

**Audiology and Hearing Aid Center**

9777 N. 91st Street, Suite 101  
Scottsdale, AZ 85258

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Phoenix, AZ  
Permit No. 4594

# Hear & Now

Audiology and Hearing Aid Center News

The hearing care specialists preferred by doctors and patients alike.

**WE CAN NOW CLEAR YOU!**

**WIDEX CLEAR 440**  
STAY IN SYNC WITH LIFE

The new Clear440 is available by Widex USA.

Many patients have been waiting for this extraordinary system that allows for wireless listening of your TV, Stereo, MP 3 player, and cell phone, all through the hearing aids, and provides better understanding of speech in noisy situations, like restaurants. **Please call (480) 451-0220 for your personal demonstration and fitting.**

**EDUCATIONAL FREE SEMINARS**

## The Journey to Better Hearing Discover the 5 Top Advances in Hearing Aids!

**Thursday**

**April 28th and May 5th**

**North Office**

9777 N. 91st Street, Suite 101  
**CALL (480) 451-0220**

**Wednesday**

**May 4th**

**Thompson Peak Office**

20201 N. Scottsdale Healthcare Dr., Suite 230  
**CALL (480) 515-0200**

**Reservations required. Spaces fill up quickly.**

Our seminars are informative and enjoyable for those individuals who are considering hearing aids or to patients who are ready to upgrade to newer technology.

- Do you think people mumble?
- Are words difficult to understand?
- Are you turning up the television?
- Do you struggle to hear in a restaurant?
- Attend a seminar!

- Complimentary Hearing Screening for ALL Participants
- 0% financing for 12 months (through Care Credit)
- Expires May 15, 2011

What others have said about our program:

- "I was skeptical about hearing aids from all of the ads before I attended their seminar program."
- "This program helped me to become an informed and satisfied consumer."
- "Very professional presentation."

Seminars are held from  
**11:00 a.m. to 12:30 p.m.**



## Cathy's Column Spring into Better Hearing!

Spring is a time of new growth all around us. We are also seeing growth and change in our hearing industry as well. Hearing loss continues to grow as more and more people are exposed to loud noise. Fifteen percent of Americans experience high frequency hearing loss due to noise exposure from music players or recreational shooting, power tools, and lawn mowers. Hearing loss affects 17% of all American's, regardless of age, but 30% or more have hearing loss by age 65. There are over 4,000 cases of sudden hearing loss occurring yearly.

It is puzzling to me that only one in five individuals take the necessary steps to improve their hearing. Some wait years to get their hearing tested. Is it cost, cosmetic, or technology that has them confused? Today we can address all cost concerns since one hearing aid can start at under \$750. Cosmetic is no longer an issue since the instruments can be totally invisible, such as Lyric or the Starkey Sound Lens. Technology is incredibly advanced. We have patients from all walks of life and with every hearing need imaginable, tell us how extremely pleased they are with their hearing instruments.

If you've been dealing with hearing difficulties and thinking about hearing aids then now is an exciting time to come in and try the new technology. We have technology and prices for just about everybody. For instance, if you experience single-sided deafness, we have unique technology from Phonak called Bicos. If it's an invisible hearing device you want we have many. One is the Lyric, which is an extended wear device you replace every three months or so. We have the AMP, which fits deep in the ear canal, out of sight. Amp is only \$1500 a pair!

Nobody should be deprived of better hearing. Find out about all of your options today to improve your hearing. Please call for a free consult and demonstration. We continue to offer Lyric, risk-free for 30 days that includes a complimentary screening to ensure the device will work for you.

Please call the office nearest you for a FREE demo of these and other exciting technologies that we offer at the Audiology and Hearing Aid Center.



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

**SPRING 2011**

www.azhearingaid.com

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### This Issue...

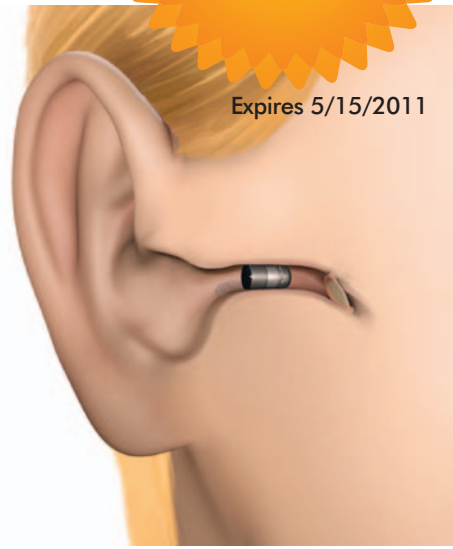
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# A hearing aid for people who aren't ready for a hearing aid

**A.M.P.**<sup>TM</sup>  
PERSONAL AUDIO AMPLIFIER

**Only \$1500 a pair\***

Expires 5/15/2011



You've never seen anything like it. AMP is designed to fit snugly inside your ear canal, where no one can see it. It's comfortable and easily removable, so you're in control of your hearing. And at \$1500 a pair, you're in control of your budget too!

If you've been waiting for a more affordable alternative to custom hearing aids, it's time to discover AMP. We call it the hearing aid for people who aren't quite ready for a hearing aid.

You can't afford to not hear. The invisible Amp hearing aid you can afford!

- Fits snugly in your inner ear
- Ready to wear in one visit
- Easy to remove
- Can be used as back-up aids



\*Cannot combine with other offers or insurance

## The Freedom of Connectivity Or How Much More Can Hearing Aids Do For You?

By Chris Cummins-Beagle, Au.D. (North Office)

For many of us, leading an active life and keeping in touch with our environment means using a diverse range of communication systems. Telephones, televisions, music players, computers and other audio sources are a part of our life style and our enjoyment of life. For hearing aid users, participating in these often vital and occasionally just fun aspects of modern living has been a tremendous challenge. Not anymore!

We live in a wireless world. You may not be plugged into the grid yet but, rest assured, your 10-year-old granddaughter is with a cell phone, wireless laptop computer, personal data assistant (PDA) like her own Blackberry (in hot pink, of course). We live in a world where talking to each other over an electronic device (a telephone) or seeking our entertainment via an electronic device (a television) is an every day reality.

But, in the wireless communications revolution, hearing aid wearers have been left behind. Taking a cell phone call on the road could be an adventure in hearing. Many hearing aid users have experienced nothing but pops and clicks rather than a loud and clear conversation. Even with their hearing aids, many hearing impaired individuals have faced situations where understanding

their favorite television program was still a struggle. The simple answer is that any patient with hearing loss probably runs into situations where their hearing aid fitting could be augmented by the use of connectivity. Connectivity could be considered as a possibility for everybody who wears newer model hearing aids

So how does connectivity apply to hearing aids? The benefits that can be experienced with systems such as this are important and many. They include:

**Higher-quality, more intelligible speech signal** - When listening over the telephone or when listening to speech from televisions, the connectivity solutions that have been developed have been demonstrated to improve speech understanding over the use of hearing aids alone.

**Less trouble when using phones and televisions** - The availability of wireless connectivity, along with the very smart design of the interfaces now available, has made connection to the consumer electronics quite simple. In fact, this seamless integration with consumer electronics can be used to highlight the sophistication of modern advanced-technology hearing aids.



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## Is it Time for You to Get New Hearing Aids?

By Monica Morgan, Au.D., Doctor of Audiology (North Office, Civic Center)

You might want to consider new hearing aids if any of the following occurred when you were fit with your current set:

				
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Sarah Palin was not a national household name	Twitter was something only birds did.	Pluto was still a Planet.	Bob Barker was still hosting the Price is Right.	No one in Congress was on Facebook yet.

All of the above may seem like they occurred yesterday, but everything happened over three years ago. Three years may not seem like a long time, relatively speaking. However, in the world of technology, three years is a lifetime. Technological advances are occurring at lightning speed, and these advances hold true for hearing aids as well. The older hearing instruments you currently wear may perform the basic function of amplifying sound, but they do not have the processing speed or features that newer more sophisticated hearing aid technology offers today. Improved technology can make a world of difference for you when conversing and listening in noisy places, on the telephone, while driving in the car, or even when watching television. You owe it to yourself to have your current hearing aids evaluated. The Audiology and Hearing Aid Center will do this for you at no charge, and also will offer free demonstrations of current hearing instrument technology. Don't compromise your hearing any longer. It's our hearing that keeps us connected to one another!

If a patient walks in to his living room, he can hear the TV naturally. There are no buttons to push or switches to flip - just like we do with our ears. It's simply automatic, and we are very excited about that.

**Easier shared use** - Wireless connectivity to hearing aids allows the hearing aid user to have independent control over the sound level of the television signal, allowing the rest of the family to listen at an appropriate and comfortable level.

**Decreased mobility concerns** - Some patients have physical limitations on how easy it is to move around their living space. When the phone rings, sometimes it is not a trivial matter to get up and answer. The phone connectivity

solutions that have been developed make access to a telephone more direct for many of these patients.

Talking on the cell phone, watching television and listening to MP3 players has become an integral part of every day life. Hearing instrument manufacturers have listened to your needs and have developed technology that helps you hear better when you are talking on the phone to a loved one or watching your favorite program on TV.

As one of our hearing aid patients recently put it "the accessories to me really opened up TV, Computer, Music and the iPod. These are all wonderful new digital technologies that allow me to be able to access and use them to become productive and enjoy my work and life."

## Lyric/Phonak Challenge!

"19,000 people have worn the Lyric."

Try Lyric - the 100% Invisible Extended Wear Hearing Device - Risk-Free for 30 Days, or Save \$300 Off Two Phonak Hearing Devices (if you cannot wear Lyric)!

**Call (480) 451-0220**  
to get in on this offer.

Expires 5/15/2011  
Cannot be combined with other offers or insurance.

## Tune-Up & Reprogramming Special Offer!

Only **\$29.95** Regularly \$95



Includes a hearing aid evaluation, reprogramming if necessary, video otoscopy (we look inside your ear), in-office repair, and one FREE pack of batteries (any size).

Appointment required. Expires May 15, 2011

## BATTERY SALE

Buy 2 Packs, Get 1 Pack **FREE**



Mention this offer at time of purchase  
Expires May 15, 2011