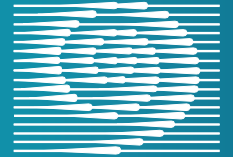


Hearing Your Best



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ASSOCIATED
AUDIOLOGISTS

INFORMATION FROM

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

ASSOCIATED AUDIOLOGISTS

Celebrates 30 Years!



© American Spirit

Remember 1985?

- The Kansas City Royals played the St. Louis Cardinals in the legendary I-70 series and won!
- *Back to the Future* was the top-grossing movie.
- President Ronald Reagan was sworn in for a second term.
- Associated Audiologists opened its first office at Olathe Medical Center.

Fast forward to today, and Associated Audiologists is still here, continuing to grow and changing to meet the needs of our patients, and celebrating our 30th Anniversary in May!

"We owe a great debt of gratitude to our founder, Dr. James A. Wise and his wife, Carody.

They established the mission, vision and values that we follow to this day."

— Tim Steele, Ph.D., FAAA, president,
Associated Audiologists.

Though technology is an important aspect of the work audiologists do, Dr. Steele says it's the relationships our audiologists have with you, the patients and their families, that differentiates Associated Audiologists from others.

"Hearing loss doesn't just affect the individual patient, it affects everyone around them—family, friends and co-workers," Dr. Steele says. "Over the years, we have established relationships with entire families, and have taken care of several family members and multiple generations. Helping our patients improve their lives through the comprehensive audiology service we offer is a very rewarding vocation for everyone at Associated Audiologists."



Hearing Your Best



Hear Here...

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

Where were you in 1985? This was a question we posed to our entire staff at a retreat to reflect on our past and prepare for the future as we celebrate our 30-year anniversary at Associated Audiologists, Inc. A lot can change in 30 years. It certainly has in my life. However, many of the core principles that guide our company have remained unchanged. Some of these include doing the right thing, treating others with respect, focusing on relationships, and living with integrity. I believe these values have and will continue to serve us well. Although I can't predict the future, I spoke to our staff about a few things I envision:

1. Patients and their families will always value quality service and sincere relationships. With these qualities our patients will continue to trust us with their audiology care.
2. Technology will continue to change and improve, but we must remain on the cutting edge of exploring, understanding and using technology for maximum patient benefit.
3. Technology can only take us so far. A superb audiologist will be necessary to close the gap between technology and full potential. A compassionate professional will always be necessary for successful rehabilitation.
4. There will be new products in the future for all people including hearing protective products and devices for those with normal hearing to better navigate their environments. This already exists and is decreasing negative, outdated stereotypes held toward hearing aid use.
5. The patient will continue to drive improvement and expect quality service delivery. We now live in what some refer to as "The Age of the Customer."
6. A positive patient experience will continue to set us apart. We must stay focused on providing outstanding patient experiences in how we treat, care for, and respect our patients. Personal greetings, kindness and hand-written notes are unfortunately becoming the exception in healthcare. We expect continued focus on positive relationships with our patients and their loved ones despite living in a digital age.
7. The number of individuals experiencing hearing loss, tinnitus, sound sensitivity, dizziness, and vertigo are increasing. The demand for high-quality, comprehensive audiology services will be necessary to help an estimated 20 percent of the population.

We look forward to celebrating 30 years with all of you, our valued and appreciated patients, and to serving you for many more!

ASSOCIATED AUDIOLOGISTS TIMELINE

- **May 1985**
Dr. James A. Wise and his wife, Carody, established Associated Audiologists, Inc. at Olathe Medical Center, Olathe, Kan.
- **1989**
Second office opened in the Prairie Village Office Center, Prairie Village, Kan.
- **1999**
Third office opened on the campus of Saint Luke's South, Overland Park, Kan.
- **2008**
Fourth office opened on the campus of Saint Luke's Cushing Hospital, Leavenworth, Kan.
- **2008**
The original Olathe office relocated to the campus of Shawnee Mission Medical Center, Shawnee Mission, Kan.
- **2010**
Dr. Steele and his wife, Julie, purchased the practice from Dr. Wise and Carody.
- **2011**
The Shawnee Mission office relocated to the Antioch Hills Medical Building, Shawnee Mission, Kan.
- **2012**
Fifth office opened in Manhattan, Kan.
- **2012**
Overland Park office relocated to the Southridge Medical Building, Overland Park, Kan.
- **2014**
Sixth office opened north of the Missouri River in the Embassy Park Professional Building, Kansas City, Mo.
- **2014**
Dr. Wise and Carody retired from the practice to spend more time with family, volunteering with the Mission Project and enjoying their hobbies.
- **May 2015**
Associated Audiologists Will Celebrate its 30th Anniversary! The practice has grown to include six offices and 15 audiologists who serve approximately 35,000 patients!



Hearing Aids Change with Technology

When Associated Audiologists was founded in 1985, hearing aids were larger, analog devices, but that soon changed.

In the late 1980s, several companies began using digital signal processing chips. If you've worn hearing aids since then, you'll remember these early devices were much larger and less effective.

Fully digital models made their debut in 1996, and programmable models, which allowed for greater flexibility and fine-tuning of the hearing aids according to patients' needs, became available in 2000. By 2005, digital hearing aids had captured more than 80 percent of the market.

Now virtually all hearing aids use a digital processor and are programmable. They amplify speech more than background noise, control acoustic feedback, offer automatic adjustments, and new features are being developed everyday.

"In just the last two years, we have seen tremendous innovations in hearing aid technology," Dr. Steele says. "With the Widex DREAM, Resound LiNX and Lyric, we have a wide range of options available that we never could have imagined when the practice first began."

If it's been more than five years since you have had your hearing checked, or looked into these impressive developments, you may want to consider a consult. "Because of advances in the processing chips used in hearing aids now, today's hearing aids are much more advanced than the hearing aids that were available just a few years ago," Dr. Steele says. "The range of options we have available is very exciting, along with completely new pricing strategies. There's literally something for everyone."

Special 30th Anniversary Offer 30 Days to Try It!



If it's time to upgrade to new hearing technology, take advantage of our special 30th anniversary offers.

- ▶ If you have hearing aid technology older than three years, schedule a complimentary consult, and take advantage of our 30-Day No-Charge Trial (*Existing Hearing Aid Patients Only*)
- ▶ 50% off batteries all year (*48 and 60 packaging only*)
- ▶ Special 30-year anniversary pricing available now. Ask your audiologist.

**We have the most options, the best technology
and the most competitive pricing available anywhere.**

Some restrictions with insurance benefits may apply.

TECHNOLOGY UPDATE

Widex has recently introduced two innovative hearing aids.

- The new **DREAM CIC MICRO** hearing aid is one of the smallest completely-in-canal (CICs) hearing aids on the market. The DREAM CIC MICRO provides better sound quality in loud noise and offers state-of-the-art sound quality, yet is very small and discreet. In fact, it is up to 30 percent smaller than traditional CIC hearing aids.

The DREAM CIC MICRO is recommended for individuals with minimal to moderate hearing loss, is remote control compatible with DEX assistive listening devices, and has FM connectivity.

If you currently wear a CIC or want to find out more about the DREAM CIC MICRO, talk with your audiologist.

- The **DREAM FASHION POWER** is for patients with severe-to-profound hearing loss. This hearing aid has enough power to help you in any listening situation, while still giving you the incredible sound quality you would expect from the most advanced technology available.

With FASHION POWER, you can enjoy richer sound without any distortion, and hear more detail from the world around you. You can enjoy conversations even in the noisiest of situations, all with natural, true-to-life sound.

If you have severe-to-profound hearing loss, check with your audiologist to see if you could benefit from the FASHION POWER.

ReSound introduces **LiNX²** which takes the user experience to the next level with Spatial Sense™ and offers more options to more people. With a broader range of models and prices, now everyone, including people who prefer custom-molded models, can experience direct stereo sound streaming from iPhone, iPad and iPod touch without the need for an additional pendant-like device. New Spatial Sense technology gives users a high-rated sound quality, thanks to Surround Sound by ReSound.

Associated Audiologists Welcomes Danielle Dorner

Danielle Dorner, Associated Audiologists extern, is joining the practice in May following graduation with her doctorate in audiology from Northern Illinois University.



Danielle has spent the last year learning from the Associated Audiologists team, and is now working with Sam Bittel, Au.D., FAAA, Vestibular Program Director, to care for patients who have dizziness and balance problems. She will see patients at the Overland Park and Shawnee Mission Clinics. She also has an interest in caring for special populations and pediatric patients.

"I am excited to be joining such a well-respected audiology practice," Danielle says. "The focus on educating our patients and helping them better understand their hearing loss or vestibular problem is very empowering," she adds.

Danielle, who excelled in science, anatomy and physiology in high school, says she has always found the ear fascinating. "I attended the National Youth Leadership Forum for Medicine in high school, and that's when I discovered audiology," she says.

In college, she continued to refine her interest in the field, working at Aurora Sheboygan Clinic. Later, her studies took her to Australia where she interned at the Sydney Cochlear Implant Centre and Lizard Centre. The Lizard Centre, which serves children with special needs,

influenced her passion to work with special populations.

"Australia was a great experience for me," Danielle says. "I learned about their clinical practices, but I also was exposed to the healthcare system in another country so that I could compare the similarities and differences."

After graduating with her bachelor's degree from Augustana College, Rock Island, Ill., Danielle gained additional clinical experience while earning her doctorate degree in audiology at Northern Illinois University. She gained clinical experience at Kansas City's Midwest Ear Institute, the Illinois School of the Deaf, Kishwaukee Community Hospital, the NIU Speech-Language-Hearing Clinic and Prevea Audiology.

She is a member of the American Academy of Audiology, the Academy of Doctors of Audiology, the Illinois Academy of Audiology and the NIU Student Academy of Audiology. She also has volunteered for a number of community groups.

Danielle moved to the Kansas City area from suburban Chicago in May 2014. She and her husband reside in Olathe, Kan., and enjoy outdoor activities, including biking, hiking, kayaking and traveling. They also enjoy music and attending local concerts.

To schedule an appointment with Danielle, call our Overland Park Clinic at 913-498-2827, or our Shawnee Mission Clinic at 913-403-0018.

SIZZLING HOT Summer FUN CONCERT



The Texas Tenors ARE BACK!

**June 13, 2015
7:30 p.m.**

**Arvest Bank Theatre
at the Midland**

Associated Audiologists is a proud sponsor of this summer's Mission Project concert, featuring The Texas Tenors.

Over 100 million people from around the world tuned in to NBC's *America's Got Talent* in 2009 to see The Texas Tenors become the highest-ranking vocal group in the history of the show.

Proceeds from the concert benefit The Mission Project, a local nonprofit helping young adults with disabilities like Down Syndrome and autism live and work on their own with minimal support, and First Downs for Down Syndrome.

For more information about the concert, visit themissionproject.org.

Lindsey Pacey Joins Leavenworth Clinic

After more than six years serving the Leavenworth community, Erica Smith, Au.D., FAAA, Senior Audiologist and Leavenworth Clinic Manager, will transition to a new role early this summer—she and her husband Eric are expecting their first child!

“I have thoroughly enjoyed my patients in Leavenworth and being involved in this community,” Dr. Smith says. “But I am looking forward to this next chapter in my life and spending time with our family.”

Dr. Smith’s baby is due in the early summer and to be certain her Leavenworth patients are well cared for, Lindsey Pacey, practice extern, currently is training with Dr. Smith. Following the birth of Dr. Smith’s baby and Lindsey’s graduation, she will assume responsibility for the Leavenworth Clinic.

“Lindsey is an excellent audiologist,” Dr. Smith says. “I know I am leaving my patients in good hands!”

About Lindsey Pacey

Lindsey always knew she wanted to pursue a helping profession, but it wasn’t until her godmother, a patient at Associated Audiologists, opened the opportunity to shadow practice founder, Jim Wise, that she knew audiology was the profession for her.

“Shadowing Dr. Wise was a great experience,” Lindsey says. “In just two days he gave me a wealth of information about audiology and I saw first-hand the gratification that can come from properly fit amplification. It was very inspiring to see the difference an audiologist can make in their patients’ lives.”

After earning a bachelor’s degree from Kansas State University, Manhattan, Kan., Lindsey was accepted into the audiology program at the University of Kansas Medical Center. She will graduate in May 2015 with her doctorate of audiology degree. While at KU, she received the Dean’s Scholarship for scholastic excellence, professional leadership and social consciousness. She also has been a member of the Student Academy of Audiology and the Kansas Speech and Hearing Association.

During this past year, she has worked at Associated Audiologists as



Lindsey Pacey

an extern, gaining valuable experience alongside many of the practice’s audiologists, learning more about hearing aid technology, fitting, tinnitus and sound sensitivity.

“Working with Associated Audiologists has been a wonderful experience and I feel fortunate to be gaining audiologic and professional skills from a knowledgeable group that is passionate about helping others hear their best,” Lindsey says. “I’ve always loved how this practice places its patients first, and strives to improve the quality of life for each and every one. I’m eager to bring the skills I have learned over the past four years to my new position at the Leavenworth Clinic.”

Originally from Beloit, Kan., Lindsey is anxious to meet the Leavenworth Clinic patients, and return to her roots in a smaller community. “Beloit is a small town in north central Kansas and where my parents still reside.” Lindsey says. “My father is in agricultural equipment sales, and my mother taught school for a number of years.” She also has a brother, sister-in-law and niece.

Lindsey enjoys spending time with her family and outdoor activities, including running, snow skiing and fishing. She’s an avid Wildcat fan, and enjoys baking in her spare time.

To schedule an appointment with Lindsey at our Leavenworth Clinic, call 913-682-1870.

A LIFESAVING LIST

Recent changes to Medicare require that we ask you which medications you take, including prescriptions, over-the-counter medicines, vitamins and herbal supplements.

To speed patient registration, keep a list of your medications with you and take it to every healthcare appointment. If you prefer an electronic medication tracker, the American Medical Association offers a “My Medications” app available for iPhone, iPad and iPod devices. Just visit the AMA iTunes store to download the free app.

To be sure we have a complete understanding of your medical needs, please be prepared to tell us:

- **Name of medicine**, including over-the-counter or prescription, vitamins and supplements.
- **Dosage**, how much you take every day.
- **Route**, whether it’s a pill, liquid, patch or injection.
- **Frequency**, how often you take the medication.
- **Start date**, when you began taking the medicine, and how long you have been taking it.

STAFF NEWS



National Award Recognizes Dr. Steele

Congratulations to **Tim Steele, Ph.D., FAAA**, recipient of the Academy of Doctors of Audiology Award for Advocacy. The award recognizes his contributions to advance the profession of audiology and support the ADA's mission. Dr. Steele has been involved in efforts to make audiologists' services more accessible to Medicare patients, and make hearing aids more affordable. Over the last two years he has met with Kansas legislators Kevin Yoder, Pat Roberts, Lynn Jenkins and Jerry Moran to provide information about the proposed laws.

This work helped lead U.S. Representatives Lynn Jenkins (R-KS) and Matt Cartwright (D-PA) to introduce the Audiology Patient Choice Act, HR 5304. This non-partisan, common-sense legislation, if enacted, will bring Medicare in line with best practices in audiologic healthcare delivery models, and trends in patient care and participatory medicine.

Recently, the bipartisan Hearing Aid Tax Credit was reintroduced in the U.S. Senate. This legislation would provide assistance to many of the 36 million people who need hearing aids to address their hearing loss. It would provide a \$500 tax credit per hearing aid for people of all ages, or \$1,000 if two hearing aids are needed. The legislation is widely supported by professional audiology societies, support organizations for individuals with hearing loss, and hearing aid manufacturers. Visit hearingaidtaxcredit.org for more information.

Welcome!

Alisha Sisney has joined our new Northland Clinic as an administrative assistant. Alisha will be on hand to schedule appointments and support Dr. Lake and her patients. Previously, Alisha's career has focused on customer service, a skill she is excited to bring to her new role with the practice.



Alisha is a Northland native and enjoys spending time with her cats, dogs, nieces and nephews. She also enjoys reading, cooking and spending time with family at Pomme de Terre Lake. Please join us in welcoming Alisha to Associated Audiologists!

New Extern

David Paul will join the practice in June to perform his externship. David will be gaining experience in hearing aid technology and fitting, tinnitus diagnosis and management and vestibular evaluation and treatment.

David is a military veteran who became interested in audiology while deployed overseas. After returning to the states, he applied and was accepted to the program at the University of Kansas Medical Center. He expects to graduate with a doctorate in audiology in May 2016. David is originally from Emporia, Kan., and earned a bachelor's degree in psychology from the University of Kansas, Lawrence, Kan. Please join us in welcoming David to our practice as he completes his training.

Kim Celebrates 20th Anniversary

Congratulations to **Kim**, our claims administrator. Kim recently celebrated her 20th anniversary with Associated Audiologists!



Join the conversation!



Find us on facebook.

www.facebook.com/hearingyourbest

Overland Park Clinic Expands



Associated Audiologists has recently completed an expansion project at the Overland Park clinic in the Southridge Medical Building. The expansion is designed to enhance our patients' experiences, offering more space and additional exam rooms. The practice plans to begin offering regular courses for patients and their families to learn more about living their best and overcoming the challenges of hearing loss, tinnitus, sound sensitivity and dizziness/vertigo.

Northland Ribbon Cutting



Associated Audiologists celebrated the opening of its new Northland Clinic recently with a ribbon cutting event. Lainey Lake, Au.D., the audiologist dedicated to serving this clinic, was joined by Dr. Steele and many staff, patients and members of the Northland Regional Chamber of Commerce. The new clinic is located at 8350 N. St. Clair Avenue, Suite 175, Kansas City, Mo.

CLINIC CORNER

Question:

My hearing aid won't work. What can I try?

Answer:

We frequently receive calls asking for troubleshooting tips when a person's hearing aid won't work. Depending upon the type of hearing aid you have, there are several things you can try at home before making a trip into the office.

- 1) **Try a new battery.** If you have another hearing aid that is working well, you may want to consider that the battery in the hearing aid may be malfunctioning. This way you know the battery is good. Do not try more than one new battery. New battery technology takes longer to reach full power and stability, so make sure to allow your battery at least one minute to fully charge.
- 2) **Check the sound outlet for wax or debris.** Every hearing aid has a channel or outlet where sound leaves your device and enters your ear. Inspect the tip of the hearing aid; your sound outlet may be blocked. Clean this outlet using the cleaning tools provided at your fitting. Some of you may have a filter or wax trap that sits on top of this. Try changing that filter.
- 3) **Check the tube or wire.** All behind-the-ear hearing aids have tubes or wires that run from your device down and into your ear. Is there a crack or split in this tube or wire? Your audiologist can easily fix this.

If you have attempted the three steps above and continue to have problems, or have identified a problem with your wire or tube, please contact our office. We offer Urgent Ear Clinic hours daily at our Overland Park, Prairie Village, and Shawnee Mission clinics. Please call for an available time. Services are available on a first come, first serve basis. If we can't repair the problem in the office, we will return it to the manufacturer for repair.

If you are a patient in our Leavenworth, Manhattan or Northland clinics, please call before you bring your hearing aids in for repair.

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. © 2015 by Associated Audiologists, Inc. If you have comments or suggestions, please direct them to:

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Important
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about hearing
and balance
health from your
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Hearing Your Best

Share Your Experience!

Your feedback helps us improve our performance and provide five-star service to our patients. That's why we have recently started collecting patient reviews for all of our clinics.

When you see one of our audiologists, they may give you a card, like the one at the right, which includes a QR code, as well as the web address to the review page where you can rate your service and tell us how we did. You also may receive an e-mail message with a request to review us.

Many of our reviews are posted on our website, but you can share your review with others on Google+, YellowPages.com or SuperPages.com, too. Just note, to leave a review on Google+, you must have a Gmail account, and must be signed in.



If you have already left us a review, thank you!
If not, we hope you will take a few moments to share your experience!