

# ENT Treatment News

Spring 2015

Audiologist—Kimberly Jones, AuD, CCC/A—262-780-4444

## Ototoxic Medications

### BROOKFIELD —

#### What does Ototoxicity Mean?

Some medications cause damage to the inner ear or balance system sensory cells. They are labeled oto(ear) toxic. The damage can include hearing loss, tinnitus (ear noise), or problems with balance. Sometimes, symptoms can be reversed by simply stopping the medication. However, in many cases the damage is permanent

Usually, the first sign of ototoxicity is ringing in the ears. Hearing loss may develop over time. Loss of balance or unsteadiness may also occur, but is often temporary because the brain learns to adapt.

There are many ototoxic medications on the market today. The

ones known to cause permanent damage include Aminoglycoside antibiotics (gentamicin, streptomycin, neomycin) and cancer chemotherapy drugs (cisplatin, carboplatin). The medications known to cause more temporary damage are salicylate pain relievers (aspirin), quinine, and loop diuretics.

#### What Can I do to Prevent Ototoxicity?

- Some medications (chemotherapy) have to be taken as a life-saving measure. Obtain a baseline hearing exam and have periodic hearing tests completed to monitor your hearing while undergoing treatment.

- Before beginning a new medication, let your physician know if you already have hearing loss, tinnitus or balance problems. Discuss possible side effects with the new medication.
- If possible, don't take more than one ototoxic drug at a time.
- Drink lots of fluids.
- Carefully follow dosing instructions.
- Use the same pharmacy for all your prescriptions, so they can warn you about possible drug combinations.
- Be aware of early warning signs of ototoxicity and alert your doctor right away.
- Wear hearing protection around loud noise, as it has been shown to increase the ototoxic effects.

— ASHA

### Consumer Seminar

Please join me for our next Consumer Seminar presented by Robert Nicholson from Siemens. He will cover new technology for hearing instruments as well as Bluetooth accessories. It will be held on May 5 from 9-10AM in the Elmbrook Hospital Lobby Conference Room. Some light breakfast snack items will be served. Please RSVP to 262-780-4444 if you plan on attending. Hope to see you there!

### 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, 2015. 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.

## Battery Club

Did you know that we have an ongoing battery special? We always offer *Buy Five Packs, Get One Pack Free*. You get 48 batteries for \$40. I buy my batteries direct from Rayovac, so they are always very fresh. Also when you buy Rayovac, you are supporting a Wisconsin company!

## *Is Hearing Aid Stigma a Thing of the Past?*

A recent study was presented in the October edition of the Journal of the American Academy of Audiology. It involved 24 adults who looked at different photos of a young man reading a book and wearing one of five devices (a traditional behind-the-ear hearing aid, a slim tube behind-the-ear hearing aid, a completely-in-the-ear (invisible) hearing aid, earbuds and a Bluetooth headset). The participants were asked to rate the man for different attributes.

People wearing the standard sized BTE hearing aid were rated as more trustworthy than people wearing the Bluetooth device. Ratings for the CIC (invisible) were no different than ratings for the BTE (visible) hearing aids. No “hearing aid effect” was present in any of the ratings. They concluded that the stigma of wearing a hearing aid has all but disappeared in the 21st century!

---

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



*In This Issue—Info About  
Our May 5th Consumer  
Seminar Presented by  
Siemens. And Up To \$300  
Savings Offer!*

---

## *What's New?*

I get this question daily, so thought I would give you my current answer. There is always something new in the hearing aid market. Manufacturers typically release a product every six months. Typically, the release is an addition to a current product line. For instance, they have new hearing aids out in one style and then they release all the other styles. Sometimes, they will release lower priced technology that is building onto their current product offering. What I am seeing today in high-end technology is the following:

- Microphones that will automatically zoom to the loudest speech source, which is great in a car situation where you may want to hear someone in the back seat.
- Better reduction of feedback/whistling

- Microphones that will automatically narrow the beam to right in front of you, so that you can hear the person you are looking at better in noise
- Better ability to determine what listening environment you are in and make changes to the processing to help you hear your best. Hearing aids can identify the following environments quite successfully: Quiet, Noise, Speech in Noise, Speech in Quiet, Music, Speech in Loud Noise, and Car.

I have demonstration units here if you would like to listen to this new technology!

Check out our website:  
[www.enttreatmentcenter.com](http://www.enttreatmentcenter.com)