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

ASSOCIATED AUDIOLOGISTS

Hearing Your Best

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7 Reasons to Try Lace Pro – From a Pro

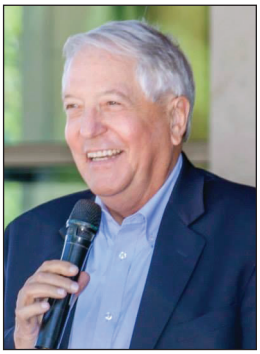
Associated Audiologists patient shares his experience with the auditory training app, Lace Pro

You may have heard about Lace Pro, our auditory training app. It's a customized program of learning modules with fun themes, like trivia and sports, that helps to improve your ability to recognize speech in noisy settings like restaurants and parties.

While our audiologists could give you a long list of the benefits of Lace Pro *(see the sidebar for a few of those!)*, there's nothing quite like firsthand experience to really get a sense for how it works.

That's where Jim comes in.

Jim's story



Jim Randall is a hearing aid user and patient of Dr. Stacey Baldwin.

Three years ago, Jim experienced a concussion that impacted both his hearing and his ability to process what he heard. In addition to careful monitoring by Dr. Baldwin and his medical team, Jim had been using another brain training app for awhile. But a few months ago, when Dr. Baldwin told him she had something new to try, he said, "Sure!"

The new app was Lace Pro, which uses AI avatars to help build a custom set of learning modules for users like Jim who are having difficulty understanding speech in noisy environments.

Now, just three months later, Jim has completed all the modules and

Continued on page 2

Benefits of Lace Pro:

- Improve understanding in noisy environments.
- Boost speech comprehension.
- Strengthen your cognitive listening abilities.
- Feel more confident in conversations.



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HEAR HERE

Stacey Baldwin, AuD, and
Dana Jacobson, AuD,
Co-Presidents and Co-CEOs,
Associated Audiologists



For more than 40 years, Associated Audiologists has been helping people across the Kansas City metro and beyond to understand their hearing, dizziness and balance issues and find successful solutions. Hearing aids are often one part of that, but we are always adding new and innovative options to help each individual patient hear their best.

Whether it's supplementing hearing aids with auditory training programs, like Lace Pro, or trying the latest FDA-approved treatments for tinnitus, like Lenire, our team is working hard to make your life better. Audiology care goes beyond the ears, and we take care to get to know you as an individual and look at all aspects of your health and well-being.

"Hearing your best" is more than just a slogan. It's a constant reminder to us of our mission: to improve lives through comprehensive audiology care.

Here's to the next 40 years of helping you hear your best!

7 Reasons to Try Lace Pro *continued from page 1*

is a big fan of Lace Pro. "Overall, I really like the program and how it's structured," Jim said. "If I was getting hearing aids for the first time, I would definitely recommend it. It takes you step by step through the setup to get in, and once you adjust to the newness, it just becomes part of your daily routine."

Dr. Baldwin is really impressed with how Jim has adapted to the program. "Jim is an A-plus student when it comes to doing his Lace Pro homework!" she said. "He has committed to consistent training, and his scores have already shown an improvement in his auditory processing."

In true, top-of-the-class style, Jim even put together a list of what he likes about Lace Pro—as well as a few ideas for improvement to pass along to the app developers.

Jim's List: Top 7 benefits of Lace Pro

1. Teaches you to concentrate and pick out the message of the person speaking.
2. Teaches you to listen without seeing the speaker's face or lips.
3. Gives you a reference point for how well you're doing with the rewards button.
4. Allows you to proceed at your own pace.
5. Helps you understand that perfect hearing is not possible in some places, like crowded rooms. Even the best hearing aids can't fix everything!
6. Guides you back to your licensed audiologist to understand all the settings of your new hearing aids.
7. Allows you to utilize all the functions like directional microphones on your hearing aids, which helps immensely.

While Jim is happy with his progress with Lace Pro, he also offered some insight on where the app has room for improvement, such as more flexibility in the modules and a desire for more feedback in the app as you go along.

Knowing some others may have had similar perceptions, Dr. Baldwin shared with us that patients can reach out to their provider to have a new training program set up with their current goals in mind and that providers can see significantly more detail on your progress, so be sure to check in with them throughout your program.

The science behind Lace Pro

As more patients like Jim have been using Lace Pro, we are seeing some impressive data to back up their positive experiences.

"Patient progress with Lace has been significant, especially when they consistently engage with the program," said audiologist Dr. Katie Rhoads, who sees patients at the Associated Audiologists Northland clinic in Kansas City, Missouri. "Lace has a higher compliance rate than physical therapy (PT) patients with their home exercises—PT sits at approximately 30% compliance, while our patients are sitting at 46% with Lace Pro."

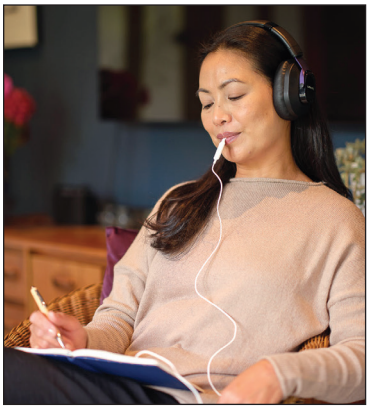
Perhaps most exciting, Dr. Rhoads shared, is that our patients who consistently engage with the Lace Pro app show a noticeable improvement in their LaceSIN score, which measures the ability to hear and understand speech in noise.

"Hearing loss is a journey, not a one-step solution," explained Dr. Rhoads.

Consider adding an auditory rehabilitation tool like Lace Pro to your journey toward hearing your best. Talk with your audiologist or contact us for more information.

Lenire: Get the Buzz on this New Tinnitus Treatment

Tinnitus (ringing, buzzing, or whooshing sounds in your ears) is a common problem. In fact, about one in 10 American adults reports experiencing tinnitus.



For most people, tinnitus is mildly irritating, but they are able to ignore it and get on with their lives. But for about 2 million people, their tinnitus becomes so severe that it significantly impacts their daily life.

For those with moderate to severe tinnitus, we have several treatment options, including the newest FDA-approved device called Lenire.

Lenire is a treatment device proven in a large-scale clinical trial to reduce the severity of tinnitus. Use it from the comfort of home to manage your tinnitus with the help of a qualified healthcare professional.

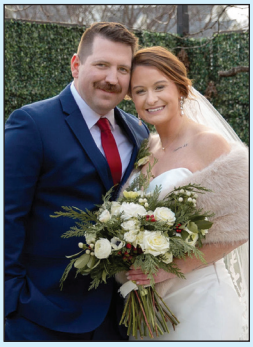
Lenire plays sounds from headphones and provides gentle pulses to the tongue via a Tonguetip, both of which are included with the device. The sounds and pulses work together to retrain your brain. You pay less attention to your tinnitus, reducing its impact on your day-to-day life.

Susan Smittkamp, AuD, is specially trained in tinnitus diagnosis and management, including the Lenire system.

Make an appointment with Dr. Smittkamp at our Shawnee Mission location by calling (913) 403-0018 or visiting our website, www.hearingyourbest.com.

HAVE YOU HEARD?

Wedding Bells



Congratulations to **Dr. Brynn (Ashmore) Ruark** on her marriage to Connor! Dr. Ruark (pronounced ROO-ark) sees patients at our Overland Park clinic location.

Prairie Village Clinic Gets a Makeover

If you frequent our Prairie Village location, you will see some fresh updates on your next visit. New flooring, paint, and décor are bringing a renewed energy to this clinic space, which has been operating in the Prairie Village Office Center at 73rd and Mission Road since 1989. **Stop by and say hello to the PV team!**

Celebrating Dr. Sarah Jo Mediavilla



Congratulations to **Sarah Jo Mediavilla, AuD,** who is the Kansas Speech-Language-Hearing Association (KSHA) Audiologist of the Year for 2026! She retired from Associated Audiologists earlier this year after more than 4 decades of service to audiology, including 12 years with Associated Audiologists.

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New Tinnitus Treatment

See page 3.



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