

Hearing Your Best

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INFORMATION FROM

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

It's Finally Here!

ReSound LiNX™ Debuts at Associated Audiologists

Associated Audiologists, Inc. is one of the first practices in the nation to offer the breakthrough hearing aid technology called ReSound LiNX.

"This technology has been in development for some time and it has taken almost seven years to bring forward to those with hearing loss," says Tim Steele, Ph.D., FAAA, President, Associated Audiologists. "We are extremely excited to be one of the first and only providers of this technology in the area."

Call any of our offices today to learn more about the new ReSound LiNX, or to schedule an appointment for a comprehensive hearing evaluation.

Experience ReSound LiNX™ the Revolutionary Hearing Aid from ReSound

The ReSound LiNX represents the next step forward in hearing aid technology. Designed to connect directly with your iPhone®, iPad® and iPod touch® devices, ReSound LiNX provides 360-degree hearing in a package that's smarter, smaller and more connected.

In addition to connecting to your phone calls, music and media, flexible settings and the fully-customizable companion app, ReSound Smart™ app makes ReSound LiNX the perfect option for nearly all levels of hearing loss, and all lifestyles. ReSound LiNX also features Surround Sound by ReSound™, providing the hearing experience that is right for you. ReSound LiNX is a revolutionary hearing aid, and so much more—built to help you hear life to the fullest.



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DIGI-KNOW?



Associated Audiologists is online and access to us is at your fingertips!

- > Our new website, **hearingyourbest.com**, features the ability to "Ask the Audiologist" a question. One of our university-trained audiologists will get back to you with an answer promptly.
- > Check out the latest happenings at our clinics on our Facebook page—**Facebook.com/hearingyourbest**.
- > We're also on **yelp.com**, **angieslist.com** and **citygrid.com**. All of these sites allow patients to leave reviews. If you use any of these sites, be sure to check us out. We also invite you to share your experience with Associated Audiologists on these sites.



Hear Here...

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

It's been a great year to be an audiologist. In the past 18 months, we have seen an explosion in the technology available to help individuals with hearing loss. We now have access to brand new devices that many of us only dreamed of.

The new ReSound LiNX is in this category, along with the new Widex Dream. Most advanced hearing technology has the ability to work with other devices that in some cases rival normal or better hearing for those who live with the daily frustrations of hearing loss. In this issue, we have several stories to educate you about when it's time to update your hearing aid technology, as well as more information on the ReSound LiNX.

We have included a special offer for those of you considering hearing devices or if you need to replace existing technology. Our entire staff is proud to offer this cutting-edge technology and we remain committed to using verification measures and critical follow-up care to make sure our patients are hearing their best.

Associated Audiologists is one of the only private practices that provides the widest range and most comprehensive hearing technology available in the region. If you haven't been to one of our clinics for a while, call and schedule an appointment to see us. You might be surprised what you've been missing!

I also would like to dedicate this issue to Larry Ruder. Larry is a model of kindness, hard work, dedication and compassion. He always has a positive outlook. Through his years as an audiologist, he has not only touched the lives of those with hearing loss that he's served, but he has touched my life as a mentor, friend and man of faith. Thank you Larry!

Advanced Testing for Balance Disorders

Associated Audiologists is the first and only private practice in the state of Kansas to now utilize a rotational chair.

The practice's vestibular program will use the chair in the diagnosis of dizziness and balance disorders.

"The rotational chair is the gold standard for evaluating bilateral vestibular dysfunction, central compensation and the overall health of the vestibular system," says Sam Bittel, Au.D., FAAA, Vestibular Program Director.

"This sensitive diagnostic study allows us to identify and define an inner ear problem that is causing dizziness/disequilibrium," Dr. Bittel adds. "By doing so, we can get patients the help they need."

The rotational chair, which looks similar to an eye exam chair, actually tests for dizziness by recording eye movements (nystagmus) while the audiologist manipulates the chair in various ways. In addition to being seated in the chair during the test, the patient also wears a pair of infrared goggles, which record eye movements. Test results are recorded via computer software, then are interpreted by Dr. Bittel or Tammy Gonzales, Au.D., FAAA, Dizziness and Balance Specialist.

"We see a large volume of patients who suffer with dizziness and balance disorders," says Tim Steele, Ph.D., FAAA, President, Associated Audiologists. "This sophisticated equipment helps us better serve our patients in the Kansas City area and establishes the practice as a regional center for vestibular evaluation."

For more information about a comprehensive evaluation for dizziness or balance disorders and how the rotational chair is used, call 913-498-2827.



The Time is Right to Consider New Hearing Devices

5 Reasons to Consider New and Updated Technology

If you have a computer, you know that technology is constantly changing. The state-of-the-art laptop or mobile phone you purchased just two years ago is no longer the latest model.

Hearing devices are constantly changing and improving too. "Your hearing aids are tiny digital computer processors," explains Tim Steele, Ph.D., FAAA, President, Associated Audiologists. "We have new models today with features and options that didn't even exist five years ago."

Although hearing technology doesn't become obsolete as quickly, it does improve significantly every four to six years. Recently, the hearing industry has experienced a technological boom, with devices that have made dramatic improvements over the hearing technology available just four years ago.

But how do you know when it's time to invest in new hearing aid technology?

1 A change in your hearing. Just as your vision changes from time to time, so does your hearing. We can re-program your hearing aids if you have subtle changes in your hearing. But if you've had a significant change, you may need to consider a stronger device or something with improved processing technology to help you hear and understand your best. New technology takes advantage of research to assist individuals with speech processing and hearing in complex environments. There are a tremendous number of devices with special accessories that improve hearing and understanding for a large variety of situations.

2 Lifestyle changes. A new job, recent move or new hobby or interest might warrant an update in the hearing device you are using. For example, if you now work in an open space, rather than an office with walls and a door, you may need hearing technology that helps overcome the negative effects of background noise.



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www.facebook.com/hearingyourbest

3 A new attitude. If you have worn hearing aids for several years, you already know the benefits of wearing good hearing technology. "Many of our patients tell us they didn't know what they were missing until they got their new hearing aids," Dr. Steele says. "By the time patients replace their hearing aids, they're more open about and aware of their hearing loss and they know they want to hear better, now. That change in attitude may influence your choice of technology."

4 Age—(not yours, but your hearing aids'). Most hearing aids last five to seven years. Manufacturers usually stop making parts after five to eight years, so it becomes more difficult to get them repaired. You also may notice that your hearing aid isn't working quite as well as it used to as it gets older. "After five years, it may be time to consider new hearing aid technology," Dr. Steele says. "Today, you can buy a mid-range hearing aid for less than what a premium hearing aid cost just a year or two ago. And, it may have more features."

5 Your health. If you have had a change in your health recently, you might want to consider updated technology. For example, if you have difficulty with arthritis or dexterity, you may want to consider a simpler device. It may also be important to update your hearing test as changes in your health may also affect your hearing.

So if your hearing aids are four to six years old, it may be time to talk with your audiologist about how you can benefit from the most recent advances in hearing technology. At Associated Audiologists, we offer a wide range of options from the world's leading hearing device manufacturers to fit every budget.

TECHNOLOGY UPDATE

Bring in your existing hearing aids and get
\$200 per ear trade-in value
toward the purchase of any new hearing aid.

Excludes insurance. To redeem, bring this newsletter to your appointment. Limit one offer per patient. Expires 6/1/2014.
Valid only on new hearing aid purchases after 4/15/2014.



Hearing Your Best

New Widex CROS Helps Patients Hear Both Sides of the Story



The Widex CROS is new technology designed to help patients who have no useable hearing in one ear, but who have normal or better hearing in the other ear. This is also known as one-sided hearing loss, or single-sided deafness. The patient wears the CROS device on the ear with no useable hearing, similar to a discreet behind-the-ear hearing device. It picks up sound from their surroundings and transmits it to a hearing device worn on the better ear.



"With a traditional hearing aid, patients with single-sided deafness miss most of the sounds from the side of the non-useable ear," explains Stacey Baldwin, Au.D., FAAA, Senior Audiologist and Clinical

Systems Manager.

"With the CROS system, the sound is sent to the good ear so the patient can hear all the sounds around them." From a practical standpoint, this can make it easier to talk to friends in a restaurant or at a party when they are on the poor ear side, for instance.

The new CROS system is 100 percent wireless. The CROS microphone can be worn in an omni-directional mode (surround sound), or in a fixed directional mode (front mic emphasis), and it has an independent volume control. For the better ear, the patient can choose from the well-performing Dream family of Widex hearing technology.

For more information about the Widex CROS, talk with your audiologist.

Thanks to Johnson County's Catch-a-Ride!

Associated Audiologists would like to thank Johnson County's Catch-a-Ride for the program's dedication to transporting individuals to and from medical appointments. We have many patients who use the service and who have commented that they rely on it.

Catch-a-Ride is a volunteer transportation service that provides rides for older adults, people with disabilities and other adults who have no other means of transportation. Volunteer drivers can pick individuals up, take them to their destination and return them home. Volunteers are only permitted to provide hand-to-elbow mobility assistance.

Just call 913-715-8900 to request a ride.

Leave a message stating your destination. Please call at least three business days prior to the date transportation is needed. Someone will return your call, collect your address and the date of your appointment, and arrange for a ride.

There is no charge for the rides, but donations are accepted to help pay for the gas used by the volunteers to transport individuals to and from appointments.



Associated Audiologists recognizes May as Better Hearing and Speech Month,

a time to raise awareness of communication disorders and to promote treatment. All of our university-trained audiologists are members of the American Speech-Language-Hearing Association (ASHA), the organization that sponsors the annual awareness event. ASHA is one of the national professional, scientific and credentialing associations for audiologists.

Practice Honors Larry Ruder for Dedication to Patient Care



In his 48 years as an audiologist, Larry Ruder, M.A., FAAA, Senior Audiologist with our Overland Park Clinic, has met and treated thousands of patients who are hearing impaired. "As I have driven to work each morning, I have always said a short prayer to be the best audiologist I could be that day and, as much as possible, to help each person I see to hear better," Larry says. "I hope my efforts to help patients overcome some of the problems associated with their hearing loss has left a positive footprint on their lives."

In May, Larry will retire from daily practice, but Tim Steele, Ph.D., FAAA, President of Associated Audiologists, says Larry's caring and approachable manner will be greatly missed. "Larry and his patients have wonderful long-term relationships and we know they will be sad to see him retire," he says. "The good news is that Larry is going to continue to help with our staffing needs from time to time, so his patients still may see him."

Larry also has been an advocate

for the profession of audiology and for his patients. He was a founding member of the Kansas City Society of Audiologists; received the Honors of the Association from the Missouri Speech and Hearing Association in 1997; and he has served as the audiology representative to the Advisory Board of the Kansas Speech and Hearing Licensing Board.

"As an audiologist, I want to thank Larry on behalf of myself, our staff and our patients for his outstanding commitment to this field," Dr. Steele says.

He is also a fellow of the American Academy of Audiology, a member of the Kansas Speech-Language-Hearing Association and a previous member of the Rotary Club of Overland Park. He received his bachelor's degree from Fort Hays State University and his master of arts from the University of Kansas.

Larry grew up on a farm south of Hays, Kansas. He and his wife, Ginny, recently celebrated their 50th wedding

anniversary. They reside in Overland Park and have three adult children and seven grandchildren.

Larry and Ginny plan to spend their retirement with family, traveling to sporting events to cheer on their grandchildren. Larry also hopes to find more time to enjoy outdoor activities such as hunting, fishing and golfing.

"I will miss the patients that I see and the great office family I have worked with these many years," Larry says. "I have had the privilege and great fortune to have learned from and worked with and for some of the best audiologists, doctors and support office staff one could possibly ask for. Working with them has made it fun to come to work each day. I will occasionally look back, but mostly I will look forward to the coming years and opportunities that 'retirement' brings," Larry says.

"I am confident that my patients will be in good hands as their care continues with the great staff at Associated Audiologists."

Like us on Facebook and leave a message for Larry!



Larry and Ginny recently celebrated their 50th wedding anniversary.

Hearing Your Best

Clinic Updates

Lyric Now Available in Our Overland Park and Manhattan Clinics

Recently, we started fitting Lyric hearing aids in our Overland Park and Manhattan Clinics. We also offer Lyric in our Prairie Village Clinic.

Lyric is the world's first hearing device that is 100 percent invisible. It can be worn during routine activities, whether you're sleeping, showering, talking on the phone or exercising. Typically, Lyric can be worn up to four months at a time without changing batteries. Then, your audiologist simply replaces the device and you're ready to go again!

If you would like to learn more, call our Overland Park, Prairie Village or Manhattan Clinics to schedule a Lyric appointment; or visit us online at hearingyourbest.com.

Cerumen Removal Equipment Now Available in Prairie Village and Manhattan Clinics

Frequently, cerumen, or ear wax, can be a problem for our patients. This sticky substance is composed of skin cells and hair from the external ear canal, and it serves an important purpose—to protect the skin in the ear canal.

However, if it accumulates, it can block the canal of one or both ears, causing discomfort, hearing loss, tinnitus and even dizziness. In fact, when it is bad enough, ear wax can even affect your ability to hear, or how well your hearing aids function.

Many patients try to deal with ear wax on their own, using cotton swabs to remove it. Unfortunately, this often has the opposite effect, pushing the wax further down the ear canal. Instead, we recommend using warm water and a wash cloth to clean your ears.

Ear candling also is a common home remedy for ear wax removal. "Instead of removing ear wax, ear candling can actually lead to blockage of the ear canal, and worse can result in local burns," says Tim Steele, Ph.D., FAAA, President of Associated Audiologists. "For your safety, candling should be avoided."

To meet our patients' needs for ear wax removal, Associated Audiologists has added special equipment, including lighting, magnification and suction, to assist with more difficult ear wax removal at our Prairie Village and Manhattan clinics. Our Overland Park and Shawnee Mission clinics already use this equipment. All of our audiologists and clinics are able to handle basic cerumen removal and the new equipment expands our service to our valued patients for safe and effective cerumen management.

If you believe you may have a problem with ear wax, schedule an appointment to talk with your audiologist. In most cases, nominal fees may apply as insurance typically doesn't cover this procedure when performed by an audiologist.

Neuromonics Device Provides Tinnitus Patient with Relief



The constant ringing in James Amos' ears started in 2011 after he had an ear infection. "I noticed some ringing in my left ear after the infection, then I went to a NASCAR race, and the ringing just got worse and worse," Amos says.

When another medical professional told the 43-year-old Blue Springs man he would just have to "learn to live with the tinnitus," he sought help from Laura Flowers, Au.D., FAAA, Tinnitus and Sound Sensitivity Manager with Associated Audiologists.

"The tinnitus was so loud and constant that I was only getting about two hours of sleep a night," he says. "It was disruptive to my work and personal life. I had to do something about it."

After a diagnostic hearing evaluation, Dr. Flowers recommended he try the Neuromonics Tinnitus Treatment. This treatment program involves wearing an electronic device that looks like an iPod or small cell phone, and participating in follow-up appointments over a six-to-12-month period. The device delivers relief while the wearer listens to soothing and relaxing music.

The Neuromonics device promotes desensitization to the tinnitus in a structured and supervised manner. "Wearing this device has reduced James' perception of the tinnitus," explains Dr. Flowers.

Though it's taken several months of hard work and dedication, today Amos only wears the Neuromonics device when he needs it.

"This has been a long process, but Dr. Flowers has been wonderful to work with and a big help to me. She has always been very positive, calm and reassuring," Amos says. "Between my faith, and her help, I'm back to my normal life."

Dr. Flowers and Amos were featured on a recent KCTV-5 segment of "It's Your Health" with Lisa Holbrook.

For more information about the Tinnitus and Sound Sensitivity Management Program at Associated Audiologists, call our Shawnee Mission Clinic at 913-403-0018; or our Manhattan Clinic at 785-539-7361.

STAFF NEWS

Sam Bittel, Au.D., FAAA, Director of Vestibular Programs, is currently serving on the American Academy of Audiology national committee on Physician Quality Reporting Systems. The committee is charged with developing the quality reporting measures used by Medicare and Medicaid for reimbursement of services.



Tammy Gonzales, Au.D., FAAA, Dizziness and Balance Specialist, is serving as president-elect of the Lenexa Sertoma Club. She will become president in June. Sertoma's mission is to improve quality of life for individuals impacted by hearing loss.



Several members of the Associated Audiologists team traveled to Topeka, Kansas recently to participate in Legislators' Day. **Erica Smith, Au.D., FAAA**, **Sam Gillespie, Au.D., FAAA**, and **Dana Jacobson, Au.D., FAAA**, provided hearing screenings and education for the state's lawmakers. **Dr. Steele** and **Dr. Bittel** also met with legislative leaders during the event.

Congratulations to Our Externs! Throughout the year, you may have seen one of our externs during an appointment with Associated Audiologists. They are **Krysta Beaver**, a student at the University of Kansas-



Krysta Beaver



Chelsea Granheim

Medical Center; and **Chelsea Granheim**, a student from Wichita State University. Both will graduate in May with doctorate of audiology degrees. Please join us in congratulating them on their accomplishments.

And welcome to our new externs! **Lindsey Pacey**, a student with the University of Kansas-Medical Center, and **Danielle Soerens**, a student with Northern Illinois University, will be performing their externships with the practice beginning in June. Both Lindsey and Danielle anticipate graduating from their respective schools with their doctorates in audiology in May 2015.

As Seen on KCTV-5

Several members of the Associated Audiologists staff have been featured recently in stories on KCTV-5 with reporter Lisa Holbrook:

Dana Jacobson, Au.D., FAAA, Senior Audiologist and Overland Park Clinic Manager, was interviewed on LINX hearing aid technology.

Laura Flowers, Au.D., FAAA, Tinnitus and Sound Sensitivity Manager, was featured in a piece on tinnitus, along with one of her patients, John Amos.

Sam Bittel, Au.D., FAAA, Vestibular Program Director, and his patient, Lisa Traub, were highlighted in a story on dizziness and balance disorders.

Jim Wise, Ph.D., FAAA, President-emeritus, and his patient, Dan Vanderpool, discussed the latest advances in hearing aid technology.

Best Wishes to Dr. Gillespie

Sam Gillespie, Au.D., FAAA, Senior Audiologist with our Manhattan Clinic, is engaged to be married to Cali Duncan. Cali is employed in marketing and communications at Searcy Financial Services, Overland Park. The couple plans a fall 2014 wedding and will reside in Manhattan.



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Editor: Tim Steele, Ph.D., FAAA

Contributors: Jim Wise, Traci Ring, David Nissen, Larry Ruder, Stacey Baldwin, Laura Flowers, Sam Bittel, Erica Smith, Dana Jacobson, Sam Gillespie, Tammy Gonzales, Susan Smittkamp and Linda Erickson, all Fellows of the American Academy of Audiology.

Overland Park
12541 Foster St.,
Suite 220
Overland Park, KS 66213
913-498-2827

Prairie Village
7301 Mission Rd.,
Suite 140
Prairie Village, KS 66208
913-262-5855

Shawnee Mission
8800 W. 75th St.,
Suite 101
Shawnee Mission, KS 66204
913-403-0018

Leavenworth
1001 Sixth Ave.,
Suite 105
Leavenworth, KS 66048
913-682-1870

Manhattan
1133 College Ave.,
Building A, Suite 101A
Manhattan, KS 66502
785-539-7361



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Important
information
about hearing
and balance
health from your
audiologist.

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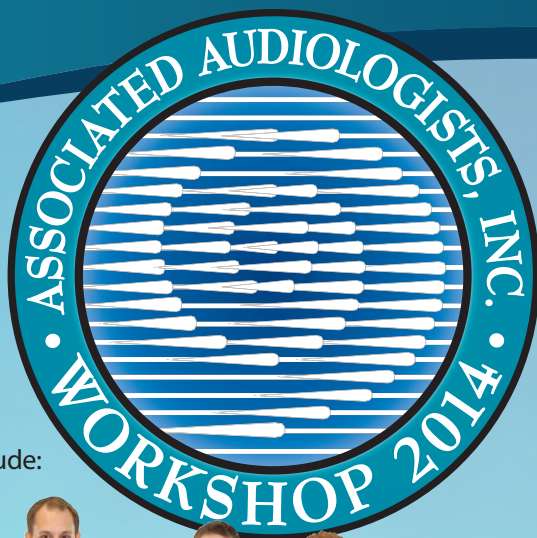
Get the Latest Information at Our Workshops

New for 2014, we're bringing you the latest information about hearing, tinnitus and balance disorders at our educational workshops. The topics we are covering include:

- > Sound Advice for Hearing Your Best with New Technology
- > Turn Down Tinnitus: Something Can be Done
- > Solving the Mystery of Dizziness and Imbalance

Each workshop is presented by the university-trained audiologists on our team. We invite you to join us at our upcoming events. There is no cost to attend, and you are under no obligation to purchase anything.

Visit hearingyourbest.com and select "Attend a Seminar" for the date, time and location of our next workshop.



Call the office nearest you for additional information.