

Hearing Your Best

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INFORMATION FROM

Associated Audiologists, Inc. *"Hearing Your Best for Life"*

Associated Audiologists Keeps Len Dawson at the Top of His Game

If there's one name in Kansas City that's synonymous with football, it's Len Dawson, the Hall of Fame Quarterback who led the Chiefs to victory in Superbowl IV over the Minnesota Vikings.

But Len is a man of many talents. Since retiring from pro football in 1975, he's put his on-field experience to work for fans as one of the nation's first and most popular sportscasters.

Not only did he serve as Sports Director for local ABC affiliate Channel 9, but he's known for his role on "Inside the NFL," and also has been a color analyst for NFL games and a commentator for the Chiefs Radio Network.

In 2012, he earned a second spot in the Pro Football Hall of Fame as the recipient of the Pete Rozelle Radio-Television Award, one of just three individuals inducted into the hall for achievements on the field and in the broadcasting booth.

Now Len has announced he is officially retiring from his broadcasting duties, inspiring the Chiefs to officially name their broadcasting booth in his honor.

"Len is a long-time patient of Associated Audiologists

and someone we all have been honored to help with his hearing health care needs, whether he's watching the game in his own living room, or he's on the field providing play-by-play analysis," said Tim Steele, Ph.D., FAAA, President, Associated Audiologists.

"We want to congratulate him on his outstanding career and his retirement."

Len admits that when he began having problems hearing more than a decade ago, he hoped it would just go away ... but it didn't.

"I probably put up with my hearing loss for three or four years before I did anything about it," Len said.

And though it was important for Len to hear

his colleagues in the newsroom and on the field, it was even more important for him to be able to hear and understand his wife and family.

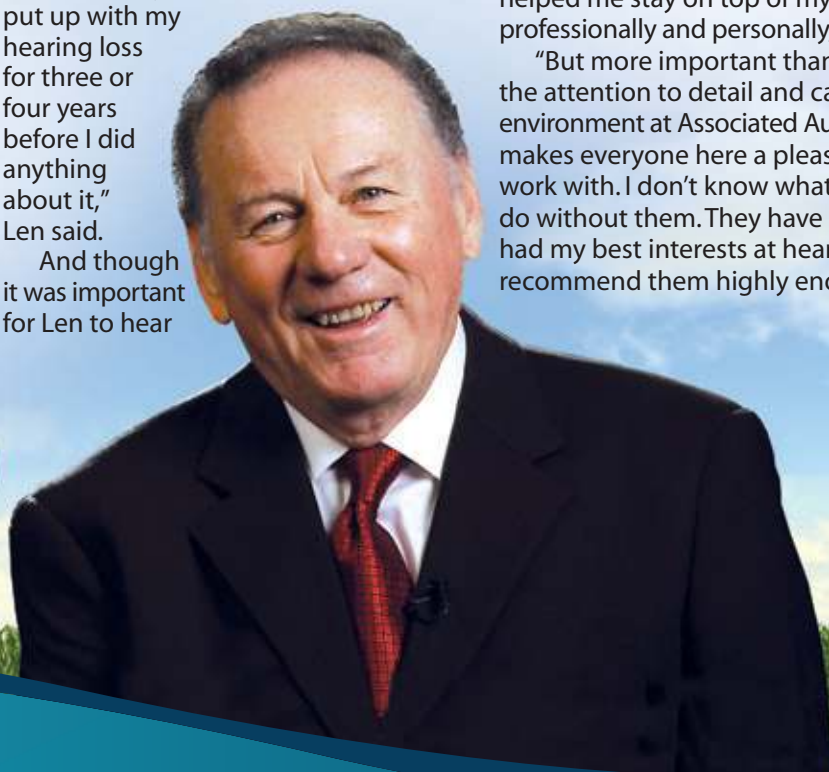
"If my wife was in another room, I couldn't hear what she was saying," Len said. "And, I had problems hearing in crowded restaurants and on the phone."

A friend recommended Associated Audiologists to Len, and he's been a loyal patient ever since, upgrading his hearing aids to new technology when needed.

Today, he wears two mini open-fit digital hearing aids, and says the staff at the practice's Prairie Village Clinic treats him like family.

"Wearing hearing aids has definitely helped me stay on top of my game professionally and personally," Len said.

"But more important than that, the attention to detail and caring environment at Associated Audiologists makes everyone here a pleasure to work with. I don't know what I would do without them. They have always had my best interests at heart. I can't recommend them highly enough."





Hear Here...

By Tim Steele, Ph.D., FAAA, President,
Associated Audiologists, Inc.

One of the richest aspects of working at Associated Audiologists is that we have the opportunity to develop relationships with many of our patients. Someone said to me the other day how rewarding it must be to help people hear again; although extremely gratifying, it pales in comparison to the benefits we gain from getting to know our patients.

Recently, I had the honor of attending the funeral service of the Rev. Al Hager. Rev. Hager and his wife, Dot, have been long-time patients who have enriched the lives of those they know. I went to the service with Dr. Jim Wise and Dr. Linda Erickson, who have both worked with this lovely couple.

At the conclusion of the service, we marveled at how one person can have such a rich life ... served in WWII, got married, motorcycled and biked across Europe, went to seminary, raised a family, started Asbury United Methodist Church from the ground up, refurbished classic MG cars, changed lives, and continued pastoring into "retirement" in New Zealand for a year, and at Lake Quivira for over 20 years. There wasn't a dry eye in the church as two young officers presented Dot the United States flag. It reminded me again about our "greatest generation."

That evening, my daughter Caroline celebrated her 16th birthday with friends. She decided to have a "give back" party where she and her friends collected supplies and packaged up health kits for victims of the recent hurricanes in Texas, Florida and the Caribbean.

One of her friends, Anna, attended. Anna was a gymnast who was paralyzed after an accident during practice. This hasn't stopped her. She has started a foundation that raises money for people who need medical help, while promoting student involvement and good grades. Her website is www.gradesformeds.com. Anna wrote a check from her foundation, which helped pay for shipping the 150 health kits they assembled during the birthday party. Amazing.

There are still good things happening in this unpredictable world, and most importantly, there are really good people. This next generation is kind, accepting, thoughtful and involved. Like Rev. Hager and his wife, Dot, they are on track to lead rich and fulfilling lives. I'm moved that this type of outlook on life means you aren't afraid to live life large and pursue what you should to continue to be your best.

This is what impresses me about the great people we get the pleasure to serve at Associated Audiologists. You aren't letting hearing loss, tinnitus, dizziness, or balance problems stop you. You aren't afraid to embrace help and technology so you'll be your best. This newsletter is dedicated to all those inspirational patients, like Rev. Hager, Dot, Len Dawson and Charlotte Stevenson, who will soon celebrate her 100th birthday. It's also dedicated to the next generation, like Anna, who I know will continue to do good things. Thanks for the privilege of working together.



Caroline and her friend Anna.

Changes Coming to Our Northland Clinic

Changes are coming to our Northland Clinic with the upcoming marriage of Lindsey Pacey, Au.D., FAAA, audiologist, to her fiancé, Grant Stephenson. Dr. Pacey and Grant plan a January 2018 wedding. Following their wedding, the couple will make their home in Hayes, Kan.

With Dr. Pacey's departure, **Katie Petrosky, Au.D., FAAA**, audiologist, who is already in our Northland Clinic, will assume responsibility for all patients seen at this office, assisted by Alisha's continued support at the front desk.

"Please join us in wishing Dr. Pacey and Grant all the best," said Tim Steele, Ph.D., FAAA, President, Associated Audiologists. "She has done an outstanding job caring for patients at our Leavenworth and Northland Clinics, but we know you will find Dr. Petrosky a superb audiologist who will continue to provide the high-quality and personable service you've come to expect."



Dr. Petrosky

To schedule an appointment with Dr. Petrosky, call Alisha at our Northland Clinic, 816-442-7831.

Staying Connected is Key to a Long Life for Charlotte Stevenson

When Charlotte Stevenson celebrates her 100th birthday Jan. 2, 2018, she'll be able to enjoy the sounds of her family and friends wishing her well, thanks in large part to the care she's received at Associated Audiologists.

A long-time patient of the practice, she began seeing Jim Wise, Ph.D., FAAA, founder, more than 25 years ago. "My mother first started experiencing hearing loss in her 70s," said Mary Anne Demeritt, Charlotte's daughter.

After Dr. Wise retired, Charlotte transitioned her care to Tim Steele, Ph.D., FAAA, President.

"Everyone at the practice is always so kind and patient with my mother," Mary Anne added. "They're very friendly and helpful. My mother especially enjoys talking with Tanja and Dr. Steele at the Overland Park Clinic."

Charlotte is a very social person who now lives at Lakeview Village. Through the years, she has come to rely on her hearing aids to help her stay in touch with friends and family, wishing every child, grandchild and great grandchild a happy birthday.

"It's really important for my mom to be able to connect with people, and Associated Audiologists has been able to help her continue to do that," Mary Anne said. She also enjoys listening to the Kansas City Royals. "Without her hearing aids, my mother would be lost!"

Charlotte's Secrets to Living to be 100...

Charlotte Stevenson will soon be a member of an elite group of Americans called centenarians. In fact, the U.S. Census Bureau says just 0.02 percent of the population, or 55,000 people, will live to be 100 this year.

What's Charlotte's secret to living a long and active life?

- > **Genetics** – Charlotte's father lived until age 99, and her mother until age 94.
- > **Think positive** – Charlotte's daughter, Mary Anne, said her mother has always been a positive person, and she believes wearing hearing aids has helped contribute to that.
- > **Don't smoke** – Charlotte never smoked and overall, has lived a healthy, active lifestyle, gardening, traveling and taking water aerobics well into her 80s.
- > **Keep your mind active** – Long after she retired, Charlotte took a writing class, penning short stories about her life to share with her family.



Charlotte, center, with great-grandchildren Graham and Quinn.

A Unique Club with Benefits



To celebrate our patients who are centenarians, Associated Audiologists is starting a new program in 2018 called the **Century Club**. Our patients who turn 100 will receive free batteries for their hearing devices, plus a birthday greeting from our team.

Congratulations to Charlotte and all our Century Club members!



Find us on facebook.
www.facebook.com/hearingyourbest

What Do Professional Credentials Mean?



As audiologists, we use a lot of abbreviations to indicate our level of education and certifications. Plus, patients see a wide range of medical providers today who manage their healthcare.

Here's the rundown on the importance of each professional, and how they help you hear your best.

Audiologist

An audiologist is a degreed professional who specializes in the diagnosis and non-medical treatment of hearing loss, tinnitus, and balance disorders.

Audiologists can:

- > Evaluate and diagnose hearing loss
- > Recommend, service and adjust hearing aids
- > Recommend and provide assistive listening devices (products to enhance telephone conversations, television viewing, etc.)
- > Diagnose and treat dizziness and balance disorders
- > Provide tinnitus assessment and management
- > Provide education regarding the effects of noise on hearing and prevention of hearing loss
- > Deliver counseling and aural rehabilitation (counseling, education, auditory training/exercises)
- > Make medical referrals to a physician when appropriate for issues such as ear pain, drainage from the ear, sudden hearing loss, cochlear implantation, etc.

The abbreviations you commonly see connected to an audiologist's name include:

- > **Au.D.** – Au.D. is the abbreviation for Doctor of Audiology. Beginning in 2007, many states adopted the Au.D. as the entry level degree required to practice audiology. To obtain an Au.D., you must earn a bachelor's degree and complete four years of graduate school. An audiologist also may have a doctorate of philosophy, or Ph.D., which indicates a research and/or clinical research degree focused on audiology.
- > **CCC-A** – CCC-A stands for Certificate of Clinical Competency in Audiology. This is a voluntary certificate issued by the American Speech-Language-Hearing Association (ASHA). Professionals who have been awarded the CCC-A have completed a rigorous academic program and a supervised clinical experience and have passed a national examination.
- > **FAAA** – FAAA is the abbreviation used to designate those audiologists who are Fellows of the American Academy of Audiology. The American Academy of Audiology is the world's largest professional organization of, by and for audiologists and is dedicated to providing quality hearing care services through professional development,

education, research and increased public awareness of hearing and balance disorders.

Hearing aid dispenser

There is a vast difference between the training, education and expertise of an audiologist and a hearing aid dispenser. A hearing aid dispenser can perform basic hearing tests and can sell and service hearing aids, but their scope of practice is much more limited than an audiologist's. The designator or credential for a hearing instrument dispenser or specialist is HIS (i.e., John Doe, HIS). You may also see the designation BC-HIS, which stands for board certification in hearing instrument science. This recognizes completion of a national examination.

Physician, nurse practitioner or physician's assistant

These are the medical professionals you typically see for primary care, such as your family doctor, or specialty care, such as an ear, nose and throat doctor. Physician's credentials are usually M.D. (allopathic medical doctor), or D.O. (doctor of osteopathic medicine). Nurse practitioners are usually designated by the credentials F.N.P. (family nurse practitioner) or A.P.R.N. (advanced practice registered nurse). Many nurse practitioners also are earning their doctorates and are designated as D.N.P. (doctorate nurse practitioner). Physician's assistants are designated as P.A. Other subspecialist physicians (M.D. or D.O.) you might see for your hearing or balance include:

- > **Otolaryngologist (ENT)** – An otolaryngologist specializes in treating ear, nose and throat problems.
- > **Neurotologist** – A neurotologist specializes in treating



neurological disorders of the ear.

- > **Otologist** – An otologist specializes in surgical treatment of inner ear disorders.

Each of these providers can refer to an audiologist if they believe you have a hearing-related need with which we can help.

Likewise, we often refer patients to these specialists if we detect an issue we believe should be investigated more closely. A common designator seen with physicians who also provide surgical procedures is F.A.C.S., which stands for Fellow of the American College of Surgery.

Associated Audiologists has the largest group of doctoral-level audiologists of any practice in the Midwest. Each member of our team has earned a doctoral degree, has achieved certification and is a fellow of the American Academy of Audiology. This indicates our commitment to the profession, and to provide you with the highest level of care.

"Healthcare today is very complex," said Tim Steele, Ph.D., FAAA, President, Associated Audiologists. "If you have questions about how we can help you, just ask. We appreciate the opportunity to explain our profession and look forward to helping you hear your best."



**ASSOCIATED
AUDIOLOGISTS**

We are on a mission:

To improve lives
through comprehensive
audiology care.

Important Notice!

Loss and Damage Coverage

Hearing aids often come with coverage for loss and damage. Don't forget to ask your audiologist about it if your hearing aid goes missing.

Filing a claim is easy and requires the payment of a deductible, often ranging from \$300-\$400. The manufacturer will replace your hearing aid in its entirety and the original device becomes void. This means the missing aid, if found, cannot be repaired or serviced by the manufacturer any longer.

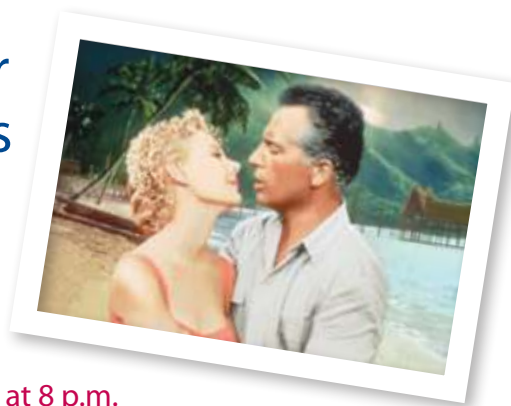
Practice Donates Batteries

Associated Audiologists recently donated hearing aid batteries to Woodland Public Charity. Our practice has worked closely with this organization in the past, traveling to Guatemala to help patients in need of audiology care. Woodland Public Charity also is collecting supplies for delivery to Mexico City to assist with disaster relief efforts following the recent earthquake.

For more information, visit www.woodlandcharity.org.



Practice to Sponsor the Best of Rodgers & Hammerstein: Some Enchanted Evening



Friday and Saturday, January 19-20 at 8 p.m.

Sunday, January 21 at 2 p.m.

Helzberg Hall | Kauffman Center for the Performing Arts

Celebrate the golden age of Broadway when New York Pops Music Director Steven Reineke brings the legendary music of Rodgers and Hammerstein to life. Don't miss this memorable program of musical favorites from Oklahoma!, Carousel, South Pacific and many more, along with your Kansas City Symphony and Chorus.

For tickets, call (816) 471-0400 or visit www.kcsymphony.org.

STAFF NEWS



Happy 5th Anniversary!

Congratulations to our terrific team in our Manhattan Clinic on their fifth anniversary serving the community. Originally staffed by Sam Gillespie, Au.D., **Sarah Schotte, Au.D.**, now sees our patients there, and is assisted by Kelly at the front desk. Dr. Gillespie relocated last spring to Omaha, Neb., to be closer to family.



Dr. Schotte

"Thanks to all our Manhattan patients for your loyalty and the opportunity to serve you," Dr. Steele said. "We're very appreciative of all the hard work Dr. Gillespie did with this clinic initially, and the great job Dr. Schotte is doing now."

More Anniversaries...

Congratulations to two members of our administrative team, **Kelly** and **Eileen**, on celebrating their five-year anniversaries with us. Kelly is our administrative professional who assists Dr. Schotte with patients at the front desk in our Manhattan Clinic, and Eileen is our lead administrative professional at our Shawnee Mission Clinic.

Dr. Steele Selected to Serve on ADA Board

Tim Steele, Ph.D., FAAA, has been elected to serve on the Academy of Doctors of Audiology (ADA) Board of Directors as a Director-at-Large. He will work with the board and other audiology professionals to lead the organization. He looks forward to continued legislative efforts to promote the Audiology Patient Choice Act and to serve this forward-thinking organization.



Dr. Steele



Audiologists Attend ADA Convention

Recently, **Dr. Steele**, along with **Julie Steele**, Director of Operations, **Stacey Baldwin, Au.D., FAAA**, and **Lisa Battani, Au.D., FAAA**, attended the national Academy of Doctors of Audiology Conference in Uncasville, Conn. While there, they participated in sessions on everything from legislative leadership to the latest in hearing aid technology, as well as managing dizziness and balance issues and tinnitus.

Dr. Steele Participates in Kansas Leadership Conference

Dr. Steele attended a three-day intensive leadership training program at the Kansas Leadership Center, Wichita, Kan. He represented the Overland Park Rotary Club as part of a Rotary leadership grant. During the training, he learned important skills necessary to lead in today's highly competitive workplace environment, and also was able to connect with fellow leaders in the state from all walks of life.

Practice Sponsors KSHA Research

Associated Audiologists sponsored the session Audiology Research in Kansas at the recent Kansas Speech-Language-Hearing



Association state meeting. Jonathan Mikhail, Au.D. student, Wichita State University, presented "Best Communication Practices for the Hearing Impaired and Its Correlation with Student Communication Tactics." Goldie Pappan, BA, Au.D. student, University of Kansas Medical Center, presented "Electrophysiological Measures and Speech in Noise Testing as Means of Quantifying Noise Exposure in Normal Hearing Listeners." **Drs. Dave Nissen** and **Dana Jacobson**, Associated Audiologists, presented awards at the conclusion of their presentations.

Red Scarf Project

Associated Audiologists' patients, along with Sarah Mediavilla, Au.D., FAAA, audiologist, and Terri Phillips, medical transcriptionist and claims assistant, again will be donating hand-knitted or crocheted scarves to the Red Scarf Project this holiday season.



The Red Scarf Project is a multi-faceted charity program that benefits foster children once they "age out" of the system and go to college. The organization accepts donations of hand-knitted or crocheted red scarves, which are given to the college-age students on Valentine's Day each year.

They also provide these students with an emergency fund donation program and book money. The project has delivered over 20,000 scarves to foster youth in college and training programs across the U.S. since they began the Valentine Day packages in 2005. The practice is assisting with this project by covering the cost of shipping for the scarves.

Associated Audiologists also supports work with a local nonprofit group called Youthrive assisting foster youth as they age out of foster care transitioning to adulthood and who continue to need support, structure, and guidance. To learn more about the outstanding work of this organization and how you might become involved, visit their website at www.youthrive.org.

If you knit or crochet, or know someone who does and would like to participate in the Red Scarf Project, contact Terri for more information at 913-403-0018.

You can find project details and patterns at:
<http://www.fc2success.org/how-you-can-help/red-scarf-project/>

Question:

Even with my new hearing aids, I still have problems hearing and understanding my family and friends. Is there anything else I can do?

Answer:

Absolutely. Even though hearing aids have made amazing technological advances, there are still some types of hearing loss that need additional support.

Auditory training can be a great way to develop neural connections for better listening skills to maximize how well you do with your hearing aids. Customizable Learning: Exercises for Aural Rehabilitation (cLEAR) is a new and innovative three-month program researched and developed at Washington University in St. Louis that uses computer-based exercises to improve listening skills.

This program has established lesson plans that are customized for your needs to help you hear better in the areas or situations that matter most to you. You will work with a doctoral-level audiologist who will correspond with you and keep track of your progress.

These user-friendly activities can be a fun way to improve your listening skills and exercise your brain. For a \$150 three-month subscription, this program acts like "physical therapy" for the brain, working in conjunction with hearing aids to help you hear your very best.

To see if cLEAR could improve your communication skills and help you hear better, talk with your audiologist.

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Important
information
about hearing
and balance
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audiologist.

Hearing Your Best

Looking for the Perfect Holiday Gift for that Special Person on Your List?

We've Got You Covered!

Premium-level hearing aids, including the Widex Beyond, Widex Dream and ReSound LINX3, have exciting technology available to improve hearing when talking on the phone,

listening to the TV or communicating with family and friends in complex environments where there is background noise or the listener cannot clearly see the speaker's face. These devices utilize wireless

connectivity and Bluetooth accessories to improve the listening experience.

Three innovative accessories include a remote mic (or spouse mic) that streams the conversation partner's voice directly to the hearing aids; a television listening device that streams program sound directly to the hearing aids; and a device that streams calls and music directly to the hearing aids. Each of these is sold separately, and can improve listening enjoyment and hearing aid performance significantly.



One of our doctoral-level audiologists can help determine the best device for that special person on your gift list.



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