

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

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

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*Your Hear & Now
newsletter has arrived!*

*May is
Better Hearing Month*

May is an important month to audiologists, a month that emphasizes what we provide to our patients in the form of “better hearing.” This year, Audiology and Hearing Aid Center’s Better Hearing Month focuses on **“Why it is important to hear with two ears.”**

- A voice barely heard at 10 feet with one ear can be heard clearly at 40 feet with two ears
- Sudden loud noises lose much of their jarring effects when divided by two ears
- With two hearing aids, one hears 360 degrees, not just 180
- Many noises sound alike with one ear, but can be easily differentiated when heard with two ears
- Listening with two ears helps in sorting out and understanding individual voices
- Hearing with both ears provides a better sense of balance and sound quality

As nature intended, hearing with two ears allows you to enjoy more natural sound. Wearing two hearing aids provides the maximum speech clarity and sound quality, as well as less stressful listening in a variety of surroundings, including noisy environments.

Better Hearing Month Special Offers

BATTERY SALE



Buy two packs,
get one pack

FREE

Expires June 30, 2002

**Summer Check-Ups
Only \$29.95.**

Have your hearing aids checked for wax build-up, programming, and overall function.



(An \$85 value).

No additional fee for reprogramming your hearing aid, if required.

Expires June 30, 2002

Dry & Store™
Now only _____

\$150



A \$25 savings!

Expires June 30, 2002

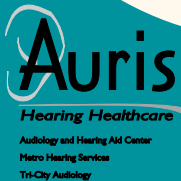
Hear & Now

Audiology and Hearing Aid Center News

Vol. 7, Issue 2, 2002

Patients comment on the new Senso Diva

An associate practice of:



THIS ISSUE

PATIENT COMMENTS
ON SENSO DIVA

CATHY'S COLUMN

GUEST COLUMN

NEED A SPEAKER?

CONGRATULATIONS
CATHY & KYLA

BATTERY SALE &
HEARING AID
CHECK-UPS
DRY & STORE™

Scottsdale

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Suite 4

Phoenix

(480) 941-0519

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Suite 408

North Scottsdale

(480) 451-0220

9777 N. 91st Street
Suite 101

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

Since the introduction of the new Senso Diva-High Definition Hearing Aid by Widex, we've had the opportunity to fit many of our patients. So far, based on comments from patients who are in their trial period or who have recently purchased the new Diva, we can say that this newest line of 100% digital hearing aids by Widex is everything patients expected it to be. One patient, Bill Gruver, summed it up best in a letter he wrote to his audiologist, Kristin Wells.

"I have been a long-time hearing aid owner. I say "owner" because before now I wore my hearing aids only occasionally. I now have two Senso Diva hearing aids by Widex. I have been wearing them since February 2002. I have worn them to restaurants, to my church, at family meals, to musical concerts and to theaters. They have performed superbly. Thank you for fitting me with these excellent instruments."

Other patient's comments include:

"It's amazing how I can carry on a conversation with friends at a party."

Diva's Directional Intelligence™ includes the patented Diva Locator, combining the most advanced dual-microphone technology with the most sophisticated digital signal processing.

"I walked outside and heard music. It was my neighbor. He is a concert pianist and was practicing. I had never heard him play before!"

15-channel sound processing allows for a more detailed analysis of sounds, no matter how soft or how loud they may be.

"It's wonderful to not have to listen to that annoying feedback I had with my old hearing aids."

The Diva Feedback Cancellation System is always active to monitor changes in the sound environment and prevent feedback from occurring.

"I heard conversation in a restaurant sitting near the kitchen, and I was amazed at how well I could hear amongst the clanging in the background."

The Diva Locator locates, analyzes, and minimizes noise sources so you can hear better in a variety of listening situations. Diva's Noise Reduction System constantly analyzes incoming sounds, and emphasizes speech over noise.

"Wow, I can't believe how natural my own voice sounds!"

If you would like a demonstration of the new Senso Diva-High Definition Hearing Aid, please call and we'll evaluate how your hearing may benefit from this exciting new technology.

Audiologists at the Audiology & Hearing Aid Center are certified (CCC-A) by the American Speech and Hearing Association.

Cathy Kurth, Au.D., FAAA • Kristin Wells, M.A., FAAA • Kim Gates, M.C.D., CCC-A • Cara Lefkowitz M.S., CCC-A



Cathy's Column

HMO Hearing Healthcare Benefits Update

Each year at this time, I am reminded of the changes in HMO insurance benefits which often occur at the beginning of the calendar year. Many of our patients and referring physicians have received misleading or confusing information regarding their hearing healthcare benefits. They are under the false impression that they do not have any hearing benefits anymore! I would like to take this opportunity to clarify some of the information you may have received. As of January 1st, many of the insurance companies sent out a letter to Medicare members reporting that they no longer had hearing healthcare benefits from their insurance company. Each year, the insurance companies must file their plans for patient benefits with the Federal government, (HICFA). While many of the insurance companies are not providing a direct benefit to their members, Arizona HearCare Network (AHCN) providers have agreed to continue providing discounts on hearing aids and hearing

testing to members as usual. Audiology and Hearing Aid Center is a major provider under AHCN and, therefore, many of our patients who have HMO insurance still have hearing healthcare benefits, including discounts on hearing aids, hearing testing and hearing aid repairs. Because the insurance companies are not providing this benefit directly, HICFA will not allow them to put it in the literature that explains the benefits to current or prospective members. Letters from the insurance companies have clarified the issue but not everyone has heard. If you have any questions, you may call Kelly Collins at the North Scottsdale office, (480) 451-0220, for clarification of your benefits. We are always happy to assist you in getting the benefits you deserve.

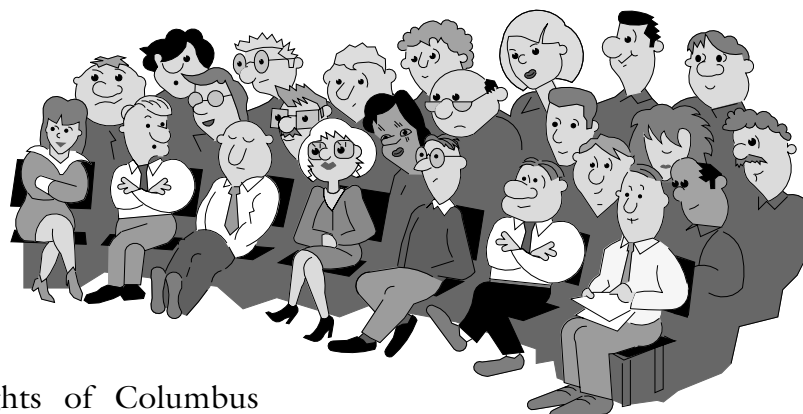
Sincerely,

Cathy E. Kurth

Need a speaker *to talk at your church group, office staff or organizational function?*

Ask the experts. Dr. Kurth was recently featured on 3TV to discuss the benefits of the new Senso Diva-High Definition Hearing Aid by Widex, and she speaks annually for the Wellness Center at Fashion Square sponsored by Scottsdale Memorial Hospital. Audiologists Cara Lefkowitz and Kristin Wells regularly talk about hearing loss and hearing aids for such groups as the First United Methodist Church, the Forum Pueblo Norte, Scottsdale Village Square, and The Springs retirement communities. Also for medical office staffs, the Elks, Kiwanis, and Knights of Columbus organizations, and the Scottsdale Senior Centers.

As many of you know, it is our commitment to educate our patients, their family and friends, and as many hearing healthcare consumers as we can about hearing loss and the technologies available to treat it. We have found that the best way to get this important information out is by offering our speaking skills to special groups and organizations. If you would like to have us speak for your church group, office staff, or any organizational meeting, please call (480) 941-0519 to schedule a date.



Congratulations Kyla!



Kyla has been accepted to the prestigious Arizona State University School of Business Management. Because of her good grades, she was one of the few students selected among many applicants to participate in this nationally recognized program. We wish her all the luck and continued success in her studies, and appreciate all her hard work at the Audiology and Hearing Aid Center.

Where has Kim been?



North office audiologist Kim Gates has been on maternity leave. On Saturday, Feb. 2, 2002, at 11:59 a.m., the Gates family welcomed their newest addition, Ashlyn Paige. Ashlyn weighed in at a modest 7 pounds, 10 ounces, and was 20 1/2 inches long. Colton can now be called "Big Brother" at the ripe old age of 21 months.

What About That New Implant?

by Kristin Wells, M.A., FAAA



With all the talk about Rush Limbaugh's sudden hearing loss and recent publicity about the new Food and Drug Administration (FDA)-approved middle ear implants, we find ourselves inundated with interesting questions about ear surgeries.

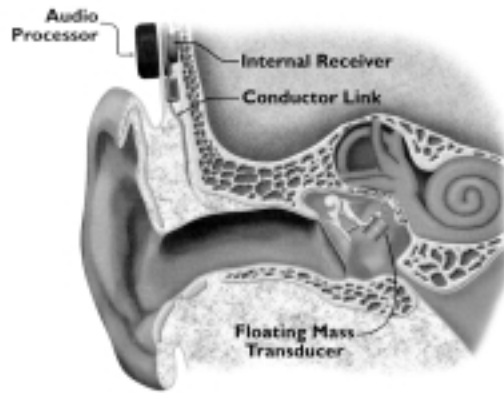
We thank everyone who recently attended our seminar on the Symphonix Vibrant Soundbridge, one of the first middle ear implants approved by the FDA. For those of you who were not able to attend, allow me to answer some of the questions that came up during that seminar.

Q: "I have heard about cochlear implants before. So what's different about the Soundbridge?"

A: Cochlear implants, like the one Rush Limbaugh has, have been FDA approved since 1985. They include a device that is surgically implanted into the skull behind the ear, as well as an electrode that is placed into the cochlea in the inner ear. The electrode directly stimulates the hearing nerve, bypassing the damaged hair cells in the cochlea. A cochlear implant is only for a person that has very severe to profound hearing loss. It partially restores hearing, and is only

to be used by a person who can receive no benefit from hearing aids.

The Vibrant Soundbridge, by contrast, is a device that is implanted into the middle ear, and is designed as an alternative to a hearing aid for a person with a moderate or severe hearing loss.



Q: "So, how do I know if I could use the Vibrant Soundbridge?"

A: The first step is to have a complete hearing evaluation by an audiologist. You must have a sensorineural ("nerve") hearing loss that falls within a certain range. You must have no unusual problems with your middle ear, such as drainage or chronic ear infections.

Q: "What are the advantages over wearing a regular hearing aid?"

A: Your own voice may sound more natural because there is nothing to

obstruct your ear canal. You will not have any problems with repairs due to ear wax. You will not have feedback ("squealing"). For some, the Vibrant Soundbridge is more cosmetically appealing because the only external device is a small processor that attaches magnetically to the skull, just behind the ear and under the hair.

Q: "What is the cost?"

A: There are costs for the implant and processor, and also for the surgery itself (the ear surgeon, the anesthesiologist, hospital fees, etc). When all is said and done you may spend about \$15,000 per ear. Some insurance companies may pay a portion of the costs. Usually, the ear surgeon needs to write a letter to your insurance company to explain the procedure.

Q: "Do I get both ears done?"

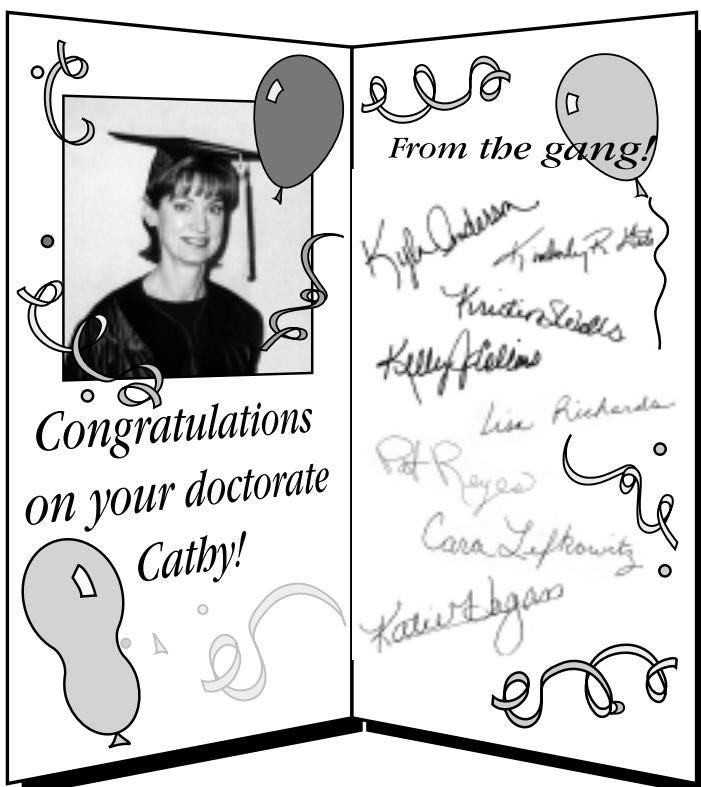
A: You can get both ears done, but only one at a time. The surgeon will not operate on both ears in the same day. You must wait a specified period of time to get the other ear implanted.

Q: "So how do I get started?"

A: The audiologist is your starting point. You must make an appointment with us for the complete hearing evaluation before the surgeon can meet with you.

Call us today!

Congratulations Cathy!



Dr. Kurth joins just a handful of her colleagues, the first in their profession, to receive the Doctor of Audiology degree.

Valued Patient Referral Program

We thank the following individuals for their referrals to the Audiology and Hearing Aid Center.

Dorothy Millett

Penny Navis Schmidt

Jerry Antunes

Paula Funk

Jack Coe

Gail Dembowski

Claire Winter

Beverly Kronsoble

Florence Herbig

Dorothy King

Susan Krecker

Roberta Kush

Each received valuable points towards hearing products and services. If you know someone who has a hearing loss, please refer him or her to the Audiology and Hearing Aid Center. We value your trust and confidence in us.

Thank you!