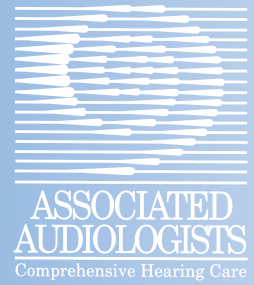


HEARING

YOUR BEST



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

Spring 2006

ALL DIGITAL HEARING AIDS AREN'T CREATED EQUAL

Here's What You Need to Know About the Latest Technology



Most people who wear hearing aids believe that if they are wearing digital, they are wearing the best. The fact is that while digital hearing aids are far superior to older analog hearing aids, not all digital hearing aids are created equal. Digital hearing aids come in at least three performance categories from all manufacturers including premium, mid-range and basic. Although they are all digital by design, each category performs differently based on how the technological features of the microchip are programmed.

PREMIUM digital hearing aids are best suited to those who are frequently in noisy environments. They have multiple channels and the greatest number of programmable features. The more challenging the hearing environment (such as background noise), the greater your need is for premium digital technology. Deciding factors include the severity of your hearing loss, the type of lifestyle you lead – highly active or relatively inactive – and, most importantly, what can you afford? Premium aids have the most accurate sound reproduction, which automatically enhances speech

sounds in the presence of noise and the most advanced noise reduction and feedback control. Most feature dual microphones with directional capabilities that can identify, analyze and reduce noise sources as you move from one environment to the next.

MID-RANGE digital hearing aids work well if you are occasionally in background noise. They are also popular not only because of their moderate prices, but for their original digital features. Many of today's mid-range hearing aids were the most advanced digital technology when digital first revolutionized the industry. Mid-range technology provides excellent sound quality in most, but not all, listening situations. Many of these hearing aids come equipped with feedback and noise reduction, as well as speech enhancement for clarity of soft sounds; however, mid-range does not have some of the various programming capabilities of the premium models.

BASIC VALUE digital hearing aids work best if you are rarely in situations with background noise.

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DIGITAL HEARING INSTRUMENTS

Six important questions:

1. How many channels does it have? What do I need?
2. What type of Automatic Signal Processing compression does it use? What type would best suit my lifestyle?
3. How many memories does it have? How many various listening situations do I encounter?
4. Does it come with a remote control? Do I need a remote control?
5. Does it offer multiple or directional microphones for hearing in noise?
6. Is it FM compatible? Do my listening situations indicate I would benefit from hearing aids with FM compatibility?

HEARING YOUR BEST

PATIENT PROFILE – BERT BERKLEY

HEARING AIDS KEEP BERT BERKLEY ACTIVE IN THE BOARD ROOM

As chairman of the board at Tension Envelope, Kansas City businessman Bert Berkley knows how critical his hearing is to effective communication, whether it's in the board room, at home or at social functions.

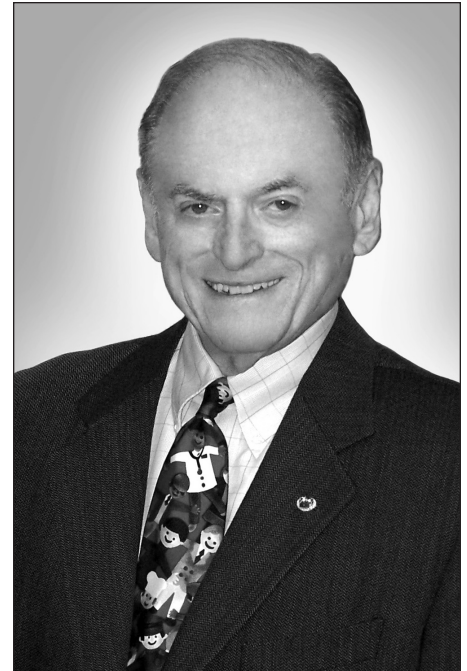
"Several years ago I was at home when I received a call from an associate in Minneapolis," Berkley relates. "My wife, who also was involved in the conversation, said I kept asking the person to repeat each question and answer. That was when I realized there was something wrong with my hearing."

The next day Berkley saw his doctor, who referred him to Jim Wise, Ph.D., C.C.C.A., at

Associated Audiologists, Inc. "Bert had a significant high-frequency hearing loss that was making it difficult for him to communicate in many business situations," Dr. Wise explains.

To reduce background noise, Dr. Wise recommended two state-of-the-art digital hearing aids for Berkley. "This is an important feature for someone like Bert who is often involved in meetings and negotiations," Dr. Wise adds. "To be effective, he needs to clearly hear the conversations going on around him."

Berkley, who also is an active member of many business and community organizations and is an avid outdoorsman, adds that the



Associated Audiologists staff has been a valuable asset to him. "Jim and his associates are outstanding. They know what they're doing and they're always helpful. They do a superb job."

DIGITAL HEARING AIDS *continued from page 1*

They provide good sound quality for hearing needs such as watching TV or listening in one-on-one conversations. Some of the newest models even perform better in more challenging hearing environments such as background noise. Basic value hearing aids are a good choice for less active individuals or those needing to limit the cost.

Most digital hearing aids come with low battery "beep-tone" indicators and some with wax guards to protect your hearing aids from costly repairs. Some even come with remote controls. All are available in the Completely-in-the-Canal (CIC), In-the-Canal (ITC), In-the-Ear (ITE) and Behind-the-Ear (BTE) traditional and open styles. The range of cost from Basic to Premium is \$750 - \$2,895.

For more help selecting the best digital technology for your needs, contact one of our three offices today.

Olathe 913-829-0891 **Overland Park** 913-498-2827 **Prairie Village** 913-262-5855

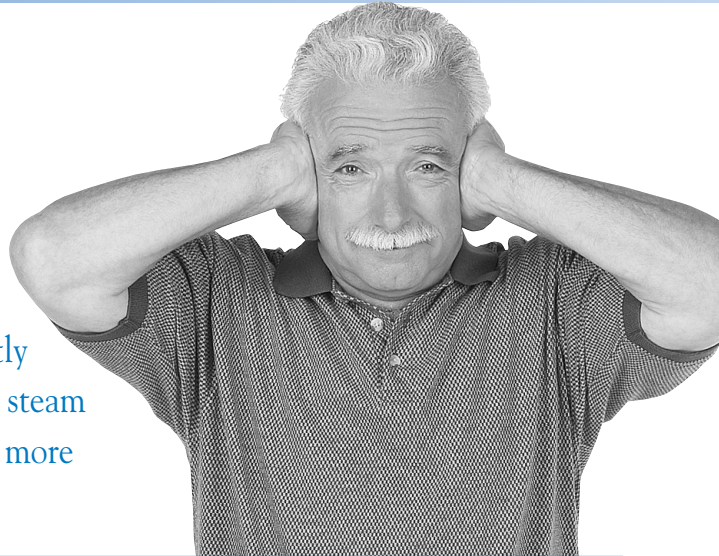
DIGITAL TECHNOLOGY

User Benefits:

- The preciseness of digital computer technology
- Availability of Automatic Signal Processing circuits.
- Remote control (available on some models).
- Multiple memories for various listening situations.
- Multiple circuit options within a single instrument which achieve different sound qualities.
- Automatically achieves more volume for the soft, high frequency sounds and less volume for the more intense, low frequency sounds.
- Capable of retaining the patient's complete audiometric file and preferred listening program for various environments.
- Ability to readjust your prescription should your hearing loss change.

TINNITUS

We've all experienced a ringing in the ears after exposure to a loud noise. Typically, the ringing may last a few minutes or even hours, but eventually it fades. Now imagine that the ringing or noise doesn't fade. You constantly hear something that sounds like buzzing, crickets, locusts or steam escaping from a radiator. That's what tinnitus is like for the more than 12 million Americans who have this condition.



What Causes Tinnitus?

Exposure to loud noise is the most common cause of tinnitus. However, in a small number of patients tinnitus may be due to a medical condition. Certain medications also may cause tinnitus, but the problem usually dissipates once the person stops taking the drug. For other patients, there is no known cause for tinnitus.

To rule out any serious medical problem that could be associated with tinnitus, we recommend you first visit your medical doctor. The next step is to have a complete audiological and tinnitus evaluation. This will help establish your baseline hearing level and can be used to determine the pitch and volume level of the tinnitus. This information is necessary to determine the most effective method for treating tinnitus.

How is Tinnitus Treated?

Although there is no cure for tinnitus, there are several treatments that may provide some relief. Not every treatment works for everyone, so you may need to try several to find the right one for you.

- **HEARING AIDS.** Many people with tinnitus also have a hearing loss. For some people, wearing a hearing aid makes it easier and more comfortable to hear typical environmental sounds – such as people talking, traffic and music-making tinnitus less noticeable.

- **MASKERS.** Maskers are small electronic devices worn like hearing aids that produce a soft sound to make tinnitus less noticeable. Maskers do not make tinnitus go away, but they make the ringing or roaring seem softer.
- **MEDICINE OR DRUG THERAPY.** Some medicines may ease tinnitus. If your doctor prescribes medicine to treat your tinnitus, he or she can tell you whether the medicine has any side effects.
- **TINNITUS RETRAINING THERAPY.** This treatment uses a combination of counseling and maskers. Audiologists can help you learn how to cope with the frustrations of tinnitus.
- **COUNSELING.** Depression sometimes occurs as a result of the stress from tinnitus. Talking with a counselor or people in tinnitus support groups may be helpful.

- **BIOFEEDBACK.** This has become a popular treatment for tinnitus. Learning how to relax is very helpful if the noise in your ears frustrates you. Stress may make tinnitus seem worse. By learning how to relax, you have a chance to rest and better deal with the sound.

To find out how Associated Audiologists can help you manage your tinnitus, be sure to speak with your audiologist. He or she will want to be certain to consider your personal needs when evaluating your hearing or recommending treatment.

For more information on tinnitus, contact any of our three offices or visit us on the Web at www.hearingyourbest.com. Other sources of information include the American Tinnitus Association at www.ata.org and the Hearing Loss Association of America at www.hearingloss.org.

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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MAY IS BETTER HEARING AND SPEECH MONTH

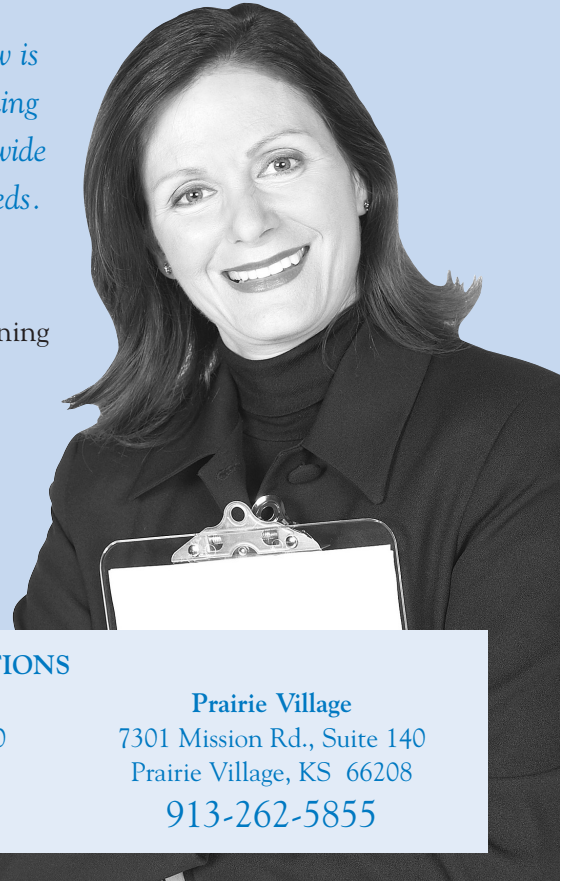


THIS COULD BE THE PERFECT TIME TO “TRADE UP” TO NEW HEARING AID TECHNOLOGY WITH OUR ANNUAL OFFER!

If your hearing aid is three to five years old, or even older, now is an excellent time to ask yourself, “How’s my hearing aid working for me?” Advances in hearing aid technology have given us a wide range of options to meet every patient’s budget and hearing needs.

The most recent changes include open fitting (non-occluding) hearing aids, hearing aids that automatically switch between listening environments and hearing aids designed to work with today’s sophisticated cell phones.

During the month of May, schedule a complimentary hearing aid consultation. One of our university trained audiologists will help you evaluate whether you may benefit from the latest in hearing aid technology.



THREE CONVENIENT LOCATIONS

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Help Someone Else When You Purchase a New Hearing Aid!

Do you have old hearing aids at home that you don’t know what to do with? Trade your old hearing aid in for any new digital hearing aid during the month of May, and receive \$200 OFF YOUR PURCHASE.

In turn, Associated Audiologists will donate your old hearing aid to a national organization called HEAR NOW. HEAR NOW takes used hearing aids and sells them to a repair lab. The money generated through these sales is used to purchase hearing aids for individuals and families with limited financial resources.

(\$200 off is limited to one hearing aid per customer. However, we will be happy to recycle your old hearing aids and donate them to HEAR NOW on your behalf).



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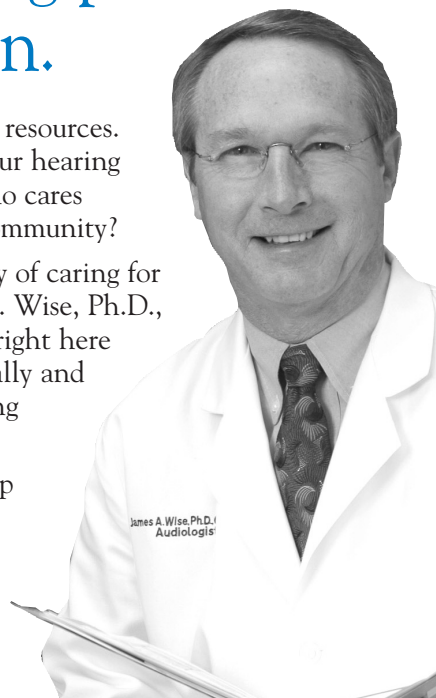
HEARING YOUR BEST

Choose the hearing professionals you can depend on.

Your hearing is one of your most precious resources. So don't you owe it to yourself to trust your hearing to someone with experience, someone who cares about you, someone who is part of your community?

Associated Audiologists has a long history of caring for Kansas City's hearing health. Dr. James A. Wise, Ph.D., C.C.C.-A., founded the practice in 1985 right here in Kansas City. Today, he also is a regionally and nationally recognized expert in the hearing healthcare field.

So if you, or someone you love, needs help hearing their best, don't rely on discount chains or marketing gimmicks. Choose the hearing professionals your friends, neighbors and relatives depend on. *Choose Associated Audiologists.*



James A. Wise, Ph.D.,
Audiologist

Attend Our Next FREE Educational Consumer Seminar

FEATURING

*James A. Wise, Ph.D., C.C.C.-A. and
Dave Nissen, M.A., C.C.C.-A.*

**Tuesday, May 23, 2006
11 a.m. to 1 p.m.**

**Prairie Village,
Address to come
More Address to come**

Call 913-262-5855 to register.

**Call today or visit
our Web site
www.hearingyourbest.com
to make reservations!**

Presented by *Associated Audiologists, Inc.*,
Caring for Kansas City's Hearing
Since 1985.

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



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HEARING YOUR BEST



Getting The Most From Your Hearing Aid

Hearing Perks is a free education and rehabilitation program we offer exclusively for our patients and their loved ones. During each session we help you develop communication skills and techniques that may enhance satisfaction with your hearing aid. Mark your calendar today for these upcoming “Hearing Perks” programs.

Olathe, 13025 S. Mur-Len Rd., Suite 220

Wednesday, June 21, 10 to 11 a.m.

Wednesday, July 19, 10 to 11 a.m.

Thursday, Aug. 17, 10 to 11 a.m.

Overland Park, 12330 Metcalf Ave., Suite 560

Thursday, June 8, 1:30 to 2:30 p.m.

Thursday, July 13, 1:30 to 2:30 p.m.

Thursday, Aug. 10, 1:30 to 2:30 p.m.

Prairie Village, 7301 Mission Rd., Suite 140

Wednesday, June 7, 1:30 to 2:30 p.m.

Wednesday, July 5, 1:30 to 2:30 p.m.

Wednesday, Aug. 2, 1:30 to 2:30 p.m.

*To join us, call Associated Audiologists, Inc.
at any of our three offices.*

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