

# Hear & Now

Audiology and Hearing Aid Center News

Fall Edition 2000

**Auris**

Hearing Healthcare  
Audiology and Hearing Aid Center  
Metro Hearing Services  
Tri-City Audiology

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SNAPSHOTS  
- COUPONS/SAVINGS

FREE LUNCHEON  
SEMINARS

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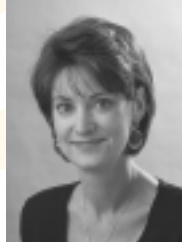
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You may contact us  
on the Internet at  
[www.azahac.com](http://www.azahac.com)



## Cathy's Column

*As Bob Barker would say, "C'mon down... the price is right!"*

You can save up to \$2000 on the new, programmable Meridian. It is my pleasure to offer this hearing aid to many patients who have inquired about fully digital hearing instruments, but did not buy for one reason or another. Programmable technology has been around for more than 10 years. I have always prided myself on offering a wide variety of hearing products for my patients to choose from. I'm pleased that you can now inquire about the Meridian as yet another one of those choices.

### *A disposable hearing aid?*

It's hard to believe, but with the way technology progresses, I'm really not surprised to learn about Songbird, a disposable hearing aid that lasts about a month... and then you throw it away! I am telling patients that it's ideal for when you are traveling or away from home and your regular hearing aid goes on the blink. For \$40 a month (Yes that's right, \$40 a month), the Songbird certainly has a useful

purpose for the hearing aid patient. However, the cost is a consideration that I've had to explain to patients. Consider for a moment that the newer, high-tech, fully digital hearing aids, cost about \$4600 for two aids, and are expected to last five to six years or longer. Songbirds, on the other hand, when replaced monthly would cost about \$5700 over six years. In so many words, don't be fooled by the exceptionally low cost of this hearing aid. The Songbird is an excellent option for an emergency or "spare" hearing aid, but possibly not the most cost effective solution for the longer term.

### *And to close...*

I want to thank all of you who participated in our Preferred Patient Program, (formerly Sound Investment Referral Program). Many of you have taken advantage of this program and received many points which can be used toward valuable hearing products in our offices. Your confidence and trust in me and my staff is very much appreciated. Thanks again with much kindness.

Sincerely,

*Cathy E. Kurth*

# 2 For 1

Purchase one Meridian,  
get the second

# FREE.

On any ITE, ITC, OR CIC  
style hearing aid

Up to  
\$2000  
or greater  
savings.

For a limited time, we are offering the new Meridian programmable hearing aid by at about half the cost. When you buy one, you get the second FREE. That's about a \$2000 savings. The Meridian is a completely-in-the-canal hearing aid, designed to be computer programmed for the specific listening situations.

**Call now for an appointment.** Appointment times will fill up fast. You won't want to miss out on this special offer. Or, refer someone you know who has hearing loss. *The 2For1 offer cannot be combined with any other program, offer, discount, insurance plan or coupon.*

Audiologists at the Audiology & Hearing Aid Center are certified (CCC-A) by the American Speech and Hearing Association.  
Cathy Kurth, M.A., CCC-A • Kristin Wells, M.A., CCC-A • Kim Gates, M.C.D., CCC-A • Rebecca Gregory, M.S., CCC-A • Cara Lefkowitz M.S., CCC-A



## Guest Column

## The good news and bad news on background noise

by Kristin Wells, M.A., CCC-A

One of the most common questions from patients at the Audiology and Hearing Aid Center is “Can I get hearing aids that eliminate background noise”? The most common answer, unfortunately, is a qualified “no.” Allow me to explain.

Just what exactly is meant by “background noise?” It may be running water or cars driving by. Whatever the case may be, the most common form of “background noise” is actually the human voice... other people talking. It is most troublesome in restaurants, parties, theaters, meetings, and other gathering places. In these instances hearing aids (even the most advanced technology) are not smart enough to know which voices you want to hear and which ones you don’t. Therefore, we cannot ask the hearing aid to start eliminating the “noise” or it would cut out speech altogether!

We find that many patients have lost their hearing gradually over a period of time and have forgotten exactly how well they once could hear. We tell our patients that even normal hearing people struggle to hear in noisy restaurants and that no one catches every single word during a movie. Hearing aids cannot restore hearing to that of an 18-year-old, just as the most expensive sneakers will not make you run like an Olympic athlete. However, hearing aids do help you hear better, especially in noisy situations.

### **Your letters help us become better providers**

Dear Cathy:

My wife has been wearing hearing aids for many years. My speaking experience with her over the years has varied considerably. At times it was necessary for me to yell for her to hear. She recently acquired 100% fully digital hearing aids with two memory levels; a telephone T-Coil and sound control. With this range of controls, she is now able to adjust her hearing to all types of listening situations. Best of all, now I can whisper sweet nothings to her.

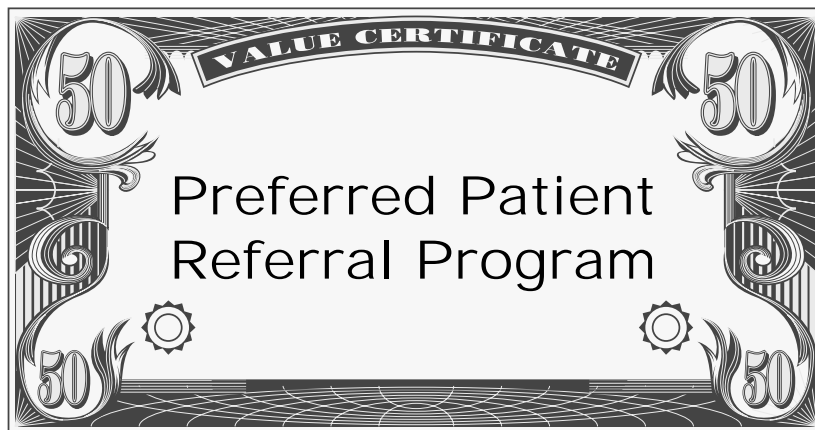
Thank you.  
D.W.

### **Consider this about background noise**

Picture yourself standing on a street corner, talking to a friend. A large tractor trailer goes rumbling by. That is background noise that you would rather not hear. Now take two steps out into the crosswalk. Do you want to hear that tractor trailer coming now? Absolutely, or you’ll get run over. The same goes for hearing emergency sirens when you are driving. The beauty of hearing aids is that they can control or manage background noise so the noise actually becomes a sound that you can comfortably hear.

### **Now the good news**

Bet you were wondering when I was going to get that. As many of you know, hearing aids have come a long way. Today our tiny, almost invisible hearing aids can perform intricate calculations to more accurately separate speech from what is truly noise; what is important from what is merely distraction. The 100% digital completely-in-the-canal Senso Plus by Widex is our most requested hearing aid. It was the first, remember? It also deals with background noise better than most digital hearing aids on the market today. So, even though we cannot eliminate background noise, we can employ the latest technologies to help you hear better in a variety of listening situations and sound environments each and every day of your life.



## We thank

*the following individuals . . .*

Antonia Cianelli  
Mildred Green  
John Mayer

Ted Moore  
Florence Nordale  
Norma Schubert

Charles Vosburgh

...for their referrals to the Audiology and Hearing Aid Center. Those who have taken advantage of this opportunity received vouchers toward the purchase of batteries, assistive listening devices and brand-new hearing aids. You know someone who has hearing loss! Please refer them to the Audiology and Hearing Aid Center.

### **Here’s how it works**

Each time you refer someone, you receive 50 hearing points (worth \$50) through the Preferred Patient Referral Program. The person(s) you refer also receives a 50-point voucher.

### **What can I expect from fully digital hearing aids?**

- Improved hearing in quiet situations
- Improved hearing in moderate background noise
- Hearing in noise may not be as good as hearing in quiet
- Soft speech should be audible, conversational and loud speech comfortable
- Earmolds should feel comfortable
- If hearing aids are fit properly, there should be no whistling
- Your own voice should be clear and “acceptable”
- It takes some time to fully appreciate the benefits that this remarkable technology can bring you and has brought thousands of other hearing impaired individuals.

Rebecca's Review



**Tips on protecting your hearing aids**

by Rebecca Gregory, MS, CCC-A.

Earwax accounts for nearly 80 percent of hearing aid repairs in our office. Other common culprits are moisture, dry skin, dirt, oil, and hair spray, which can all damage the hearing aid. Allow me to share some tips on keeping your hearing aids in top working condition and avoiding those inconvenient repairs:

- Avoid getting them wet.
- Clean them every night.
- Change the wax filters (if applicable) every couple of weeks.
- Never use alcohol or other cleaners not recommended. (We have the appropriate cleaning solutions in our offices).
- Avoid handling them with sunscreen, lotion, baby oil or talcum powder on your hands.
- Cover your ears while spraying hair.
- Keep the hearing aid away from children and pets.

Remember, the hearing aid, like any appliance, needs to be maintained. Comply with these tips and you will continue to enjoy your better hearing each and every day.

**Back to regular hours**

On Sept. 1, 2000, we returned to regular hours.

Monday - Friday 8:30 am to 5 pm  
and on most Saturdays 9 am to 12 noon  
(Civic Center Office only.)

**Remember**

**Walk-in hours** are from 1-2 pm daily for minor repairs such as battery doors, re-tubings, and cleanings. In most cases, you can sit and wait for your hearing aids to be serviced, or you can drop them off and pick them up later in the day.  
(Civic Center Office only.)

**The average cost of hearing well is not all that expensive.**

Assuming a conservative five-year life expectancy, take for instance if you pay:

- \$4000 for hearing aids = \$2.19/day
- \$3000 for hearing aids = \$1.64/day
- \$2000 for hearing aids = \$1.10/day

The following daily averages reflect the costs for common, everyday services:

- Entertainment \$2.74/day
- Electricity \$1.56/day
- Vehicle insurance \$1.08/day

The question is: Is your better hearing worth it? The ability to hear clearly affects every facet of your life, as well as the lives of those around you.

Source: Department of Labor Consumer Expenditure Survey (1998).

**Benefits of Hearing Aid Technologies**

We are proud to offer a full selection of analog, programmable, and fully digital hearing aids

**Analog Hearing Aids**

Single-Channel, Single-Memory, Manual Volume Control, Directional Microphone

**Benefits**

- Hearing better in a one-on-one situation
- Needing more volume for the TV
- Conversing in relatively quiet environments
- Some flexibility to meet certain lifestyle needs

**Programmable Hearing Aids**

Multi-Channel, Multi-Memory, Remote, Automatic or Manual Volume Control, Directional Microphone

**Benefits**

- Better processing in different environments
- Controlling sensitivity to loud sounds
- Availability of remote control or manual volume control
- Increased flexibility to meet your lifestyle needs

**100% Digital Hearing Instruments**

Multi-Channel, Automatic Volume Control, Speech Enhancement Algorithm, Directional Microphone

**Benefits**

- Provides highest accuracy of natural sound reproduction
- Feedback management systems greatly reduce whistling
- Deals with "speech" sound signals differently than "noise" signals
- Provides the most comfort for listening situations
- Superior processing in different environments
- Controlling sensitivity to loud sounds
- Available in automatic, manual volume control or remote control
- Most flexibility to meet your lifestyle needs

**Audiology and  
Hearing Aid  
Center, Ltd.**

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## Weekly Luncheon Seminars at the **Audiology and Hearing Aid Center**

If you haven't attended one of our Luncheon Seminars, call now to participate in one of the most popular lunchtime events in Scottsdale. This is your opportunity to have your questions answered about the differences in today's hearing aid technology in a comfortable, small group setting.

Call now to reserve a seat.  
*(Reservations required)*

### Civic Center

480-941-0519

#### Tuesdays 12 - 1 pm

- October 3
- October 10
- October 17
- October 24
- October 31

### North Scottsdale

480-451-0220

#### Fridays 12 - 1 pm

- October 6
- October 13
- October 20
- October 27
- November 3

Summer Cleaning  
Summer Tune Up

**FREE**

By appointment only.  
Expires Oct. 31, 2000



**BATTERY SALE**

**\$25 savings**

On Cartons of 48

Expires Oct. 31, 2000



**Dry & Store™**

**\$30**

**SAVINGS**

Expires Oct. 31, 2000



#### *Dry and Store Survey*

- Based on random selection of 300 users after six months. (213 responses)
- More than 75% said their hearing aids sound better after using Dry and Store.
- More than 70% said there was less itching or recurring ear infections since using Dry and Store.
- More than 50% said they get extended battery life after using Dry and Store.
- Nearly 70% said their hearing aids had less distortion, failure, or problems requiring repair.