

ENT Treatment News

❧ Winter 2014 ❧

Audiologist—Kimberly Jones, AuD, CCC/A

Have you heard? Many hearing instruments now have an IP 67 rating

BROOKFIELD – The IP stands for the Ingress Protection Rating system. The standard was created to give consumers more detailed information regarding the degree of protection against intrusion of potentially harmful materials. Hearing devices are rated for the intrusion of dust and moisture. Therefore, companies can use this rating system when describing their product instead of vaguely stating “waterproof”.

Many current hearing aids have an IP67 rating. The six describes the hearing aids resistance to dust penetration. A score of six means there is no ingress of dust or complete protection against contact. This is a perfect score on this scale.

The seven describes the resistance to moisture. A score of seven means the hearing instrument can be submersed in water as deep as one meter for a period of 30 minutes. A score of eight would mean that the product is waterproof.

Newly developed hearing instruments go through stringent testing before they are released into the market. They are exposed to extreme temperatures, from -40 degrees Celsius to 85 degrees Celsius. This is completed to determine how well they will perform in different climates. Testing also looks at the effects of products such as hairspray or sunscreen. The hearing instruments are placed in a chamber that uses a fine salt mist to simulate the long term effects of sweat. Testing

also simulates the hearing instrument being dropped from different angles to see how it will respond. Battery doors are opened/closed and push buttons are pushed over 25,000 times. Painted surfaces or markings are wear tested by sliding a robot finger over the surface up to 25,000 times.

The hearing aids are designed with barriers to prevent water and dust from getting inside the instrument. While not waterproof, many components are nanocoated to repel water. Many hours are spent designing and testing a product to determine if there are areas of weakness that need to be addressed before the product can be sold to the consumer.

Just for Fun— The Definition of a Hearing Aid

- A miniature electronic device that’s always too large
- A tiny amplifier that must amplify a million times but bring in no noise
- A device that should amplify only those voices you want to hear at that moment
- A complex, custom-fit electronic device that works in any environment of perspiration, humidity, earwax and repeated handling
- Something you put off getting for years, but can’t do without for 30 minutes when it needs servicing.

I received this from a patient many years ago and thought I would share it!

—Adapted from S. Lybarger

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 April 15, 2014. 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.

FYI—Exciting News!

*GN Resound will release an iPhone compatible hearing instrument in 2014!
I will provide more information as it becomes available!*

Communication Tip:

Be Prepared! If you are dining out, for example, recommend a quieter restaurant and go at a time that is less busy. You could also call ahead and ask for the specials of the day. Arrive early, so you can choose a seat furthest away from the noisy kitchen. Try not to sit where there is glare from a window as it will be harder to lipread. Also, sit so that most of the background noise is behind you because your hearing aids pick up more from the front in noise.

Check This Out—Closed Caption for your Cell Phone

Many people with hearing loss report that they miss many portions of a telephone conversation. One free app that might help you fill in the blanks is Clear Captions by Purple Communications, Incorporated. The app will provide captions similar to that on your television. It also allows you to scroll up and read something you may have missed. To download, use one of the following links:

Apple: bit.ly/clearcaptionsios

Android: bit.ly/clearcaptionsdroid

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!**

Realistic Expectations for Hearing Instruments

- Hearing aids do not restore your hearing to normal.
- No hearing device has been designed to filter out all background noise. Most hearing aids today can reduce certain types of noise or make loud noise more comfortable.
- All hearing aids may whistle/squeal when you insert them into your ear or if anything gets close to them while in your ear. If they squeal after inserted properly, you may have a problem that needs to be addressed by your audiologist.
- Do not expect your family doctor to be knowledgeable about hearing loss, brands of hearing devices and whether or not you need them. Data shows that only 13% of physicians screen for hearing loss.
- Focus on your improvement, not on those times when your hearing aids did not perform to optimize hearing. They will help you hear much better, but they are not perfect.
- Give your hearing instruments a chance. Most people need a period of adjustment before deriving maximum benefit from their hearing devices. This may take up to 6 months.
- The “tinny” or mechanical sounds that you hear are normal. These are the high frequency sounds that are so critical to understanding speech. Be patient while your brain becomes reacquainted with these sounds.
- In the beginning it may sound like you are talking in a barrel. Over time, your voice will sound natural again.
- Should your hearing instruments ever stop working, don't be alarmed. The ear canal is 100 percent humidity and a constant 98 degrees. Earwax is a combination of salt and corrosive body acid. These conditions are obviously harmful to electronics.
- Hearing aids should be comfortable.

Check out our website:

www.enttreatmentcenter.com