

Audiology and Hearing Aid Center **Fall Seminar Program** **ATTEND a FREE** luncheon seminar presentation on. . .

Hearing Loss and Hearing Aids: *What is the Best Digital Hearing Aid Technology for Me?*

Tuesdays at Civic Center

**Oct. 18th, 25th or Nov. 8th
11:00 a.m. to 12:30 p.m.**

At 3271 North Civic Center Plaza, Suite 4

Reservations, Call: (480) 941-0519

Wednesdays at North Scottsdale

**October 12th, 19th or 26th
11:00 a.m. to 12:30 p.m.**

At 9777 North 91st Street, Suite 101

Reservations, Call: (480) 451-0220

These presentations are designed to help you to become better educated consumers about hearing loss and hearing aids. Our seminars provide important information about the many options available in digital hearing technology. You will learn about the latest developments in digital hearing aids and the differences between the low price store-bought models, you see advertised in the newspaper, and the premium high-quality models we offer. Learn how to compare apples to apples instead of apples to lemons. Our seminars are very informative and an excellent opportunity to have your important questions about hearing loss and hearing aids answered.

Hosted and Presented By:



Cathy Kurth, Au.D.



Kristin Wells, Au.D.

*"We look forward to answering
your important questions."*

Doctors of Audiology who have
been practicing audiology in
Scottsdale for many years, treating
thousands of patients with
advanced digital hearing aids.

*A delicious lunch will be served.
Plenty of free parking!!*

Hearing aid demonstrations are available immediately following the presentation. You may call ahead to reserve an appointment time. Just mention it when you make your reservations.

**Reservations are required for everyone attending.
Bring a friend!**

HEAR & NOW

October 2005

Audiology and Hearing Aid Center News

The hearing care specialists preferred by doctors and patients alike.

Cathy Kurth, Au.D., FAAA
Doctor of Audiology

Kristin Wells, Au.D., FAAA
Doctor of Audiology

Kim Gates, Au.D., FAAA
Doctor of Audiology

Chris Cummins-Beagle, M.S., FAAA
Clinical Audiologist

Audiologists at the Audiology & Hearing Aid Center are board certified by the American Board of Audiology and/or certified (CCC-A) by the American Speech-Language-Hearing Association.

Scottsdale
(480) 941-0519
3271 N. Civic Center Plaza
Suite 4

Phoenix
(480) 941-0519
5040 N. 15th Avenue
Suite 408

North Scottsdale
(480) 451-0220
9777 N. 91st Street
Suite 101

You may visit us
on the Internet at
www.azhearingaid.com

**Price.
Performance.
Peace of Mind™.**



How long has it been since you last purchased lower cost digital hearing instruments? Was it three? Five? More than five years ago? Allow us to introduce a new, premium, lower cost digital hearing instrument – Bravissimo by Widex.

Bravissimo is a one-of-a-kind lower cost digital hearing aid that enhances individual preferences through its patented directional microphone technology, noise and feedback reduction circuitry, and flexible fitting range. Bravissimo is ideally designed for individuals with hearing loss that ranges across the spectrum from mild to profound.

When you compare your current low-cost system with the lower-cost features of Bravissimo, you receive much more value and performance than what you have had in the past. Bravissimo's three-channel technology offers completely automatic performance or an optional, manual

volume control available on most behind-the-ear and in-the-ear models, superior power for severe to profound hearing losses, and directional microphones that maximize speech control over noise from all source-points.

If you thought digital hearing aids have become too expensive, think again. Not only does Bravissimo provide the right performance for the right price, but clarity and peace of mind in a comfortable hearing instrument. You will continue to enjoy lower cost digital hearing at a much higher performance level than you imagined was possible.

Widex, the world leader in the development and manufacturing of high quality digital hearing aid technology, offers this easy-to-fit and natural sounding lower cost premium digital hearing aid for people of all ages.

Try Bravissimo! It's big on digital, but small on price.

Audiology and Hearing Aid Center <small>3271 N. Civic Center Plaza, Ste. 4 Scottsdale, AZ 85251 (480) 941-0519</small>			<small>9777 N. 91st St., Ste. 101 Scottsdale, AZ 85258 (480) 451-0220</small>	<small>5040 N. 15th Ave., Ste. 408 Phoenix, AZ 85015 (480) 941-0519</small>	This voucher expires Nov. 30th, 2005	8949 94326 59734
Bring it to a Seminar!						
THE SUM 500 DOLS 00 CTS ***** OFF ALL ADVANCED DIGITAL HEARING AIDS (\$200 OFF ONE)						
To The Order Of			[Fill in your name here]			
<small>New applicable within 30 days of purchase. Good toward the purchase of one Premium 1000, Digital Hearing Instrument, \$299 list price. Digital Premium Hearing Instrument. Excludes features of our previous digital line. Not valid on prior purchases, discounts or other offers.</small>						Audiology and Hearing Aid Center : 03250 : 092183157345 :

Bring this voucher to a seminar or make an appointment to upgrade your current hearing aid system.

Which Tier Are You?

Just about all of the hearing aids we fit today at Audiology and Hearing Aid Center are digital. **Why?** Because we want what is best for our patients. Today's advanced digital hearing aids are available in a wide range of prices and all levels of technology, which makes it possible for us to achieve better hearing for every patient we fit.

To help you understand these levels and prices, we designed a Tier Level chart that categorizes our digital hearing aids to make the selection process easier. With this handy chart, not only can we look at your hearing loss but consider your lifestyle, physical and communication needs, as well as your budget to help you make the best choice.

Tier I hearing aids are the most advanced and can handle many

different listening as well as communication challenges such as noisy and fluctuating sound environments. Who wears a Tier I hearing aid? An individual who lives an active, busy, social lifestyle and demands the very best of their hearing technology. One who also communicates regularly over the phone or cell phone and is active in their business or career.

Tier II hearing aids are identified as "Mid-Range" digital aids. People who live a quieter life do well with Tier II. Those who need to hear well but do not encounter many challenging listening envi-

ronments each day, but may go out to eat at a restaurant or experience noisier settings once in a while, will benefit.

Tier III are the most economically priced digital hearing aids. People who wear Tier III hearing aids find that they work well for watching television and a quiet one-on-one conversation. These listeners do not wear their hearing aids into situations where back-ground noise will interfere. These hearing aids are basic digital amplifiers designed to enhance your hearing in a quiet environment. Widex the only manufacturer of the world's most advanced digital hearing aid – Diva, recently developed a lower cost digital hearing aid, Bravissimo, that includes such enhanced features as directional microphones, sound stabilizers, feedback and noise reduction.

Tier I Advanced Digital Hearing Aids		Tier II Standard Digital Hearing Aids	Tier III Lower Cost Digital Hearing Aids
Automatic switch between settings for quiet, noise, and music (in some hearing aids)			
Occlusion Manager Decreases "hollow effect"			
Noise Reduction Adjusted in 15 or more channels; allows better speech understanding		Noise reduction increases listening comfort in noisy situations	
Feedback Cancellation Active electronic cancellation		Feedback suppression	
Adaptive Dual (Directional) Microphones Reduces noise from behind and to the side		Dual (Directional) Microphones	
Very precise, customized tuning by individual frequencies		Accurate hearing aid programming	Adjusted by bass and treble to accommodate hearing requirements
Highest Fidelity available Clear, undistorted sound reproduction and speech enhancement		Clear, natural sound reproduction; high fidelity	Good fidelity through digital processing
Can be reprogrammed if hearing changes		Can be reprogrammed if hearing changes	Can be reprogrammed if hearing changes
The most advanced and dynamic technology available for active individuals in diverse listening environments		Offers listening comfort in demanding situations via some noise reduction and directionality	Appropriate for individuals who desire good fidelity hearing and have quiet lifestyles
Price range: \$3,000 \$1,095 per quality hearing aid.			

So which Tier are you? All of our patients are free to choose hearing aids from any Tier. However, as your audiologist, we look at your individual situation and let you know the "pros & cons" of what you choose to wear. Digital aids provide a vast improvement in hearing. Let us help put you in the right Tier.

Cellphones Go Hearing Aid Compatible

In September, hearing aid compatible cell phones became available through the top five wireless companies, making social and business interaction more accessible for the hearing impaired. As a result of public demand and rigorous campaigning by hearing advocacy groups, the Federal Communications Commission (FCC) now requires cell phone service providers to have compatible technology with all hearing aids. Since hearing loss and the use of a hearing aid is highly individualized, we recommend that you try the cell phones in the store before making a purchase. Cell phones that are hearing-aid compatible will not cost more. You can tell if a new cell phone meets the FCC rules if it is labeled ANSI C63.19 followed by M3 or M4. The higher the "M number," the more likely you can use the cell phone on your microphone setting with the least static. It may also be labeled as T3 or T4, making it suitable to use on your Telecoil setting as well.

Well said ...

Our patients say it best! Here are a couple of excerpts from letters we receive from satisfied patients.

"I have worn the same hearing aids for 22 years. Needless to say, I was long overdue for new ones especially since my husband gave up repeating himself when I would constantly ask 'What?' after just about everything he would say. Since I got these new Widex Divas they are so comfortable. I enjoy wearing them and experimenting in different situations — situations I would not have heard very well in wearing my old hearing aids. I am thrilled to be hearing again."

Anna

"Dear Chris (Beagle, audiologist at Civic Center): Just a note to thank you for helping me to replace my old hearing aids. I cannot begin to tell how much better I now hear. As you know, I work at (a noisy warehouse retail store) and could have been tested there. I opted to go to you because I knew that you would send the test results to my doctor and your goal would be to improve my hearing not just sell me a hearing aid. I also enjoyed the selection of hearing aids you gave me."

Barbara B.

New Program Offers

Discounted Digital Hearing Aids

If your annual income level is \$23,500 or less, you may qualify for discounted digital hearing aids. Audiology and Hearing Aid Center has teamed with AUDIENT, a non-profit program that helps people access affordable hearing care. The total cost for two digital hearing aids is \$988, for a behind-the-ear style. The program includes an audiological assessment and diagnostic evaluation, treatment planning, earmold and hearing aid dispensing service, 30-day trial period, orientation, two aural rehabilitation follow-up visits, and one year loss and damage warranty. If you or someone you know wants and needs hearing aids, call Audiology and Hearing Center to learn more about this program.

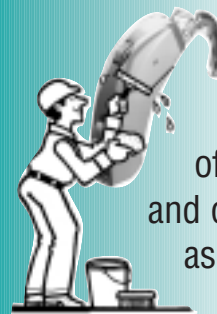
Direct access to
audiologists

in the House



The Hearing Health Accessibility Act (HR415 in the House of Representatives and S277 in the Senate) would permit Medicare beneficiaries to go directly to an audiologist for their hearing or balance problems without a physician's referral. "This is an important step toward opening doors to many individuals kept from important hearing services because of the referral process," says Dr. Cathy Kurth, a Doctor of Audiology. "Seniors can make their own appointments and enjoy direct access to their optometrists, so why not their audiologists as well? If a medical condition exists then we can make the referral to the patient's medical doctor." She added, "The Act reduces waste of a physician's time and valuable Medicare money, putting it to better use." To support the Hearing Health Accessibility Act, you may write your congressman or congresswoman. We have pre-written letters in our office for you to conveniently sign and send.

FREE Pre-Winter Hearing Aid Check-Ups!



Includes hearing screening, hearing aid evaluation, in-office repair, cleaning and other adjustments as needed.

A \$65 Value!

Offer expires November 15th, 2005
Appointment necessary