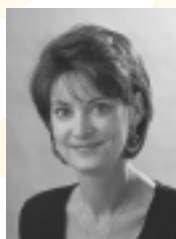


# Hear & Now

## Audiology and Hearing Aid Center News

Spring Edition 2001



### Cathy's Column

#### Special Summer Offers

To make the summer heat in the Valley a little more tolerable, we're offering special discounts throughout May, June, and July. During those months, make an appointment for any particular day and you'll receive **triple** the thermometer reading for that day off a pair of brand new premium digital hearing aids (not to be combined with any other discount or insurance plan). In other words, if the temperature climbs to 120 degrees, that's \$360 off! The hotter it gets, the more you save!

Also, for those who have been waiting for our battery sale, it is finally here. Save \$25 off the regular carton price on Ray-O-Vac Proline batteries.

#### Great New Products

Kristin Wells, audiologist at our North Office, and I just returned from the annual American Academy of Audiology continuing education conference. This year it was held in

San Diego. We learned so much about new, exciting hearing technology being introduced—but most notably, the new Senso "Diva" High Definition Digital Hearing Aid by Widex. As you know, I've always prided myself on offering the most advanced technologies from the very best manufacturers.

Widex is a true leader in hearing aid technological developments. Senso Diva is a phenomenal hearing aid. It gives the audiologist a great deal of flexibility in precisely programming for specific hearing loss. It gives the patient a great hearing experience. Senso Diva will be available in all the hearing aid styles, including the completely-in-the-canal model later on this year. If you want to trade up your current Senso to Senso Diva, please call us and we'll place you on our Diva list. You can also learn more about Senso Diva inside the newsletter. (See Kristin's Guest Column on background noise).

Sincerely,

*Cathy E. Kurth*

## Lower Cost Digital Hearing Aids

Interested in digital hearing aids, but concerned about the cost? Widex, the manufacturer who introduced the world's first 100% digital completely-in-the-canal hearing aid, recently introduced a brand new, complete line of low-cost 100% digital hearing aids called Bravo!

Bravo hearing aids can be utilized for mild to severe hearing losses.

#### Features include:

- Efficient digital signal processing for improved clarity
- High-level compression for comfortable reproduction of loud sounds
- Automatic performance (also available with a convenient digital volume control)
- Longer battery life and low battery "beep" tone indicator.

Special introductory savings of \$1200 to \$1400 per aid less than the premium digital hearing instruments. Bravo is an excellent alternative for the high-end, high-cost digital products. If you have not considered digital yet because of cost, or are looking for a 100% digital replacement of your hearing aids, please call for a free consultation.



An associate practice of:



### THIS ISSUE

CATHY'S COLUMN  
SUMMER SPECIALS &  
NEW PRODUCTS

BRAVO BY WIDEX

GUEST COLUMN  
KRISTIN WELLS

SPOTLIGHT ON STAFF  
KELLY COLLINS

BATTERY SALE &  
SPECIAL OFFERS

CHOICE HEARING  
PROGRAM

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

9745 N. 90th Place  
Suite B

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

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 • Cara Lefkowitz M.S., CCC-A



## Putting Background Noise Where It Belongs... *In the Back*

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

The jury is back and the verdict is in: directional microphones are the answer to hearing well in background noise. This information isn't new to audiologists. Directional microphones have been around for years. What's new is the availability of directional microphones combined with digital signal sound processing and noise reduction-feedback management systems in a single hearing aid.

Since we've spoken so much over the past three years about digital signal processing and feedback management, now we want to focus on the newest technological addition to digital hearing aids—directional microphones. Directional microphones make it easier for your hearing aids to locate a sound source. Since ninety-five percent of what we want to hear usually comes from in front of us, directional microphones more accurately distinguish where a sound is coming from and how to treat it. Now, wouldn't it be great to hear your husband or wife across the table in a noisy restaurant, rather than the loud group sitting at the table behind you?

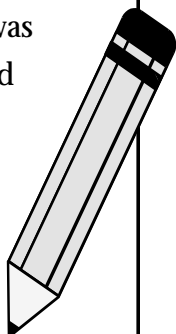
You also might be asking, if directional microphones have been around for years, why aren't more people utilizing them in their hearing aids? That's a good question. Up until recently, directional microphones could only be installed in the larger hearing aids. The introduction of microchip technology and its availability in smaller hearing aids have given audiologists more flexibility in fitting a wider range of hearing losses and accommodating the cosmetic needs of our patients. Nowadays, most patients prefer the smaller hearing aids. At Audiology and Hearing Aid Center, we have two new hearing aids available with directional microphones: the "Senso Diva" by Widex and the "Canta" by GNResound. What's exciting about these two hearing aids' directional microphones is their ability to accurately track a moving sound source so that your best hearing always comes from in front of you. It's called "3-D, High Definition" hearing technology.

When you combine these three technologies: directional microphones to track sound, digital signal processing for sound clarity, and feedback management to reduce whistling noises, you have a whole new solution to the age-old complaint, "I just want to hear better in background noise."

**“It isn't often I rave about a product or service”**

My son insisted I have a hearing test. He even made an appointment for me, much to my resistance. After all, my hearing aids had been okay for the past 4 years. Sure, I couldn't hear too well in church, in the restaurants, and I had too much feedback when putting a phone to my ear, but I thought what the heck, that must be the way the hearing aid sounds. After being tested by Cathy and her staff, she decided my situation called for one of those digital Senso Plus hearing aid systems. I got the in-the-canal type and I'm glad I did. Right from the start I could hear in church, at our favorite restaurant, everywhere! I was able to hold the phone to my left ear for the first time in forty years. Cathy's follow-up service was outstanding. Whenever there was a needed tweak or adjustment to my aid she did it in a matter of minutes.

Thank you Cathy. Thank you Senso Plus. I feel 40 years younger.  
Ed A.



**Widex 100% Digital Hearing Aids starting at \$950 per aid (on A-4 models and introducing Bravo for \$1095).**



**Available in a complete line of fully digital hearing aid models with varying technological benefits and a correspondingly affordable range of prices.**

**BATTERY SALE**

**On Cartons of 48**

**\$25 savings**

Expires July 31, 2001



# SPOTLIGHT ON STAFF

## Kelly Collins



One of the greatest conveniences offered on behalf of patients at any medical practice is someone to fill out and file their insurance paperwork. That's the valued-service Kelly has been providing patients at the Audiology and Hearing Aid Center the past few years. Kelly is our health insurance specialist. She has 23 years experience working in the medical field, mostly in doctors' offices and hospitals. "Patients are extremely appreciative when it comes to filing their forms and following up for them," she says. "It's easy for me because I've been doing it for so long."

Everyone else in the office says, "Kelly has one of the most thankless and frustrating jobs. She sometimes spends hours on the phone with insurance companies to determine a patient's benefits, and does it with a smile."

Kelly has taken care of the sickest patients' insurance claims. She worked in the radiology/cancer treatment field prior to coming to Audiology and Hearing Aid Center.

Kelly and her husband, Larry, are enjoying moving into their new house. She is also actively involved in her fourteen and a half-year-old son Ryan's Boy Scout activities. Kelly was born and raised in America's hickory-smoked Bar-B-Q capital, Kansas City, Missouri.



## We thank

the following individuals . . .

- |                  |                 |
|------------------|-----------------|
| Elisa Costello   | Justin McCarthy |
| Janet Dean       | Mrs. Lou Ray    |
| Martha Dickerson | Sylvia Saper    |
| Jay Dyksterhouse | Ernest Schwartz |
| Ben Dzidual      | Walter Tompkins |

...for their referrals to the Audiology and Hearing Aid Center. Each received gift certificates to the movies or a free box of batteries for their participation in the Valued Patient Referral Program. If you know someone who has a hearing loss, please refer them to the Audiology and Hearing Aid Center. We value your trust and confidence in us. Thank you!

With every hearing aid purchase, we encourage and remind patients to have their hearing aids checked annually as well as their hearing loss.

## Vacation emergency hearing aids

### Going on vacation?

Ask for Songbird disposable hearing aids just in case your regular hearing aids go on the blink.

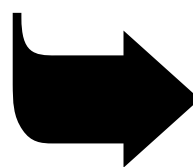
Only \$80  
a pair.



Also, refer your friends and family to try Songbird and receive a Valued Patient Gift Certificate to the movies or a free box of batteries.

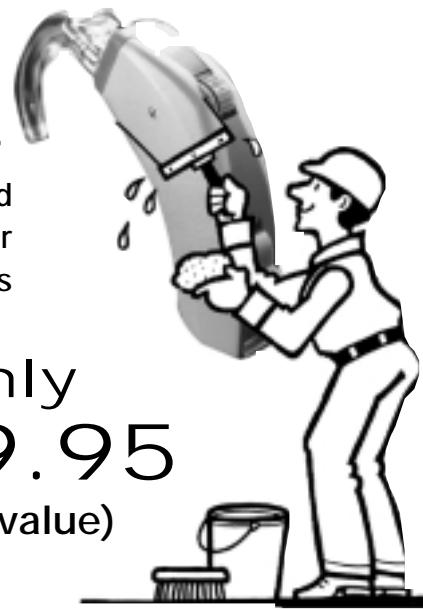
## Summer Tune-Ups.

Have your hearing aids tuned before travelling to your summer homes (even if that's here in the valley).



Only  
\$29.95  
(\$85 value)

Expires July 31, 2001



## Free Dry & Store™ biscuits (2) *Dry & Store™*

when you purchase a Dry & Store™ hearing aid maintenance care kit for \$130 (regularly \$150).

If you are heading back to the humid Midwest this summer, drop by and pick up a Dry & Store™ to keep your hearing aids in a "dry heat" all summer long. Also provides relief from itching, irritated ears.

Expires July 31, 2001



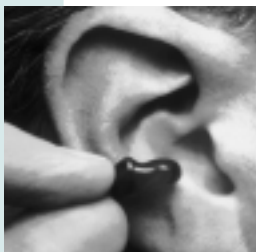
Scottsdale Medical Building  
3271 N. Civic Center Plaza, Ste. 4  
Scottsdale, Arizona 85251

PRESORTED  
STANDARD  
US POSTAGE  
PAID  
PHOENIX, AZ  
PERMIT NO. 4800

# The Choice Hearing Program



Beginning July 1, 2001, Audiology and Hearing Aid Center is offering the Choice Hearing Program for individuals interested in potentially saving up to \$1000 off the purchase of brand-new hearing aids.

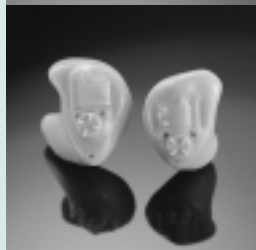


Through the Choice Hearing Program, you can save up to \$500 per hearing aid for high-quality digital technology.



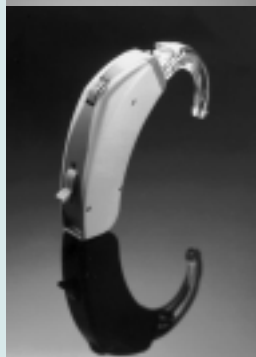
## How does it work?

After your initial fitting, you'll have 60 days of free follow-up service, including repairs, adjustments, reprogramming, evaluations, and cleanings. After this 60-day period, any office visit or service rendered will be charged. This program can save you a lot of up-front costs otherwise built into the initial cost of the hearing aid for ongoing follow-up services, check ups and reprogramming, over an average of five years.



## The Choice?

For some of you, paying for those up-front costs is important, because if your hearing aid breaks down or needs regular cleanings, having those costs covered is an advantage. However, for those who prefer to pay for services as needed or who live elsewhere part of the year, the "Choice Hearing Program" may be your "choice."



The choice is yours! At the Audiology and Hearing Aid Center, our goal is to provide you with a wide variety of products and services to choose from, and now, a choice in how you want to pay for high-quality digital hearing aids.