

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

Scottsdale Medical Building  
3271 N. Civic Center Plaza, Ste. 4  
Scottsdale, Arizona 85251

*Your Hear & Now  
newsletter has arrived!*

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You Are **CORDIALLY INVITED** to a...

## FREE Educational Luncheon Seminar!

**Presented and Hosted by**  
Audiology and Hearing Aid Center and  
the Widex Hearing Aid Company

The presentation will cover the latest advancements in digital hearing aid technology, including how the use of directional microphones integrated with feedback cancellation and noise reduction features, are helping people hear better in more challenging hearing situations such as background noise.

The discussion will also cover potential coping mechanisms for tinnitus (ringing in the ears) as well as possible treatments for dizziness due to inner-ear problems.

**An excellent opportunity to have your important questions answered!**

If you or someone you know is suffering from hearing loss, tinnitus, or dizziness problems, this presentation is for you.

### JOIN US —EITHER—

Friday, October 17th, 2003  
11:00 a.m. to 12:30 p.m.

At The Mustang Library Auditorium  
10101 N. 90th St.

Reservations required by October 15th  
**(480) 451-0220, —OR—**

Tuesday, October 28th, 2003  
11:00 a.m. to 12:30 p.m.

At The Civic Center Library Auditorium  
3839 N. Drinkwater Blvd.

Reservations required by October 21st  
**(480) 941-0519**

**BE SURE TO SPECIFY WHICH SEMINAR DATE YOU WILL BE ATTENDING.**

## BATTERY SALE

**RAYOVAC**

Buy **two** packs,  
get **one** pack

**FREE**

All sizes available

Expires October 31, 2003



## Fall Tune-Up Special

**\$39.95!!**



**Includes hearing screening,  
video otoscopy exam and  
hearing aid evaluation,  
reprogramming, if  
necessary, cleaning and in-  
office repairs.**

Appointment required.

Expires October 31, 2003



## SPECIAL REMINDER

For your convenience, we offer walk-in hours Monday through Friday, when an audiologist will be available to clean and check your hearing aids and earmolds, change battery doors, and perform minor repairs. If your hearing aid needs adjustment, please call to make an appointment.

### Walk-in hours for:

**Civic Center Office**  
12 - 1 pm  
Monday - Friday

**North Scottsdale Office**  
12 - 1 pm  
Monday - Friday

**We thank the Widex Hearing Aid Company for their support and assistance in preparing this newsletter.**

# Hear & Now

## Audiology and Hearing Aid Center News

Fall 2003

### IN THIS ISSUE

#### CATHY'S COLUMN

IT'S A NOISY WORLD  
HAVE YOU HEARD?

THANK YOU FROM ONE  
VERY PARTICULAR  
PATIENT

NEW HIGH POWER  
HEARING AID

CONGRATULATIONS  
CARA AND TINA

YOU ARE INVITED!  
LUNCHEON SEMINAR

#### Scottsdale

(480) 941-0519

3271 N. Civic Center Plaza  
Suite 4

#### Phoenix

(480) 941-0519

5040 N. 15th Avenue  
Suite 408

#### North Scottsdale

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9777 N. 91st Street  
Suite 101

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



### Cathy's Column

## NOT ALL Digital Hearing Aids Are Created Equal

Some patients who come to Audiology and Hearing Aid Center to discuss wearing digital hearing aids think that all digital hearing aids are the same. In fact, most consumers think that if the hearing aid is digital, it is the best hearing aid available. There's no question that the benefits of digital far outweigh hearing aids of the past. However, not all digital hearing aids are created equal.

Digital hearing aids come in three performance categories: premium, mid-range and basic. Although they are all digital by design, each performs differently based on the added technological features incorporated into the microchip. Let's review from the top down.

**Premium** digital hearing instruments come equipped with multiple channels and the most features. The more challenging the hearing environment (as in dealing with background noise), the greater your need for this level of technology. Deciding factors include the severity of your hearing loss and what kind of lifestyle you lead (is it highly social or relatively inactive?). Premium digital hearing instruments have the most accurate sound reproduction, the most advanced noise reduction and feedback

(bothersome whistling) control. The advanced circuitry automatically intensifies and enhances speech sounds over noise. For instance, the Senso Diva, a popular selling hearing aid at our office, is equipped with multiple channels that can

be adjusted independently for specific listening needs. The Diva can locate a background noise and reduce it so it doesn't interfere with your listening in a conversation. This is an excellent hearing aid for just about every listening situation.

**Mid-range** digital hearing aids are also popular not only

because of their moderate price but for the original digital features. Mid-range used to be the most advanced digital hearing aids several years ago when digital first revolutionized the industry. Mid-range provides excellent sound quality in most, but not all, listening situations. Many, such as the Senso Plus, come equipped with feedback and noise reduction features, as well as speech enhancement for better clarifying soft sounds. Hearing aids in the mid-range have circuitry that is not as advanced as the premium models.

**Basic** digital hearing aids provide good sound quality for hearing needs such as watching TV or listening in one-on-one conversations, but do not

*continued on inside - Cathy's Column*



### HOW DIGITAL WORKS

**Digital technology** in hearing aids refers to how the hearing aid processes sound information. Digital by definition is a series of numbers (ones and zeros) referred to as binary code that, in hearing aids, measure and reprocess a sound frequency, pitch and volume before converting it back into an analog (sound amplifying) signal. The difference digital makes is in the clarity of sound and comfort in listening. Processing of the sound is immediate, very precise, and certain qualities of the signal can be adjusted by your audiologist for more specific needs such as a certain sound environment or if your hearing loss changes.

# IT'S A NOISY WORLD OUT THERE

Every day we are exposed to a constant barrage of sounds. From airplanes to hair dryers, there is no question that we've created a very noisy world, and modern life can be very hard on hearing.

The loudness of noise is measured in decibels (dB). Anything 80 dB or louder, such as a loud buzzer alarm clock, is potentially dangerous. The higher the dB, the louder the noise. The louder the noise, the shorter the time it takes to damage your hearing.

## *Some common sources of loud sounds and their dB level:*

Noisy restaurant . . . . .	80dB
Lawn mower . . . . .	90dB
Farm machinery . . . . .	90-100dB
Woodworking shop . . . . .	100dB
Stereo headphones . . . . .	105-110dB
Rock concert . . . . .	115-120dB
Shotgun blast . . . . .	140dB
Jet plane . . . . .	140dB

To put these noise levels into perspective, consider that a whisper is about 30dB and conversational speech is 60dB.

## *WHAT ARE THE WARNING SIGNS OF TOO MUCH NOISE?*

Have you ever walked away from a construction site or loud concert and everything sounds as if you're under water? Or you feel a fullness or buzzing in your ears? These are indications of temporary hearing impairment. Although the symptoms may

fade away, it's a signal that you've damaged some of the 15,000 to 20,000 hair-like nerve cells in your inner ear.

Because hearing loss occurs gradually and without pain, most people don't notice they've lost anything until they develop tinnitus—a ringing or buzzing sound in the ears—or they have difficulty understanding speech. But the damage begins long before that. For instance, an individual concert, hunting trip, lawn mower, or power tool may not hurt your ears at the time you hear it, but added together over the years, they can be disastrous and, unfortunately, permanent.

## *WHAT IS THE BEST HEARING PROTECTION?*

The best way to safeguard your hearing is to avoid loud noise as much as possible. When loud noise can't be avoided, guard your ears with hearing protection devices such as earplugs or custom-made earmolds, many of which come with various filter systems. (Stuffing cotton in your ears will not do the trick!) If you are exposed to excessive noise in your workplace or in your leisure activities, contact Audiology and Hearing Aid Center for advice on the latest methods of protecting your hearing against future or further hearing loss.

Those most at risk and for whom we offer a variety of custom earmolds include musicians, hunters, shooters, construction workers, industrial employees, airline employees, non-commercial airplane pilots, and anyone who is exposed to intermittent or constant noise. Additionally, we carry custom earmolds for professional and recreational swimmers and custom ear-pieces for hands-free cell phone use such as in the car while you are driving.

*If you want the best, and nothing but the best...*

**Ask About**



### **Impressive features include:**

- 15-channel sound processing
- Advanced feedback cancellation
- Revolutionary noise reduction system
- Fully automatic, 100% digital signal processing
- Directional Intelligence™ with Diva Locator
- Advanced dual microphone technology (available on some models).



**Digital hearing aids worth asking about!**

## **continued from front - Cathy's Column**

perform as well in more challenging listening situations and lack active feedback control. A basic digital may be a good choice for less active or homebound patients who simply enjoy talking with family and friends in quieter settings. Added features include a low battery indicator.

In many ways, digital has replaced programmable-analog hearing aids of the past. Premium, mid-range and basic digital hearing aids come in all the popular styles, including the completely-in-the-canal (CIC), in-the-canal (ITC), in-the-ear (ITE), and the traditional behind-the-ear (BTE).

We hope that this information helps you get a better idea of the three digital performance categories. When you compare these, and compare prices, make certain you know what type of technology and features you are comparing. There is really a world of difference in what you get, and what you pay for.

If you know someone who is considering purchasing hearing aids, please pass this information along to them.

## *WHERE HAS CARA BEEN?*



Civic Center audiologist Cara Lefkowitz has been on maternity leave since April. In fact, on April 17<sup>th</sup>, Nathan Henry was born at 2:09 p.m., weighing in at 7 pounds, 4 1/2 ounces, and 19 1/2 inches long. It is Cara's and her husband Scott's first baby. Nathan has bulked up now to 15 pounds, 12 ounces, and stretched out to 25 inches long. Cara will be back to work in September and looks forward to showing baby pictures to all her patients.

# Thank you *from one very PARTICULAR patient.*

For many years, I had hearing loss that went unaddressed. At least, that's what my wife tried to tell me. When I finally scheduled an audiological screening, I found out that she was right. My first pair of hearing aids were high-quality, the best analog technology available at the time. However, being analog, they amplified all sound equally as well as background noise and other undesirable sounds. I never felt that the analog hearing aids offered much improvement, and thus they spent most of the time in a drawer.

As advancements were made in hearing aid technology such as digital, I decided to try again. I became a patient at the Audiology and Hearing Aid Center. Dr. Cathy Kurth and her staff fit me with Senso hearing instruments by Widex, again one of the most advanced hearing aids on the market at the time. These Sensos I found to be very good and I wore them regularly for several years. When the next generation of digital aids arrived, I immediately upgraded to the Senso Diva, multi-channel instrument. The difference in sound quality was remarkable — truly a giant step up from older model digital aids.

Being the particular patient I am, I can testify that the difference in sound quality between analog, first generation digital and the newest generation of digital hearing instruments is like listening to AM radio in your car under a bridge compared to FM radio and CD's. My story, fortunately, doesn't end here.

I am a "particular" patient because I had some special needs with my hearing aids. As an emergency room physician, my work environment at times can be quite chaotic dealing with background noise: crying children, alarms on monitors going off, telephones ringing, pagers beeping, overhead announcements. I especially needed to be able to use my stethoscope and be able to move quickly from one patient to the other without constantly removing and reinserting my hearing aids to make adjustments. Dr. Kurth and her staff audiologist, Kim Gates, viewed this as a challenge. Convinced that this problem could be solved, they tried several commercially available products that claimed to be usable with a stethoscope, but none seemed to work. Kim even tried some do-it-yourself carving and modifications to a set of semi-custom molds, again without success. Ultimately, they came through with some reprogramming of the digital circuitry. They were able to find a combination of earpieces and hearing aid molds that would allow me to keep my hearing aids in at all times and most importantly use my stethoscope. I am extremely grateful to them for their persistence. If they treat all their patients' hearing loss needs like they treated mine, I know that there are lots of hearing aid users out there getting the most from their hearing instruments.

*Signed, Richard, M.D. – One very PARTICULAR patient.*

## Have You Heard?

*By Kristin Wells, M.A, FAAA*

Did you know that hearing help is available to you at the theater? And did you know it is FREE? That's right! Thanks to the Americans with Disabilities Act (ADA), any public venue with over 99 seats is required by law to provide a listening system for hearing impaired guests. That means that both live theaters such as Scottsdale Center for the Arts, Grady Gammage Auditorium, Symphony Hall, and Herberger Theater, as well as cinemas like Harkins and AMC, all have a listening device for you to use ... FREE! Most venues use either an infrared system or an FM system. All you need to do is go to the customer service window or ticket booth when you arrive and ask for a headset. You will probably have to give them a driver's license or ID to hold while you are using it. It's really that easy! There is no need to give up those season tickets because you sometimes miss or strain to hear the words in a play. We encourage our hearing aid users to take advantage of these assistive listening devices because the sound quality is superb... like sitting in front row seats!

**Note:** The Senso Diva by Widex has a built in "Music" program that is specifically designed for theater-goers and those who enjoy listening to music. If you wear the Senso Diva, you may be just as satisfied hearing the play or show with these advanced hearing aids and not require an assistive device.

## Congratulations Tina ... on receiving your C's!



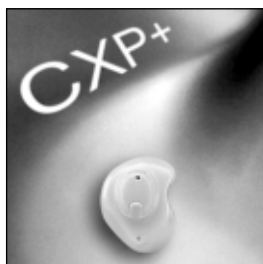
**This August, Tina Profitt received her clinical competency certification in audiology (CCC-A).**

**This nine-month clinical fellowship is required of all practicing audiologists by the American Speech-Language-Hearing Association.**

**Tina is now a licensed and certified audiologist, who, by the way, heads up the Audiology and Hearing Aid Center's balance disorder, dizziness and vestibular diagnostic service.**

## New Power "In-the-Ear" Aid Available!

Historically, high-powered hearing aids for persons with a moderate to severe hearing loss have come in Behind-the-Ear styles. We are pleased to be among the first in the country to introduce the Senso CXP+ "Power" In-the-Ear style hearing aid by Widex.



**by Widex**  
*The World Leader in advanced digital technology*

*Impressive features include:*

- Fully automatic sound processing
- Speech enhancement algorithm to increase listening comfort at varying levels and ease of listening in noise
- Advanced 3-channel digital signal processing
- Automatic feedback management
- Sophisticated sound stabilizing mechanism to enhance speech
- Low battery beep-tone indicator

*The CXP+ is recommended for moderate to severe hearing losses, and for people who desire a fully automatic hearing instrument with no manual controls.*