

Hear & Now

Audiology and Hearing Aid Center News

Spring Edition 2000

During your next visit, be sure to ask us about these new hearing aids.



Cathy's Column

A Look into the Future

(see details inside)

Auris

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

THIS ISSUE

CATHY'S COLUMN
- AAA SUMMARY

LEND-LEASE ACT

REBECCA'S REVIEW

PATIENT LETTERS

SNAPSHOTS
- COUPONS/SAVINGS

SMALL GROUP
SEMINARS

Scottsdale

(480) 941-0519

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Suite 4

Phoenix

(480) 941-0519

5040 N. 15th Avenue
Suite 408

North Scottsdale

(480) 451-0220

9745 N. 90th Place
Suite B

You may contact us
on the Internet at
www.ckurth.com

senso
PLUS
100% Digital



For a little over \$1000, you get Widex digital technology, the best on the market today, in a Behind-the-Ear hearing aid. The BTE offers the simplicity of a traditional-style hearing aid, for those of you who have limited dexterity or who may have been putting off going digital because of cost, with the popular sound quality of Senso 100% digital. (Applies to new A-3 model only.)

PHONAK
hearing systems

A sleek, space-age looking BTE, this one is sure to win some design awards for style.

The new 100% digital Claro offers the "AudioZoom" technology, which helps to filter out annoying background noises, but now features a newer "Auto-Select" program that manages your listening environments without having to manually adjust the hearing aid. Claro also comes in an In-the-Ear (ITE) model as shown above.

Claro

Digital Perception Processing



The Lend-Lease Act of 2000 has just been passed.

Audiology and Hearing Aid Center now offers a finance program on all hearing aid technologies.

Some of you are old enough to remember the famous Lend-Lease Act of March 11, 1941, which gave President Franklin D. Roosevelt the authority to aid Great Britain with ships and other war materials. The U.S. did not join the war until December of that year.

Our Financing Program

We want to make hearing aids, whether advanced or basic, available to everyone. Our Lend-Lease Act (financing program) is available to anybody who, especially over the past year or more, has called us about the 100% digital hearing aids but were unable to afford them outright. Our new financing program also helps those who:

- Are on fixed incomes
- Require low monthly payments
- Want to upgrade their hearing aids regularly to more advanced technology
- Want to maintain the best hearing possible
- Need ongoing service, maintenance, programming and upgrades for themselves or their children.

Call **480-941-0519** for more information.

Walk-In Hours

Civic Center Plaza Only

Patients are welcome, on a first-come, first-served basis, to visit without an appointment our Civic Center Office on any weekday from 1-2 PM. (Walk-In hours do not apply to our North Office.) You may drop off your hearing aid and we'll check it while you wait or tell you when you can pick it up that same day. This service applies to cleaning and minor repairs if necessary.

Note: Appointments must always be scheduled for: hearing tests, shell modification, new hearing aid purchases, consultations, reprogramming and adjustments, and removing ear wax.

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

Patient comments help us become better healthcare providers

From: Carol Bonwell

I want to thank you for recommending the Widex Senso CIC and Mini Canal. It is totally the most amazing hearing aid. I was so surprised by the self-adjusting function of sound when I first put it in my ear. The clarity of the digital sound makes me smile, especially when I am listening to the TV ...



**From: Ronald L. Cornelius
President
Southwest Imaging**

All too often in today's world people are quick to complain when their expectations are not met. I, for one, rarely seem to find the time to thank a company when a job is well done. I wanted to take the time to thank you and your staff for the professional manner in which my hearing needs have been handled since purchasing the Senso Widex canal-type aids a couple of years ago. Today I can use the telephone without jiggling the earpiece around to escape the feedback, and can listen to TV at a volume my wife can sleep through. I can hear at meetings and still hear in a noisy convention atmosphere. I even leave them in my ears while attending professional football, basketball, and hockey games in the Phoenix area! Even more astounding is the ability to talk and hear the person next to me above the crowd noise...

From: Herb Shellans

I wish to let you know that my new hearing aids have been serving me quite well. Thanks to them and you, I no longer experience the same degree of distressful isolation. Of particular significance to me is that these aids provide greater clarity and improved control of feedback. In addition, they fit very comfortably, and the ease in operation is a special blessing ...



Rebecca's Review



Hearing Aid Orientation Class a hit with patients
by Rebecca Gregory, MS, CCC-A.

There's more to our job than fitting patients with hearing aids. There's the follow-up and the assurance that we'll do everything we can to help you adapt to your new-found hearing. Patients attending our Hearing Aid Orientation classes can attest to that. Some recent comments from participants include:

"With my hearing, I know I may never hear everything, but I hear so much better now. It's a lot better than missing out like before!"

"I'm amazed at all the sounds I had been missing. For instance, when I went to play golf recently, I was not only able to hear my companions but the birds in the nearby trees as well. I even heard my golf club swoosh and smack the ball."

"I used to think that I could get by with only one hearing aid. It only took a few months before I was back getting one for my other ear. One ear just didn't do the job."

"It's so nice I don't have to repeat what I say to my husband anymore. I noticed in your classes that we all, both those who wear the hearing aids and those family members attending, could carry on a clear conversation."

The goal is to improve hearing and communication, which ultimately improves your quality of life. Participants learn about causes and effects of hearing loss, what to expect from new hearing aids, better communication strategies in various listening environments, and how to maintain their hearing aids. Much to the delight of our patients, family members get to listen to a tape of simulated hearing loss to experience first-hand how a hearing-impaired person hears.

Orientation classes are designed for first-time and experienced hearing aid users who have purchased hearing aids in the past two to three months. Classes are held every Wednesday, by appointment, 10-11 AM at the Civic Center Plaza office. Please bring a guest.

To attend, call for reservations: 480-941-0519.

We thank

the following individuals . . .

Lorraine Burnham	Jane Reed
Pete Carpenter	John Simpson
Alice Howell	Sheldon Skiff
Norm Huffman	Hal Wilson
Dick & Barbara Mercier	

for their referrals to the Audiology and Hearing Aid Center. Those who have taken advantage of this opportunity received 50 point vouchers toward the purchase of batteries, TV amplifiers, telephones, or brand-new hearing aids.

Each time you refer a friend or family member to any location, you will receive hearing points through the **Sound Investment Reward Program**. For every person you refer to us in need of amplification, we'll send you a "**Sound Investment Voucher**" worth 50 points, the equivalent of \$50.

The person(s) you refer to us will also receive a 50-point voucher.

Senso CIC Funnies



You'll be surprised at the benefits of the Senso Completely-in-the-Canal.

Seems an elderly gentleman had serious hearing problems, according to his family members, for a number of years. He agreed, and went to visit his audiologist. She was able to fit him with the unnoticeable Senso CIC 100% digital hearing aids. He could now hear 100% of the conversation. The man went back to his audiologist a month later for a standard follow-up visit. The audiologist asked how he was doing. He smiled and said, "Fine. My hearing is almost perfect." "Your family must be really pleased you can hear again," the audiologist observed. To which the man replied, "Oh, not really, I haven't told my family yet. I just sit around and listen to conversations. In fact, I've changed my will three times!"

New Summer Hours

Monday - Thursday
8:30 am - 4:30 pm

Friday
8 am - 3 pm

both Civic Center Plaza and
North Scottsdale offices.

Effective June 2, 2000

Cathy's Column

Recent AAA conference opens windows to the future.



Dear Friends:

As your audiologist, it is essential that I attend continuing education courses in my field each year. Recently, I attended the American Academy of Audiology convention held in Chicago. I am originally from there, and the convention gave me an opportunity to visit with my dad. This year's conference revealed a great deal about the future of Audiology and the progress of hearing aid technology. To summarize my notes, Audiology has always taken a serious look at the number of people who have hearing loss but don't do anything about it. The big question is: What can we do as hearing professionals to further educate consumers, and gain their trust and confidence on the importance of having their hearing checked? Additionally, what can we do to encourage those patients who already trust us to refer their family and friends to us for their hearing healthcare needs? At the Audiology and Hearing Aid Center, as at all Auris Hearing Healthcare centers throughout the Valley, we offer an important service in our weekly Luncheon Seminars. Our approach is and will remain to educate the consumer and offer a variety of choices in hearing aids and hearing technology. Additionally, our Sound Investment Referrals Program awards you and the person you refer 50-point vouchers which can be used toward the purchase of batteries, assistive listening devices, or brand-new hearing aids.

The industry continues to offer digital and programmable-analog hearing aids, to satisfy every lifestyle, budget, and hearing loss need. I was impressed by the sound clarity of the 100% digital hearing aid by Phonak, the Claro, along with its sleek, new high-tech design. I was equally impressed with the new line of Behind-the-Ear Senso Plus 100% digital hearing aids by Widex, a company that continues to build on a solid, high-quality foundation of product lines. However, many people still want the Senso Completely-in-the-Canal (CIC), which remains the most popular selling hearing aid on the market today.

In the past, we have had many calls asking about "price." With more choices in digital hearing aids, now everybody can afford this wonderful technology, and hear much better. In the very near future, we'll even see a disposable hearing aid for mild hearing loss.

What all this means to you, both those who have purchased the newer technology and for those that are still considering purchasing hearing aids, is an assurance that you have the very best technology available to you and the very best care to go along with it. We appreciate your trust and confidence as well as the friends and family that you refer to us for their hearing needs.

Springtime Tune-up Special

Get your hearing aids checked before leaving for your summertime homes.

Expires June 15, 2000

Only
\$29.95
An \$89.00 value

Includes:

- Clean and check hearing aids
- Free 4-pack of batteries
- Video otoscope exam of ears
- Hearing Test (air conduction only)

Blockbuster Battery Sale

Only **\$35**

(\$63 value)
48 pack only

Expires June 15, 2000

Introductory Offer

**\$800 savings
on two**

Microtech NX2

Programmable hearing aids in ITE, ITC, and CIC models.
(\$400 off one.)

Expires June 15, 2000



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

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

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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.

Civic Center

480-941-0519

Tuesdays 12 - 1 pm

- May 16
- May 23
- May 30
- June 6
- June 13
- June 20
- June 27

North Scottsdale

480-451-0220

Wednesdays 12 - 1 pm

- May 10
- May 17
- May 24
- May 31
- June 7
- June 14
- June 21
- June 28