence of noise.

Know which sounds can cause damage (85 dB and above). Some examples of damaging sounds are lawn mowers, firearms, motorcycles, power tools and personal listening systems. If you have to raise your voice to shout over the noise to be heard by someone within an arm's length away, the noise is probably in this range.

If possible, try to reduce the noise source. Personal listening devices typically can be set to limit the volume to a safe level.

If the volume level cannot be reduced, wear hearing protection. We can make custom hearing protection for you here at our office. This is typically the best option because you can be sure the hearing protection is inserted correctly. People are born with varied ear anatomy and sometimes disposable foam plugs can be hard to insert. We have specific hearing protection for musicians, hunters, motorcyclists, and even ones that can reduce some noise, but also allow you to communicate in a noisy environment.

If you have any questions, please give our office a call!

Special Offer!

*Save Up To \$300 Off a Hearing Aid Purchase
With a Free Hearing Screen for New Clients!*

As a special offer to new clients, I'm giving you the opportunity to receive a 10% discount on any new hearing aid package up to a maximum of \$300 with this coupon. This offer is for new clients only and not valid with other offers. This offer expires on June 15, 2013. To arrange for your free hearing screen, please call my office today at 262-780-4444. Please mention this ad when you call and bring this coupon with you on your office visit.

Would you like to hear better in a theater?

Movie theatres (AMC or Marcus) have listening devices for the hearing impaired. A wireless headset is always available for you to wear to improve your hearing. Some theatres also have closed caption devices. The Milwaukee Rep also has headsets available for use and even offers some performances with closed caption.

Only 13% of family physicians routinely screen for hearing loss!

That's right, only 13% of family physicians routinely screen for hearing loss during a physical. Since many people with hearing loss hear well in quiet environments like a doctor's office, it can be very hard for your physician to recognize the extent of your hearing problem. If you cannot remember the last time your hearing was tested, it may be time to get a routine hearing examination to obtain a baseline!

Communication Tip:

Walk before you talk! It helps to be in the same room when trying to communicate with another person. Facing each other while communicating is also critical! These strategies help improve the intensity of the signal, but you also gain visual cues!

Check out our website:
www.enttreatmentcenter.com

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*Information On Up To
\$300 Savings Offer Within
This Issue!*

How long will my hearing aid battery last?

I get this question daily and it is a hard one to answer! There is no one answer on battery life that is going to work for every patient. There are many different variables that can affect battery life, which include:

- Degree of hearing loss
- Hearing aid usage
- Hearing instrument (some do more than others!)
- Humidity
- Temperature
- Altitude

Therefore, the best way to figure out how long your battery will last is to keep track after you have been fit with your hearing aids. Then going forward, you can expect about the same length battery life. Always let me know if your battery life is less than you had originally documented. It could mean there is a problem with the hearing aid.

Hearing Loss can lead to reduced earning potential!

Key findings from a survey completed by the Better Hearing Institute:

- People with untreated hearing loss lose as much as \$30,000 annually, depending on the degree of hearing loss.
- Hearing aids mitigate the impact of income loss by 90%-100% for those with milder hearing loss and from 65%-77% with moderate to severe loss.
- Persons with untreated severe hearing loss had unemployment rates of 15.6% compared to 8.3% for people wearing hearing devices. The normal hearing population unemployment rate was 7.8%.
- The loss of income for people with untreated hearing loss due to underemployment is estimated to be at \$176 billion.