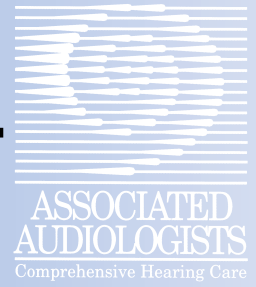


# HEARING

YOUR BEST



Information From Associated Audiologists, Inc. – “Hearing Your Best for Life”

Summer 2005

## For People with Mild to Moderate High Frequency Hearing Loss “OPEN EAR” TECHNOLOGY NOW AVAILABLE

If you have a mild to moderate high frequency hearing loss, you may want to consider a new type of “open ear” hearing aid technology. “Open ear” hearing aid technology has many advantages specifically for those with high frequency hearing loss.

Here is how “open ear” hearing aid technology works. Traditionally, hearing aids have been custom molded to fit the individual’s unique ear size and shape. This allows more sound to be retained and delivered to the auditory system. If the hearing aid is made with a large vent, creating a more open ear canal, the wearer’s voice may sound more natural; however, the presence of an enlarged vent creates a risk of feedback, or whistling.

Hearing aids equipped with digital technology help solve this problem through the use of digital feedback reduction circuits. These circuits allow for an open fitting, enabling the wearer to hear his or her own voice comfortably, while also decreasing the risk of feedback or whistling. This open fitting approach significantly reduces the “hollow” voice perception that some people experience while wearing hearing aids.

Widex, a hearing aid manufacturer, has developed a new hearing system called the Diva élan. Rather than “plugging” the ear with the physical hearing aid, the Diva élan employs a unique “halo” design. This fitting keeps your ears open to sounds. The lower-pitched sounds that you don’t need amplified, such as the sound of your own voice, travel normally through the ear canal



*continued on page 2*

### BREAKING DOWN THE DAILY COST OF HEARING AIDS

The next time you pick up a soda and some chips, consider that for the same amount per day, you could be hearing your best! That’s right. Assuming a conservative five-year life expectancy for hearing aids, you probably spend more for a snack each day than on your hearing. Here is the average daily cost for two (binaural) hearing aids:

Hearing Aid Cost	Daily Average
\$5,000	\$2.47 per day
\$4,000	\$2.19 per day
\$3,000	\$1.64 per day
\$2,000	\$1.10 per day

By contrast, here are some average figures for items we commonly use:

Gasoline	\$2.00 a gallon
Movie Ticket	\$7.50 per ticket
Gourmet Coffee	\$3.50 per cup
20 oz. drink	\$1.25 per bottle

Isn’t your hearing worth more than a snack? After all, the ability to hear clearly can affect your life in almost every respect, as well as the lives of those around you.

***Be sure and check out our flyer for upcoming Patient Event.***

## HEARING WELL WITH ONE EAR... IS LESS THAN **HALF** THE STORY.

**R**esearch and clinical experience support the use of binaural (two) hearing aids. Though two hearing aids are not appropriate for all patients, when the audiologist determines that the communication ability of the patient will be significantly improved by wearing two hearing aids instead of one, he or she will make that recommendation. Benefits of binaural hearing aids include the following:

- ▶ **Enhanced localization:** Two ears help to localize where a sound is coming from. This is especially important for safety reasons, such as in traffic.
- ▶ **Improved understanding ability:** Listening with two ears helps you understand speech and is especially useful in background noise.
- ▶ **Tinnitus Relief:** The use of two hearing aids often diminishes the aggravation of tinnitus. The increased external auditory stimuli serve as a distraction for many individuals.
- ▶ **Keeps the ear active:** Avoids auditory deprivation. When an ear does not receive auditory stimulation for a long period of time, it can actually decrease the discrimination ability of that ear.
- ▶ **More comfortable hearing:** Listening with two ears takes less energy. It also provides a sense of balance to your auditory system.
- ▶ **Helps to mask tinnitus:** reduces discomfort from ringing in the ears.

### **“OPEN EAR” TECHNOLOGY** *continued from page 1*

remaining natural and comfortable. With an open fitting, sounds at the eardrum arrive directly from both the open ear and the hearing instrument.

The Diva élan, through its advanced signal processing strategy, “harmonizes” these two sound sources so that the wearer receives excellent sound with an open fitting. In situations where hearing can be difficult, the Diva élan identifies and improves speech signals, while suppressing background noise. The earset (earpiece) fits securely along the contours of the outer ear, ending in a soft, tiny open tip hidden in the ear canal. These features translate to a very comfortable listening experience for most individuals.

Advantages to this new open ear technology include: fully automatic adjustment to the listening environment; comfortable, natural sound quality without feedback; clear speech in background noise; audibility of very soft sounds; low battery power consumption, and a special listening program for music lovers.

***For more information about the new “open ear” technology, please talk with your audiologist or call any of our three offices today.***

*Hearing Your Best* is published regularly by Associated Audiologists, Inc. All materials are created by our audiologists solely for the education of our patients and referring physicians. Any reproduction must be approved in writing by our editor. If you have comments or suggestions, please direct them to:

*Editor:* James A. Wise, Ph.D., C.C.C.-A.

*Contributors:* Traci Ring, David Nissen, Linda Erickson and Larry Ruder, all certified by the American Speech-Language-Hearing Association and Fellows of the American Academy of Audiology.

#### **Olathe**

13025 S. Mur-Len, Suite 220  
Olathe, KS 66062  
913-829-0891

#### **Overland Park**

12330 Metcalf Ave., Suite 560  
Overland Park, KS 66213  
913-498-2827

#### **Prairie Village**

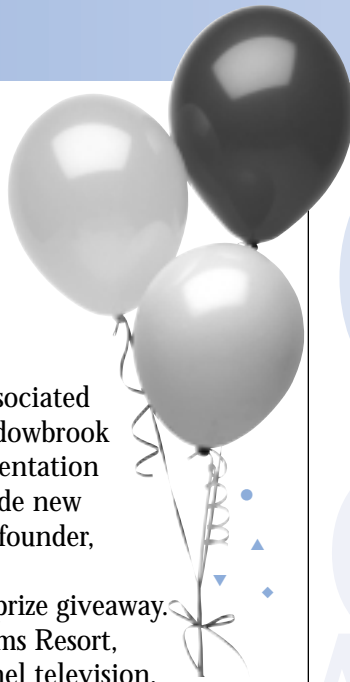
7301 Mission Road, Suite 140  
Prairie Village, KS 66208  
913-262-5855

# 20TH ANNIVERSARY RECAP

More than 200 patients and staff gathered Tuesday, May 24 to celebrate Associated Audiologists 20th anniversary at the Meadowbrook Country Club. Guests enjoyed a brief presentation from the staff, visited with old friends, made new ones, and offered their congratulations to founder, James A. Wise, Ph.D., C.C.C.-A.

A highlight of the event was a grand prize giveaway. One patient received a weekend at the Elms Resort, and another was the recipient of a flat panel television.

The growth of Associated Audiologists has kept pace with Johnson County's growth over the last 20 years. The practice now has seven audiologists serving patients in Olathe, Overland Park and Prairie Village.



# Q&A

***My son will be attending college in the fall and he's a sound sleeper. Do you have any suggestions for a gift that will help him get to class on time?***

Whether your son has a hearing loss, or just ignores his alarm clock, an amplified alarm clock is a gift that will assure he is awake in plenty of time to attend his first college class.

At Associated Audiologists we recommend the Sonic Boom alarm clock. This line of clocks features large, bright digital displays, adjustable volume up to 113 dB (depending on the model you choose) and a battery back-up in the event of a power outage. Another nice feature is an optional 12-volt bed shaker that allows steady or pulsing vibrations to wake the sleeper.

These clocks are reasonably priced, starting at \$34.95. For more information on the Sonic Boom Alarm Clocks, contact any of our three offices.



*Associated Audiologists patient Vera McGuire was the grand prize drawing winner at the practice's 20th anniversary celebration. Mrs. McGuire received a flat panel television.*



*The Associated Audiologists staff poses for a photo together at the 20th anniversary celebration.*

## CALENDAR OF EVENTS

Learn more about the latest "Advances in Hearing Healthcare for 2005." Bring a family member and/or a friend to our next seminar!

**SEPTEMBER 13, 11 a.m. to 1 p.m.**  
Olathe Medical Center  
To register call 913-829-0891

**SEPTEMBER 15, 11 a.m. to 1 p.m.**  
Meadowbrook Country Club  
To register call 913-262-5855

**OCTOBER 12, 11 a.m. to 1 p.m.**  
Saint Luke's South Hospital • Overland Park  
To register call 913-498-2827

**NOVEMBER 17, 11 a.m. to 1 p.m.**  
Sylvester Powell Center • Mission  
To register call 913-262-5855



PRSR STD  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 449  
OLATHE, KS 66062

**Hearing Your Best for Life**  
www.hearingyourbest.com

13025 S. Mur-Len, Suite 220  
Olathe, KS 66062

Return Service Requested

# HEARING YOUR BEST



## TIME TO CLEAN UP!

*Over time, wax and other debris can build up on hearing aids, preventing proper functioning.*

To be certain our patients are hearing their best, we are offering a special hearing aid check and cleaning during the month of August.

The cost is:        \$10 for one aid (a savings of \$5)  
                             \$15 for two aids (a savings of \$10)

*Call any of our three offices today to schedule an appointment to take advantage of this special offer.*



<b>Olathe</b> 13025 S. Mur-Len Suite 220 913-829-0891	<b>Overland Park</b> 12330 Metcalf Ave. Suite 560 913-498-2827	<b>Prairie Village</b> 7301 Mission Road Suite 140 913-262-5855
--	---	--

Be sure and visit our website at [www.hearingyourbest.com](http://www.hearingyourbest.com) for additional information.