

ENT Treatment News

☞ Summer 2013 ☞

Audiologist—Kimberly Jones, AuD, CCC/A

ANYTHING NEW OUT THERE?

BROOKFIELD — I get this question daily! There are many advertisements claiming results from hearing aids that are not possible to date. For instance, a common claim that I read is “eliminates background noise”. No hearing aid can completely eliminate background noise and wouldn't it be strange to live in a world absent of any noise. Sometimes you need to hear noise in order to tell if your car is running correctly. Other times, you may want to sit outside in the backyard and listen to the noises of nature.

Recently, I have been hearing many more positive reports from patients regarding their new hearing aids handling noise. This is truly an exciting time to be providing hearing instruments! Following is a quick synopsis of what the top five hearing aid companies are doing:

Oticon: Their latest device is specifically tailored to each individual person. Patients are asked to listen to two different sound samples and decide which sound quality they prefer.

Therefore, patients are more involved in the fitting process.

Phonak: Their latest instruments work together in challenging listening environments. For example, in a noisy restaurant, background noise may be louder coming from one direction. The hearing aids will take the speech signal from the quieter side and deliver it to the noisier side. Then, you are hearing the speech signal with less background noise in both ears.

Siemens: Their latest instruments have the most features enclosed in a small case. They offer a fully functioning volume control, program button and telecoil. The telecoil was discussed in a previous newsletter; it can help you hear better on the telephone and in “looped” environments. Siemens is still the only manufacturer that offers a rechargeable option.

Starkey: Their latest external device has the most functionality. It helps you hear better when listening to music, television or telephone. The microphones in your hearing aid pick up your

voice, so that the person on the other end of the phone call can hear you. This eliminates the need to have the device close to your face when on a phone call. It also has a microphone built into it, so that you can place it in the middle of the table to help you hear voices better in a restaurant.

Widex: Their latest hearing instrument uses their own custom analog to digital convertor. This allows them to have the largest input range in the industry. Therefore, more of the original signal is preserved, which leads to a clearer, more natural sound quality.

Most hearing aids on the market today also have these exciting features:

Wireless Capability: Hearing devices can wirelessly communicate with your cell phone, landline phone, TV, computer or personal music player.

External Microphone: Patients can place a tiny microphone on a listening partner to help hear them better in a noisy environment.

Water & Dust Resistant: Hearing aids are more resistant than ever. They are not fully waterproof yet.

Frequency Lowering: If you have a significant high frequency hearing loss, the hearing aid can take those high frequencies and move them over to an area where you hear better. Therefore, you may be able to hear sounds like an “s” again, which would significantly improve speech understanding.

Tinnitus Treatment: If you suffer from tinnitus (ear noise), the hearing aid can deliver some masking noise to help you focus less on your tinnitus.

Invisible in the Canal (IIC) Style: If you are concerned about cosmetics, you can be fit with an aid that fits very deeply in the ear canal. Most have a black outer surface, which makes it really disappear within the shadows of your ear canal.

Please call or schedule an appointment if you are interested in hearing more about these advancements in hearing technology!

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 September 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.

Did You Know?

Hearing loss is one of the most common birth defects in the United States, affecting 3 in every 1,000 babies.

Communication Tip:

Take turns! People in social situations often feel the need to talk over one another. Obviously, this makes it almost impossible to follow the conversation. Educate your friends and family and encourage them to take turns when speaking. Then full attention can be shifted to each speaker as they talk.

Are you looking for some listening games to help train your brain to hear well again?

Starkey has developed a free app called *Hear Coach* to do just that! Download the app and try it; skip the login screen after downloading. The listening games start out easy, but will get increasingly more difficult as you progress through the different levels.

Kimberly Jones, AuD, CCC/A Audiologist
Ear, Nose, & Throat Treatment Center
19475 W. North Ave., Ste. 301
Brookfield, WI 53045

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

Why should I wear two hearing aids?

Hearing from both ears can provide many distinct advantages, as listed below:

- Better speech understanding in noise
- Better ability to localize where a sound is coming from
- Better sound quality because you hear equally from all around you
- Wearing two aids requires a lesser volume setting; this leads to less distortion, less whistling, and greater comfort for loud noises
- Hearing sounds from a distance is better with two ears
- Less chance of auditory deprivation (ear becomes lazy) because both ears are actively listening

Things to keep in mind to keep your hearing safe this summer?

Summer brings perspiration and activity. Consider these two situations. If you are going to be working out in the yard and do not need to hear well, please leave your hearing aids in the house! Hearing aids can get knocked loose and could become lost. Also, moisture can damage hearing aid components. If you are out golfing and engaged in conversation, then wear your hearing devices! You can use wig tape to secure your hearing device to your ear or head. Obviously, the hearing instrument may get wet. Therefore, you may need to purchase a drying kit to remove any moisture.

Check out our website:
www.enttreatmentcenter.com