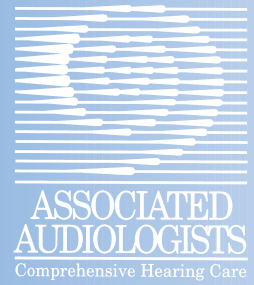


HEARING

YOUR BEST



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

Winter 2007

WIDEX M-SERIES – GOOD THINGS COME IN SMALL PACKAGES!

Elegantly small. Stylishly smart.

The ultimate micro hearing instrument – m-Series from Widex.



We have good news to share with you. Widex has taken the same technological advancements and outstanding performance features of their successful Inteo, Aikia and Flash instruments, and packaged them into a micro-size device. These micros deliver the same high quality sound that hearing aid users have come to expect from Widex and they are among the smallest behind-the-ear instruments in the world.

Flexible and fashionable

The m-Series, available in three models, combines state-of-the-art technology with both design and performance. The Inteo m is a high-performance hearing aid offering the very best in modern hearing aid technology. The Aikia m offers a good balance between premium performance and price. And the Flash m provides a good entry point to this line of excellent hearing aids. Each hearing instrument is available in discreet colors, including pearl white, copper brown, summer gold, winter silver, jet black, and warm beige. The m-Series slim tube option also makes these hearing instruments practically invisible.

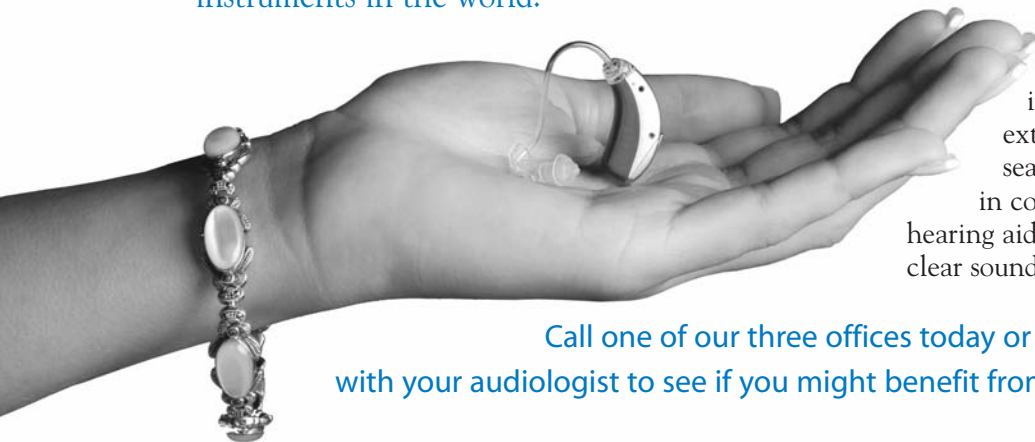
Exclusive technology

All m-Series models are equipped with Integrated Signal Processing (ISP), a technology exclusive to Widex hearing instruments. ISP provides a more efficient, accurate and personalized processing of incoming sound, thereby affording a higher level of performance.

The Inteo hearing aids, including the Inteo m, have additional ISP functionality. The Audibility Extender (AE) is especially beneficial to those who have high-frequency hearing loss. The AE actually alters high-frequency sound waves to bring them into the range of hearing. This allows the user to hear sounds such as a child's voice, the beep of the microwave, cell phone and telephone rings, as well as other everyday, but vital sounds.

The speech enhancer utilizes a tool called the speech intelligibility index.

This unique features helps to clarify speech sounds so that the wearer is comfortable listening to and participating in conversations. Both the audibility extender and the speech enhancer work seamlessly in a sequence of processes and in conjunction with other components of the hearing aid, interacting to deliver an exceptionally clear sound signal.



Call one of our three offices today or talk with your audiologist to see if you might benefit from the new m-Series.

HEARING YOUR BEST

PATIENT PROFILE

GARY JACOBSEN

As a teenager growing up in the late '60s and early '70s, Gary Jacobsen believed that "louder was better," especially when it came to rock music.



"I drove a four-door '65 Chevy Impala," Gary recalls. "It wasn't exactly a muscle car, but I had a great stereo with a power booster. Whether it was Led Zeppelin or Crosby, Stills and Nash, I liked to listen to my music loud."

Now, more than 30 years later, the 49-year-old still listens to the same music, but he drives a GMC Yukon and is a sales director with greeting card giant Hallmark Cards, Inc. In fact, Gary first noticed difficulty hearing conversations at work.

"I went to see Traci Ring, M.S., C.C.C.-A., at Associated Audiologists, and she tested my hearing," he says. Traci determined that Gary had a high-frequency hearing loss, a typical loss prevalent in baby boomers and others who have been exposed to music and other loud noises, such as mowers or cars.

That was several years ago and although hearing aids would have helped Gary, at that time, he decided he wasn't quite ready to proceed with amplification. Over the next few years, he began to notice how much he was

missing during meetings, especially if he couldn't see the speaker's face or read their lips.

He also realized he was having difficulty hearing the television. "Instead of turning the volume up,

The staff at Associated Audiologists has been very professional and provided me with the education and information I needed to make an informed decision about hearing aids.

I began using closed captioning more and more so I could understand the characters' conversations," he says.

After having a difficult time following the conversations at a colleague's retirement celebration, Gary had his hearing re-evaluated at Associated Audiologists. This time he

decided he was ready to experience the benefits hearing aids could provide.

Traci fit him with two, state-of-the-art, micro behind-the-ear hearing aids. Gary is pleased that the aids are barely visible and says they have made a huge difference in his ability to hear everything from workplace discussions, to crickets chirping.

"I can hear and understand everything," he says. "I don't miss a thing in meetings and I don't need to turn the volume up on the television. I can hear it from the next room."

Gary credits Traci with diagnosing his hearing loss and recommending the right hearing aids to meet his needs. "The staff at Associated Audiologists has been very professional and provided me with the education and information I needed to make an informed decision about hearing aids," he says.

"Hearing aids aren't something you can just buy off the shelf," Gary adds. "It takes some adjustment to make certain you're getting the most from them, and Traci has always been helpful and patient with me throughout this process."

SPECIAL HOLIDAY DRAWING!

As our gift to our patients at this holiday time, we will hold a drawing in each of our offices for a \$100 gift certificate to the Town Center Plaza!

To register, fill out the form to the right and send it to the office you usually visit. We will have a drawing on Friday, Dec. 21, 2007 at each office. If you are one of the winners, we will call to notify you that you have won and will send your gift certificate in the mail.

Holiday Prize Drawing



Name _____

Address _____

City/State/Zip _____

Phone _____

E-mail address _____

Associated Audiologists may / may not (circle one) publish my name as a winner of this drawing in a subsequent patient communication.

Signature _____

ASSISTIVE LISTENING DEVICES MAY HELP YOU GET MORE FROM YOUR HEARING AID



If you currently wear hearing aids, but still encounter challenging listening situations, you may need some extra help. For these circumstances, we often suggest Assistive Listening Devices, or ALDs.

ALDs are used with or without your hearing aids to further improve your ability to hear in background noise and poorly controlled listening environments. ALDs also can make a big difference in how well you hear everything from your favorite television programs, to conversations on your cell phone. Here is a brief summary of the most commonly used devices:

- ▶ Corded and cordless telephones, which provide approximately 30-50 db of amplification. These devices can also use a built-in electromagnetic transmitter for compatibility with hearing aids with telephone coils (also known as telecoils or T-coils).
- ▶ TV/stereo listening systems, featuring a wireless infrared personal listening device for watching TV or listening to the stereo. Such devices may also be compatible with systems used in many theaters and other public buildings that use 95 KHz infrared systems.
- ▶ FM personal communication systems, which are designed to effectively transmit information from source to listener using an FM radio signal. This device uses one of 40 channels in the 216 MHz band. Auxillary input to the transmitter permits direct connection to a TV, stereo or other sound source.
- ▶ Cellular phone adapters are designed to make cell phone conversations transmitted through the user's hearing aids louder. Many use a light, battery-free boom microphone. The boom plugs directly into a cell phone or cordless telephone, or an induction coil is placed over the ear to more effectively couple with in-the-ear-hearing aids.

Hearing Perks

Getting The Most From Your Hearing Aid
To help our patients get the most from their hearing aids and listening devices, we offer Hearing Perks. Please mark your calendar for one of these sessions:

- ▶ **Olathe, 13025 S. Mur-Len Rd., Suite 220 • 913-829-0891**
Wednesday, Dec. 19, 10 to 11 a.m.
Wednesday, Jan. 16, 10 to 11 a.m.
Wednesday, Feb. 20, 10 to 11 a.m.
- ▶ **Overland Park, 12330 Metcalf Ave., Suite 560 • 913-498-2827**
Thursday, Dec. 13, 1:30 to 2:30 p.m.
Thursday, Jan. 10, 1:30 to 2:30 p.m.
Thursday, Feb. 14, 1:30 to 2:30 p.m.
- ▶ **Prairie Village, 7301 Mission Rd., Suite 140 • 913-262-5855**
Wednesday, Dec. 5, 1:30 to 2:30 p.m.
Wednesday, Jan. 9, 1:30 to 2:30 p.m.
Wednesday, Feb. 6, 1:30 to 2:30 p.m.

TAX PLANNING CAN SAVE YOU MONEY

As 2007 draws to a close, now is the perfect time to review your end-of-the-year medical expenses. As a reminder, hearing instruments usually qualify as medical expenses if you itemize your deductions.

Hearing aids also are generally considered qualified medical expenses for flexible spending accounts. For complete information regarding the deductibility of hearing aids, qualified expenditures for your flexible spending account and your plan's year end, we suggest you contact your tax advisor and/or your flexible spending plan administrator.

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



DR. STEELE ATTENDS ANNUAL GALA

Tim Steele, Ph.D., C.C.C.-A., vice president of Associated Audiologists and his wife, Julie, recently attended the Starkey Hearing Foundation's Annual Gala, "So the World May Hear."



The event raised more than \$4.5 million, which will be used to fulfill the worldwide need for hearing care, particularly for children.

Associated Audiologists emphasizes the importance of community service and mission work. Several years ago, Dr. Steele and practice founder James A. Wise, Ph.D., C.C.C.-A., traveled with a group from Heart to Heart International to India. There, they met with Mother Teresa and created two clinics that helped to dispense hearing aids to hundreds.

More recently, the practice helped coordinate an initial trip to a school for the deaf in China to help determine healthcare needs. Closer to home, the practice gives back to the community through its involvement in the local Rotary International chapters, providing care and equipment for those in need.

Erica Steinberg

was recently selected to become a member of **Golden Key International Honour Society**. Golden Key is an academic honor society that recognizes students for their outstanding academic achievements. Erica has received this award for her graduate work at the University of Wisconsin-Madison.

Please join us in congratulating Erica on this accomplishment.

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Be sure and visit our Web site at www.hearingyourbest.com for additional information.

CHECK OUT OUR HOLIDAY GIFT-GIVING IDEAS!



HEARING AID CARE

- Audio Wipes** – These wipes are great for cleaning hearing instruments daily.
- Electronic Dry and Store Kit** – This kit helps to remove unwanted moisture from hearing aids each night while providing a safe and sanitary spot to keep them.
- Sweatbands** – These protective covers help keep moisture out of hearing aids while they are being worn.

EAR CARE

- Wax Removal Kit** – For the person who has difficulty with ear wax, this kit provides an easy procedure for ear wax removal.
- Anti-Itch Cream** – Itchy ears a problem? This cream may solve it!
- Otoease or Muracell** – These lubricants can make it easier to insert a hearing instrument while keeping the delicate skin of the ear canal moisturized.

HEARING ASSISTIVE TECHNOLOGY

- Phone** – Amplified telephones can make telephone conversations much easier for those with hearing loss. An amplified phone works with or without hearing aids. It can offer a variety of features including speaker phones, caller ID and speed dialing.
- Cell Phone** – Cell phones can be one of the hardest communication devices for someone with hearing aids. There are new cell phone accessories that can send the conversation directly to your hearing aid.
- TV Ears** – The television can often be difficult to hear for someone with a hearing loss. TV ears brings the sound of the TV directly to the listener.
- Shaker Alarm Clock** – A pillow shaker alarm clock can provide a solution to missing the sound of an alarm. It gently shakes the pillow in addition to sounding an audible signal.

THREE CONVENIENT LOCATIONS

Olathe

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913-498-2827

Prairie Village

7301 Mission Rd.,
Suite 140
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10% OFF

Exp. 12/31/2007

your total purchase limited to the above items
from one of our three offices.

(Offer limited to one coupon per person).

