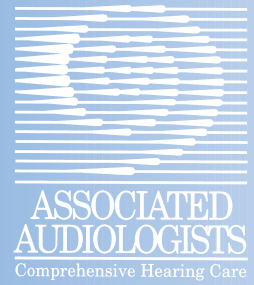


# HEARING

YOUR BEST



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

Summer 2006

## MISS AMERICA 2005 SHARES HER STORY



*Associated Audiologists proudly hosted Deidre Downs, Miss America, 2005, during her recent stay in Kansas City. Deidre has had a hearing loss since childhood and currently wears a GN ReSound Metrix digital hearing aid.*

**D**eidre came to Kansas City in conjunction with her role as spokesperson for GN ReSound’s hearing health campaign, Sound Effects. Through this campaign, she’s spreading the word – especially to teens and young adults- about preventing noise-induced hearing loss. Exposure to high-decibel sounds heard through earbuds, MP3 players and iPods and sporting events can cause noise-induced hearing loss.

At our two educational seminars, Deidre spoke about the impact that hearing loss has had on her life and the ways that recent improvements in hearing aid technology have helped her reach her goals. In addition to being crowned Miss America 2005, Deidre was a college athlete, a Rhodes Scholar finalist and graduated magna cum laude from Samford University in Birmingham,

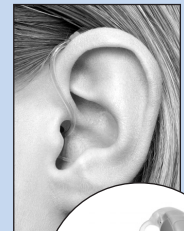
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**ABOVE PHOTO:** Associated Audiologists staff members had the opportunity to talk with Miss America 2005, Deidre Downs. Shown are: Tanja Porter, administrative assistant; Stacey Baldwin, Au.D., C.C.C.-A.; Deidre Downs; Dr. Wise; and Traci Ring, M.S., C.C.C.-A.

### PRODUCT ADVANCEMENT

#### *Why Open-Fit Hearing Aids Are Becoming More Popular With Our Patients*

**W**hen you think of style, the latest clothes, shoes or cars may come to mind. But hearing aids have style too – and one of the newest and most popular with our patients is the open-fit hearing aid. Most hearing instruments are now available in an open-fit style. For patients with mild to moderately severe high frequency hearing loss, this hearing aid style offers a number of benefits including:



- ▶ **No Plugged Up Feeling:** Many hearing aid users feel like their ears are stopped up when they wear their hearing aids. Open-fit hearing aids overcome this problem by using a breathable eartip.
- ▶ **Comfort:** Open-fit hearing instruments are lightweight. The eartip is designed not to apply pressure to the ear canal so the user quickly forgets they are even in place.
- ▶ **Cosmetically Appealing:** Open-fit hearing instruments are so small and their transmission tube is so tiny, they are virtually unnoticeable.

*continued on page 2*

### DR. BALDWIN JOINS PRACTICE

*Stacey M. Baldwin, Au.D., C.C.C.-A., recently joined our staff following her graduation from the University of Kansas Medical Center with a Doctorate in Audiology. Stacey also earned her Bachelor of Arts degree in Speech and Hearing Sciences and Master of Arts degree in Audiology from the University of Kansas.*



Stacey is a licensed audiologist and hearing aid dispenser in the state of Kansas. She is a member of and a certified, clinical audiologist through the American Speech-Language-Hearing Association. She is a fellow in the American Academy of Audiology and a member of several professional organizations, including the Kansas Speech and Hearing Association and the Kansas City Society of Audiology.

In her practice, Stacey is committed to educating patients

and their families regarding the importance of hearing loss and treatment options. She recognizes that each patient has unique needs, expectations and lifestyles. She strives to find the best solution for their individual goals. Stacey also is passionate regarding the importance of early identification of hearing loss in infants and is helping to oversee the Universal Newborn Hearing Screening program at Saint Luke's South Hospital.

Stacey grew up in Jacksonville, Fla. and has lived in the Kansas City area since 1995. She enjoys volunteering for several community organizations that benefit children with developmental disabilities. Stacey and her husband Greg make their home in Olathe, where they enjoy spending time outside with their two dogs, Sadie and Gracie.

*To schedule an appointment with Dr. Baldwin, call our Olathe office at 913-829-0891.*

#### MISS AMERICA *continued from page 1*

Alabama. In July, she began medical school and plans to specialize in pediatrics.

Deidre's successes did not come easily. She shared with listeners at the seminars that as a child with hearing loss, she endured her classmates' teasing. During her teenage years, she stopped wearing hearing aids altogether, which she now regrets. When Deidre reached college age, she realized that hearing aids would help her reach her goals, and she began wearing them again.

"Our staff and those who attended the seminars thoroughly enjoyed the time spent with Deidre," said James A. Wise, Ph.D., C.C.C.-A., president of Associated Audiologists, Inc. "She is down-to-earth and has a good sense of humor. Deidre has a zest for life and is someone doing great things while coping with the challenges of hearing loss. She sets an example for all of us."

#### PRODUCT ADVANCEMENT *continued from page 1*

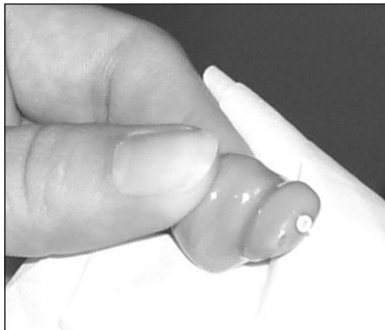
- ▶ **More Natural Sound:** Hearing aid users typically experience a barrel effect when hearing their own voice or chewing food. Open fittings reduce this sensation thanks to their unique ear tip design.
- ▶ **No Waiting:** Most open-fit hearing aids can be taken home on your first visit to our office. Your audiologist will mold an ultra-thin transmission tube to the contour of your ear and program the instrument by computer to match your hearing loss.
- ▶ **Directional Microphone:** Many open-fit hearing aids feature directional microphones, which help in a variety of listening situations.
- ▶ **Digital Sound Processing:** Open-fit technology is capable of continuous digital processing, offering clean, distortion-free amplification.
- ▶ **Natural Ambient Sounds:** With open-fit hearing aids environmental sounds pass naturally through the ear canal, as if you were wearing no hearing aid at all. The only sounds that are amplified are soft sounds.

*Call any of our three offices today to see if an open-fit hearing aid is your style.*

# CAN YOUR HEARING AIDS STAND THE KANSAS HEAT?



## TAKE PROPER CARE OF YOUR HEARING AIDS THIS SUMMER.



*After spraying the antibacterial disinfectant, gently wipe the outside of your hearing aid shell.*



*At night, keep your hearing aids in a dry-aid container to help absorb moisture they have collected.*

**H**earing aids are delicate instruments and the serviceability depends greatly on proper care. Gentle handling, occasional maintenance and a few simple precautions will result in longer hearing aid life.

*Some suggestions for proper care include:*

1. Keep your hearing aid dry.
2. Avoid excessively high temperatures.
3. Remove dead batteries from your hearing aid immediately.
4. Avoid twisting cords or bending tubing.
5. Protect the hearing aid from hard knocks.
6. Do not use hair spray while wearing your hearing aid.
7. Do not attempt to repair the hearing aid yourself. Don't try to clean it with a toothpick or a needle. Only an expert can service it.

*If your hearing aids are not working correctly, call our office. Cleaning and adjustments can help restore your hearing aid to peak performance.*

## TAKE ADVANTAGE OF OUR SUMMER OFFERS!

# Battery Sale

All batteries half price with this coupon.

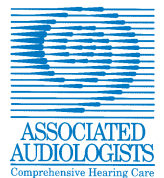
Exp. 08/31/2006  
Quantities limited.



# \$200 OFF

the purchase of any pair or second digital hearing aid.  
(Applies toward purchases over \$1,000).

Exp. 08/31/2006



# FOLLOW PROFESSIONAL ADVICE TO GET THE BEST HEARING AID FOR YOU

At Associated Audiologists, we strive to stay on top of the latest in hearing aid technology and styles.

Often, we see patients who want a hearing aid “just like their neighbor’s.” The problem is, each person’s hearing needs are unique. What works for your neighbor may not be the best solution for you.

Here are some suggestions to help you find the best hearing aid for your hearing loss:

**1. Choose a highly qualified, university trained professional.**

View your relationship with your audiologist as a partnership. You want to work with someone who has your best interests at heart and who is well educated. Our

practice features only university trained professionals who are licensed in the state of Kansas to dispense hearing aids.

**2. Select a practice that offers a wide range of hearing aid manufacturers, styles and prices.**

An office that sells only one type of hearing aid may not offer you the best options for your hearing.

**3. Let your audiologist test your hearing and rely on his or her recommendations.** Remember, your audiologist is a highly skilled professional who balances your hearing health needs with

your lifestyle and budget before making a recommendation. With all of the hearing aid choices available today, chances are you won’t end up with the same hearing aid as your neighbor.

**4. Let us know how we’re doing.**

We value your opinion and your feedback helps us adjust your hearing aid for the maximum benefit. The last thing we want is for your hearing aid to end up in the nightstand drawer or jewelry box. Call us with any questions or concerns so we can help you hear your best!



## Associated Audiologists' Staff

Back row from left to right: Stacey Baldwin, Au.D., C.C.C.-A., Larry Ruder, M.A., C.C.C.-A. and Traci Ring, M.S., C.C.C.-A.;

Front row left to right: Jim Wise, Ph.D., C.C.C.-A. and David Nissen, M.S., C.C.C.-A.

*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:

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Important  
Information  
about your  
hearing health from  
Johnson County's  
premier audiology  
practice.

# HEARING YOUR BEST



## “SHARE THE CARE”

*If you have been satisfied with our services, please tell a friend.*

For each person you refer and we see in our office, we will send you a **\$25 Gift Certificate**. You may use it to purchase the products of your choice. *(This does not apply toward payment of professional services, such as diagnostic testing).*

Your friend will receive a \$25 Gift Certificate toward the purchase of any hearing aid or related product.

To “Share the Care” just fill out the form to the right, then give this newsletter to your friend. Make sure your friend or family member brings this newsletter to their appointment so we know who to thank for the referral and can send you your Gift Certificate.

*Thank you in advance for “Sharing the Care” and referring your friends and family to Associated Audiologists.*

**COMPLETE THIS FORM TO  
“SHARE THE CARE.”**

\_\_\_\_\_  
Your Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Friend's Name

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