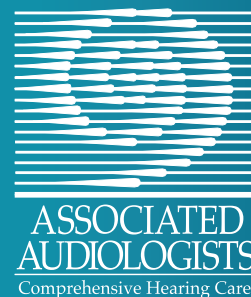


Hearing Your Best

Fall 2014 • Vol. 14, Issue 3



INFORMATION FROM

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

Now in the Northland!

Associated Audiologists has opened a new clinic in the Northland.

Lainey Lake, Au.D., FAAA, is the audiologist dedicated to this office. Her services include:

- Diagnostic hearing testing
- Digital hearing aids in a wide range of styles and costs
- Hearing aid service and repairs
- Tinnitus

"We're very enthusiastic about expanding to the Northland," says Tim Steele, Ph.D., FAAA, President of Associated Audiologists. "We have a large number of patients who currently drive to one of our other offices to see us. This location will be much more convenient for them. Our practice model focuses on personal and individualized care to help each patient choose the technology that best meets their needs, goals and budget, helping them communicate better."

Call 816-442-7831 to schedule an appointment with Dr. Lake at our new Northland Clinic!

Embassy Park Professional Building
8350 N. St. Clair Avenue,
Suite 175
Kansas City, Missouri
(near Saint Luke's North
and the Zona Rosa
Shopping District)

Dr. Lainey Lake Joins Associated Audiologists, Inc.



You might say that helping people communicate better runs in the family for Lainey Lake, Au.D., FAAA. "My mother was a speech pathologist, which led me to pursue a career in the medical field," Dr. Lake says.

"After I took my first audiology course, I knew this was what I wanted to do for the rest of my life because it came so naturally to me. I am motivated to help people improve their quality of life through better hearing."

Dr. Lake, who is originally from the Kansas City area, earned her doctor of audiology degree from the University of Kansas Medical Center and a bachelor's of communication sciences and disorders from Western Illinois University.

She performed her externship with Associated Audiologists, then following graduation relocated to Mount Pleasant, South Carolina to work with Advanced Hearing Care.

"I had a great opportunity to grow as a professional in South Carolina and bring everything I have learned back here to start my permanent career at Associated Audiologists," Dr. Lake says. "The practice's patient-centered care aligns with my own values and philosophy."

Dr. Lake is a member of the American Academy of Audiology and the American Speech-Language-Hearing Association.

She is recently married and enjoys playing soccer, running with her dog and cheering on her favorite NFL team, the Kansas City Chiefs.



Hear Here...

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

This issue is dedicated to my friend and mentor, Dr. James A. Wise. Each of us can probably identify one individual who has had a profound impact on our lives. Dr. Wise has been that and more to me. I clearly remember the day when I first met him as a student while completing my clinical training with the Olathe School District audiologist. We consulted with Dr. Wise about a special system to help one of the students with hearing loss. In his characteristic passion, he worked diligently for a viable option to help. I later completed my clinical fellowship under his supervision and traveled with him to Calcutta, India, providing much-needed audiology services to the underserved. This experience was a life-changing event that continues to positively ripple through my life.

Dr. Wise puts patients first, values relationships, expects excellence, gives of himself, and is generous to those in need. It's difficult to summarize in the brief space of this column the large and profound influence Dr. Wise has had on me. He encouraged me during my father's terminal cancer, inspired me to pursue a Ph.D., trusted me with his practice, and probably most important...believed in me.

I would be remiss not to mention the invaluable lessons I've also learned from Carody Wise. Carody is thoughtful, well-spoken, honest, hard-working, and devoted. Her counsel and friendship have, and always will be, invaluable to Julie and me. Thank you Jim and Carody!

For those of you who have been directly or indirectly touched by Dr. Wise and Carody, you must know that the staff of Associated Audiologists, Inc. and I remain committed to the principles under which they established and operated this practice. We value your loyalty to local and family-owned businesses like ours, and we will retain that trust through our dedication to you and those you love who live with hearing loss, tinnitus, sound sensitivity, dizziness, and vertigo.

Dr. Battani Pursues Passion for Audiology

With more than 20 years of experience as an audiologist, Lisa Battani, Au.D., FAAA, is the newest member of the Associated Audiologists team.



Dr. Battani is now serving as the practice's Hearing Aid Program Director and is seeing patients at the practice's Shawnee Mission Clinic.

"I love being an audiologist and I am so fortunate to have found such a wonderful career," Dr. Battani says. "It is a great combination of all the things I enjoy—allied health, psychology, business and technology. To be able to combine those into a profession that changes people's lives is just the most rewarding experience I can describe."

Prior to joining Associated Audiologists, Dr. Battani served as the regional sales manager for Widex USA, Inc. In her role, she often worked with the practice, assisting with challenging cases and educating staff on the latest technology.

"I had the opportunity to work with some patients in my previous position," Dr. Battani says. "But I really missed being able to establish long-term relationships with my own patients. I look forward to that in my new role, and I am very excited to join a group that is so well respected and admired. I love how the practice takes care of its patients. Everyone here is kind, caring and knowledgeable. They treat their patients like gold."

Before joining Widex, Dr. Battani worked as an audiologist with CIGNA Healthcare of Arizona, Mesa and Phoenix, Ariz. She earned her doctorate in audiology from Central Michigan University/Vanderbilt University Distance Learning Program and performed a fellowship with the Mayo Clinic. She received her master's and bachelor's of arts degrees in audiology from the University of Northern Iowa, Cedar Falls, Iowa.

Dr. Battani is a frequent presenter at area conventions and conferences. She is a member of the American Speech and Hearing Association, the American Academy of Audiology, and serves as secretary of the Kansas City Society of Audiology.

She also is looking forward to working in a practice close to her home. "My territory with Widex covered all of Missouri and Kansas, so I did a lot of traveling," Dr. Battani says. "A piece of me craves more attachment to my community and the opportunity to connect with my patients."

Dr. Battani resides in Leawood, where she enjoys spending time with family, as well as a wide range of outdoor activities, including running, hiking and biking. A native of Johnston, Iowa, the University of Northern Iowa graduate loves cheering on her favorite college team, the Panthers.

To schedule an appointment with Dr. Battani in our Shawnee Mission Clinic, call 913-403-0018, or visit www.hearingyourbest.com for more information.

Red Scarf Project

Terri Phillips, medical transcriptionist with Associated Audiologists, also owns a yarn shop called Mystic Knits. Each year, Terri selects a community service project to participate in, and for 2015, she has chosen the Red Scarf Project.

"The Red Scarf Project is a multi-faceted charity program that benefits foster kids once they 'age out' of the system and go to college," Terri explains. "A close friend of mine was a foster child, so this is a cause near and dear to my heart." The organization accepts donations of hand-knitted 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 a book club.

The Red Scarf Project also is something important to Sarah Mediavilla, Au.D., FAAA, audiologist, who has made scarves for the project over the past two years. "As I knit or crochet each scarf, I think about the student who will receive the package and hope they know that someone is thinking about them and wishing them well." Dr. Steele and his wife Julie are also very fond of the project. They have been involved in the Kansas foster-to-adopt program. Their youngest daughter Kate, who is now 5 years old, was adopted through their involvement with the Kansas Foster Care Program.

The Red Scarf 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. Terri will be collecting red scarves throughout the coming year at her shop located at 6917 W. 76th Street, Suite 102, Overland Park, Kan. "My shop will serve as a contact point for questions and/or assistance in completing the red scarves, as well as a collection site for them," Terri says.

If you knit, or know someone who does and would like to participate, contact Terri at 913-396-9609 for more information, or visit her online at MysticKnits.com. You also can find her shop on Facebook, Ravelry, Twitter, Instagram, Pinterest and Tumblr.

Just Hear Those Sleigh Bells!



You'll want to hear your best for the fourth annual charity concert to benefit The Mission Project, a local non-profit organization helping young adults with disabilities like Down syndrome and autism live and work on their own with minimal support. The concert also benefits First Downs for Down Syndrome.



This holiday concert features Wichita native **Chris Mann** from NBC's "The Voice," Kansas City's own **Oleta Adams** and the Kansas City Symphony.

When: Friday, Dec. 12, 8 p.m.

Where: Kauffman Center for the Performing Arts, Helzberg Hall

Join Associated Audiologists, Inc. in supporting this unique holiday concert!

For ticket information, visit www.kcsymphony.org or call 816-471-0400.

To find out more about how the latest digital hearing aid technology can help you hear those sleigh bells ringing this holiday season, call 1-855-547-8745.



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



Jim and Carody Wise Share a Legacy Devoted to Helping Others Hear Their Best

Humble Beginnings

Nearly 30 years ago in 1985 when Jim Wise, Ph.D., FAAA, and his wife, Carody, started Associated Audiologists, they had no idea the impact the practice would have on the lives of thousands of area residents in need of hearing healthcare, and their families.

"Our first office was literally a closet inside the volunteer office at Olathe Medical Center," Dr. Wise recalls. "It was a very humble beginning."

Carody remembers calling him every day. "I would check in to see if anyone had

scheduled an appointment. We were just waiting for the phone to ring."

Fortunately, it didn't take long for word to spread that Associated Audiologists was a professional, quality, comprehensive practice dedicated to providing hearing healthcare to patients of all ages. "I was inspired by my father's background as a pediatrician to pursue a career in audiology and have worked over the years to elevate the status of this field to that of a medical professional," Dr. Wise says.

Growing Strong

By 1989, the practice had added its second location in Prairie Village. A decade later, in 1999, the practice's third office in Overland Park at Saint Luke's South opened. In 2008, the practice added a Leavenworth office, and relocated its Olathe office to the campus of Shawnee Mission Medical Center. Tim Steele, Ph.D., FAAA, and his wife, Julie, purchased the practice from Dr. Wise and Carody in 2010, beginning the transition in ownership.

Dr. Wise and Carody remained involved in the practice as it continued to grow. Many changes have taken place during this time including the relocation of the Shawnee Mission office in 2011 to the Antioch Hills Medical Building; the addition of a clinic in Manhattan, Kan., in 2012; the relocation of the Overland Park office to the Southridge Medical Building in 2012; and the opening of the practice's newest location in the Northland in October 2014.

Over the years, the practice has grown from just Dr. Wise to 15 university-trained audiologists. Carody, a certified public accountant, has served as the practice's chief financial officer and administrator. Today, Dr. Steele is the practice president, and his wife, Julie, is director of operations. They are supported by a dozen administrative team members who serve nearly 34,000 patients.

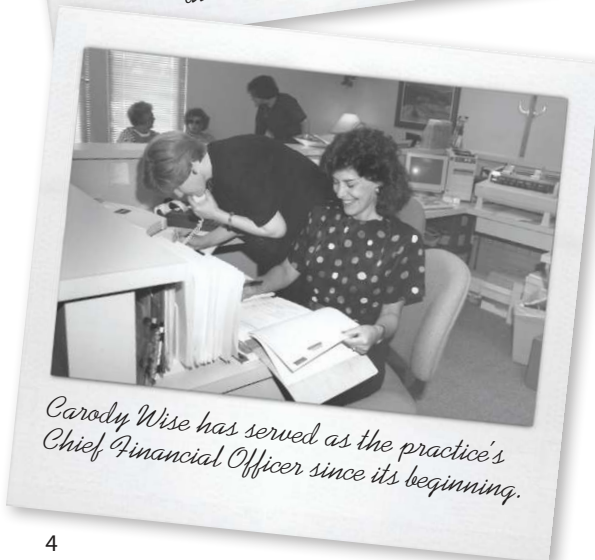
A Family Endeavor

When Dr. Steele completed his clinical fellowship with the practice, Dr. Wise sensed he would be a good "fit" for Associated Audiologists. "Tim has all the qualities necessary to lead the practice going forward—his fortitude, entrepreneurial spirit and commitment to family made Tim and Julie our first choice as we considered a transition in ownership," Dr. Wise says. Carody agrees, "Because Associated Audiologists is such a family endeavor, it was almost like our family chose their family."

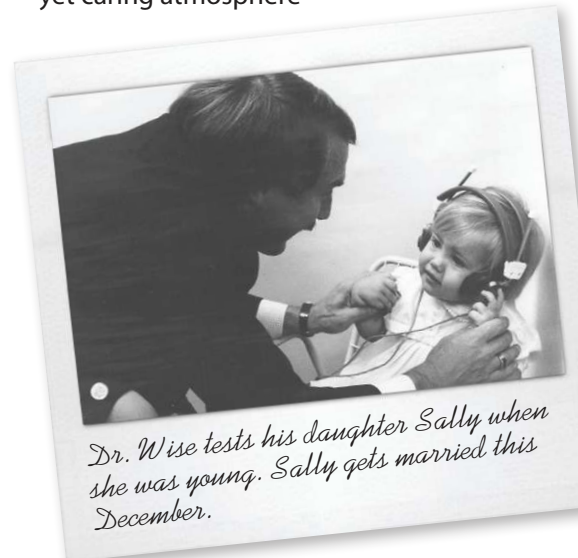
"Dr. Wise served as my teacher, friend and mentor," Dr. Steele says. "He established the highly-professional, yet caring atmosphere



Dr. Wise started Associated Audiologists in 1985. The practice's first office was at Olathe Medical Center.



Carody Wise has served as the practice's Chief Financial Officer since its beginning.



Dr. Wise tests his daughter Sally when she was young. Sally gets married this December.



Dr. Traci Ring, Dr. Jim Wise, Linda Erickson, Dr. Tim Steele and Dr. David Nissen have all been instrumental in serving the practice through the years.

Associated Audiologists is known for, and our goal is to continue to deliver the high level of personal service and care our patients have come to expect."

Community and Professional Service

Throughout his career, Dr. Wise and Carody have believed strongly in community service. Dr. Wise participated in a medical mission trip to India, where he met and was blessed by Mother Teresa. He later participated in a medical mission trip to Jamaica.

He is a long-time member of the Olathe Rotary Club and a three-time recipient of the Paul Harris Fellow Award. Dr. Wise helped found the Kansas City Chapter of Self Help for Hard of Hearing, now called the Hearing Loss Association of America. He has also maintained a long-standing association with the Kansas School for the Deaf in Olathe and has served as a board member of the Foundation on Aging and an advisory board member of Aberdeen Village.

He has served as president of the Kansas Speech and Hearing Association and received the group's "Honors of the Association." He was president of the Kansas Commission for the Deaf and Hard of Hearing. He also worked with other professionals in the state of Kansas to pass legislation for the early identification of hearing loss in infants. This resulted in the state's requirement that all newborns be screened for hearing loss at birth and before being released from the hospital.



Associated Audiologists has always been a practice focused on family. The Wise family includes Carody and Dr. Wise, and their children, Ben and Sally.

Plans for the Future

Reflecting on his 40-year career in audiology, Dr. Wise says, "The field has changed dramatically. The level of expertise, scope of practice and technology necessary to practice today have made great advancements."

Still, he believes the business principles that guide the practice remain unchanged. "What's most important is to do the right thing for the patient," he says. "Our audiologists are passionate about helping others."

Following their retirement in late November, Dr. Wise and Carody look forward to spending more time with family, including their daughter, Sally, and son, Ben. They also hope to travel, golf and fly fish. "We'll have more time and energy for the Mission Project, a not-for-profit supporting independent living for individuals with developmental disabilities, including our son Ben, who has Down syndrome," Dr. Wise says.

"We thank Dr. Wise for the firm foundation that he built Associated Audiologists on," Dr. Steele says. "We will greatly miss him and his dedication to his patients and our profession, and we wish Jim and Carody our best in all they do."

"We have truly been blessed with wonderful relationships with

our patients and their families, our staff and their families, and the many long-term advisors we have worked with through the years as we have built the practice," Dr. Wise says.

"This has been a tremendous journey. I have shared my life with many of you, just as you have shared your life with me. Your stories have inspired me and your friendship has kept me going all these years. They are treasures dear to my heart and the essence of time well spent. Carody and I will miss the practice, our staff and all of you, but we are confident you are in good hands with Associated Audiologists."



Dr. Wise built Associated Audiologists by providing his patients with personalized service.

STAFF NEWS

Congratulations Larry!

Larry Ruder, who retired as a senior audiologist with our Overland Park Clinic, was recently honored as the Kansas Speech and Hearing Association's Audiologist of the Year! "We have all learned so much from Larry and have enjoyed having the opportunity to work with him over the years," says Stacey Baldwin, Au.D., FAAA, Senior Audiologist and Clinical Systems Manager. "Larry's patients continue to tell us how much they have appreciated him. He is the perfect choice to be recognized as this year's Audiologist of the Year."



Dr. Gillespie Gets Married

Congratulations to **Dr. Sam and Mrs. Cali Gillespie** on their recent wedding. The couple exchanged vows at the Harper Chapel United Methodist Church at the Lake of the Ozarks surrounded by family and friends. Dr. Gillespie is the audiologist who serves our Manhattan Clinic. They will make their home in Manhattan.



Dr. Bittel Presents at ADA

Sam Bittel, Au.D., FAAA, Vestibular Program Director, is giving a presentation entitled, "Evaluation and Management of Vestibular Disorders," to the Academy of Doctors of Audiology annual conference in Las Vegas, Nev. Dr. Bittel was invited to present an all-day workshop on the evaluation and management of dizziness and disequilibrium. This is the organization's annual national conference.



HIPAA Training

The Associated Audiologists staff recently received training in the latest rules and regulations related to the Health Insurance Portability and Accountability Act (HIPAA). The training ensures our patients that our staff does all that is necessary to comply with HIPAA standards and to protect patient privacy.

Guatemala Mission Successful

Three members of the Associated Audiologists team, **Tim Steele, Ph.D., FAAA**, President, **Dana Jacobson, Au.D., FAAA**, Senior Audiologist and Overland Park Clinic Manager, and **Erica Smith, Au.D., FAAA**, Senior Audiologist and Leavenworth



Clinic Manager, recently traveled to Guatemala to train nurses, teachers and community leaders to perform hearing screenings.

While there, they also screened patients at the Patanatic Clinic and local schools, including San Juan. At one school, they saw approximately 75 children and fit the assistant principal with a hearing aid for severe hearing loss. During the trip they saw a total of 222 children and adults for hearing tests and wax removal.

Dr. Flowers Presents at Missouri Academy of Audiology.

Laura Flowers, Au.D., FAAA, Tinnitus and Sound Sensitivity Manager, recently presented at the Missouri Academy of Audiology (a branch of American Academy of Audiology). Approximately 40 members/audiologists attended her talk titled, "Misophonia Management." The two-day conference took place in St. Louis.



Welcome Nicole Sweet to Our Overland Park Clinic!

Nicole Sweet is a new member of the Associated Audiologists administrative team. Nicole joins the front office staff at our Overland Park Clinic. Nicole lives in Peculiar, Mo., with her husband. They have three daughters. She is a graduate of Kansas State University.



Candi Southall Fills Role as CFO/Controller

Candi Southall is another new face at Associated Audiologists, taking on the role as the practice's Chief Financial Officer/Controller. Candi comes to the practice with extensive experience in healthcare finance.



Most recently, she served as the Director of Finance with the Kansas City Orthopaedic Institute, LLC, where she managed all aspects of the practice's financial accounting. She also has worked with area healthcare organizations such as the National Multiple Sclerosis Society, the Community Blood Center, Hospital Hill Health Services and Truman Medical Center.

Candi earned her bachelor's degree in accounting from William Jewell College, and her master's degree in business administration from Webster University.

"I look forward to being a part of the Associated Audiologists family," Candi says. "After my first meeting with Dr. Steele and Julie, I knew I wanted to work for the practice. They are wonderful, caring people who are fostering a great working environment."

Outside of work, Candi is a HAM radio operator, an avocation she shares with her father. She is a member of the Johnson County Emergency Communications Services, ARES, and a storm spotter. "I am an avid severe weather enthusiast, and am especially fascinated with tornadoes," she says. Candi also enjoys studying about natural disasters, making jewelry and is an amateur photographer.

Candi resides in Shawnee with her husband of nearly 25 years, Rob, and her German shepherd, Natasha.

CLINIC CORNER

Question:

When I put my finger in the ear canal when wearing my hearing aid, why do I seem to hear more?



Answer:

Many of our patients wear open-fit hearing aids, where the ear canal is unblocked. This intentional strategy allows the low frequency, or bass sounds, to pass naturally into the ear canal with little amplification based upon the configuration of hearing loss. If you use a custom earmold, a vent is utilized to allow air passage and also for low frequencies to pass, similar to an open fitting. Venting and open-fitting strategies also assist in preventing occlusion, improving the comfort and naturalness of one's own voice and alleviating the negative effects from chewing and eating.

When an individual puts their finger up to the ear canal and either blocks the ear canal or the vent in the earmold, this "holds" the low-frequency sounds in the ear canal, creating a temporary increase in perceived volume. Even though this does create the perception of increased volume, it isn't necessarily best for the needs of the hearing loss or the overall quality needs of sound for the individual.

If you feel that your hearing has changed or that you need an adjustment, please contact an office to schedule an appointment to see one of our audiologists.

At Associated Audiologists, we fit every hearing aid using verification measures that allow us to confirm the settings of each hearing aid to prescriptions utilized to optimize speech understanding and sound level safety.

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. © 2014 by Associated Audiologists, Inc. If you have comments or suggestions, please direct them to:

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about hearing
and balance
health from your
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Ask the Experts

Q Is there a difference between a hearing aid program/plan and a hearing aid benefit?

A **Yes.** A hearing aid program or plan through your health insurance uses a third party to promote specific products or providers. In most cases, you can still choose who you prefer to work with if they accept your insurance.

A hearing aid benefit is health insurance coverage that helps pay for all or some portion of a hearing aid purchase. Some insurance plans provide hearing aid coverage, but many do not.

You also should be aware that if you schedule a hearing evaluation before the end of 2014, you may be able to take advantage of insurance deductibles, if you have met yours for the year.

At Associated Audiologists, we accept most major insurance plans including Blue Cross and Blue Shield, United Healthcare, Aetna, Cigna, Humana, Coventry, Tri-Care, and many others.

For more information, call 1-855-547-8745 to schedule an appointment to see your audiologist.

It's best to begin with a comprehensive hearing evaluation. We also are happy to help you explore your insurance plan options.