

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

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

*Your Hear & Now  
newsletter has arrived!*

PRESORTED  
STANDARD  
US POSTAGE  
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PHOENIX, AZ  
PERMIT NO. 4594

**You are cordially invited to a luncheon seminar introducing  
the new adesso™ Instant-Fit 100% digital, nine-channel hearing aid by Sonic Innovations**

**Wednesday, August 28, 2002  
10:30 a.m. - 12:00 p.m.**

**Please call for reservations.  
Reservations required.**

**CALL (480) 451-0220**

**At the Mustang  
Library Auditorium  
10101 North 90th Street  
Scottsdale**



**Seating is limited. Lunch will be served.**

**Presented by Catherine Good, representative from Sonic Innovations**

Catherine will discuss the various technological benefits of the "Instant-Fit" Adesso, which can also be custom made, and other popular Sonic Innovations products such as the **Natura II**—the company's marquee digital hearing aid that is designed to mimic the natural ear's capabilities to capture and clarify sounds. Based in Salt Lake City, Sonic Innovations is the only hearing aid company in the world to have proven in independent clinical studies the ability of its patented technology to enhance speech understanding.

**This is an excellent opportunity to learn about the latest advancements in digital hearing aids,  
and to have your important questions about hearing loss and hearing aids answered.**

**Bring a friend. We'll see you there!**

## Fall Specials

### BATTERY SALE



Buy two packs,  
get one pack

**FREE**

All sizes available

Expires September 30, 2002



**\$1295  
per aid**

for the new

**adesso™  
Instant-fit**

100% digital, soft-tip  
9-channel hearing aid

Expires: September 30, 2002

**\$25 Off**

Direct Ear  
TV amplifier  
**\$195.00**



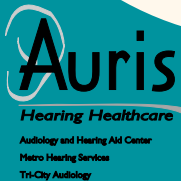
Expires September 30, 2002

# Hear & Now

## Audiology and Hearing Aid Center News

Vol. 7, Issue 3, 2002

An associate practice of:



### THIS ISSUE

CATHY'S COLUMN

EVERYONE'S  
GOING DIGITAL

GUEST COLUMN

NEW ADESSO™  
INSTANT-FIT

INSURANCE UPDATE  
SYMPHONIX VIRBRANT  
SOUNDBRIDGE

2FOR1 ON BRAVO  
BATTERY SALE,  
HEARING AID  
CHECK-UPS,  
AND OTHER GREAT  
SAVINGS AND OFFERS!

Scottsdale

(480) 941-0519

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Suite 4

Phoenix

(480) 941-0519

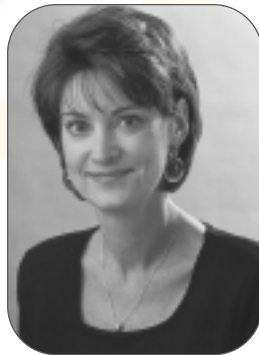
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Suite 408

North Scottsdale

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



### Cathy's Column

## We've come a long way

We have come a long way in the development of hearing aid technology over the past ten years. In the early 1990's we had programmable analog hearing aids that allowed the audiologist to adjust many features of sound quality, but the hearing aid was still a slow processor. By the mid-1990's we witnessed the advent of 100 percent digital technology, processing sound at ultra fast speeds and with greater precision. Today, we observe the further evolution of digital technology. Hearing aids are now available with fifteen or more channels, and many are equipped with dual microphones to significantly reduce background noise, thus giving the wearer more flexibility in speech clarity and comfort of sound.

Over the years, I've learned so much about you and your hearing, and how to provide for the special needs of each of you. Manufacturers have also listened to audiologists who pass on those concerns and needs of their patients. Because of that, we now offer digital hearing aids in both high-level instruments such as the Senso Diva by Widex, and more modest, lower cost instruments such as the Widex Bravo and the Sonic Innovations' Adesso.

As many of you know, it has always been my commitment and goal to have all my patients hearing their best, and in most cases that means with digital hearing aids. I believe it is critical to provide a wide array of hearing aid technology to suit all levels of hearing loss, as well as lifestyles and budgets. No one should be prevented from having the best possible hearing. Knowing that the most technologically advanced hearing aids may not be for everyone, we dispense simpler two to four channel aids at significantly lower prices. For some of you, obtaining a hearing aid quickly is essential. The new Adesso is a non-custom, nine-channel, soft-tipped, digital hearing aid that can be fit in about an hour. We also carry disposable hearing aids that are replaced about every 40 days.

Throughout my career, I've learned that patients want choices. I believe that it is imperative to provide a wide range of hearing aids and prices to choose from. No one should be deprived of receiving the best possible hearing. No one with hearing loss should be without a digital hearing aid.

Please call for a free consultation to learn what type of hearing aid would be most appropriate for you.

Sincerely, *Cathy E. Kurth*

## Why is Everyone Going Digital

If you have a hearing loss, you know that the word "digital" is synonymous with "hearing aid." Since the introduction of Digital Signal Processing (DSP), millions of people worldwide have experienced better hearing like never before. More people are turning to digital hearing aids because of the high-quality sound, automatic performance, and wide selection to choose from in features and price.

The explosion of digital technology on the market did not necessarily make the traditional

analog hearing technology obsolete, but it did provide those with hearing impairments and their audiologists more options in finding a hearing aid that would provide the greatest benefit. DSP also made it possible for manufacturers to significantly improve a hearing aid's features through further research and development of the technology.

Today, features such as "directional intelligence" and "noise reduction" are part of premiere digital hearing instruments. These improved capabilities

*continued on inside - Digital*

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



## Seeing is Believing - Visible Speech Mapping

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

Do you suspect your spouse (or parent) has a hearing loss? Have you ever wondered if it's just "selective deafness"? Or maybe YOU have been accused of mumbling? Well, the time has come to put the arguments to rest. Audiology & Hearing Aid Center is one of the first practices in the country to utilize an exciting new technology called "Visible Speech".

We now have this state-of-the-art, computerized instrumentation in our North Scottsdale office and we would love to show it to you. With Visible Speech, we can input a patient's actual hearing loss into the computer, and let family members see and hear what their loved one is missing. You can actually hear how your spouse hears YOUR VOICE! Is he or she really not hearing all those words? You may be surprised!

In addition, this powerful computer can help us analyze just how well your current hearing aids are working! Have you ever wondered if your old hearing aids are really doing the job any more? We invite you to bring them in and let us show you whether you are hearing speech properly or not. With Visible Speech you can see for yourself! Call today and schedule your Visible Speech consult!

## Insurance update on Symphonix Vibrant Soundbridge Implantable middle ear hearing device

If you were among the hundred or more participants at our spring seminar on the new Vibrant Soundbridge, then you know that insurance coverage was at the top of the list of questions. To recap the seminar, the Vibrant Soundbridge is an alternative to hearing aids. It's designed for adults 18 years of age and older who have been diagnosed with moderate to severe sensorineural hearing loss. It also involves a surgical procedure, which is necessary to implant the internal components that include a receiver, conductor link, and a "Floating Mass Transducer" attached to the incus—an inner ear bone. The surgery takes approximately two hours, and is performed under general anesthesia. Unlike hearing aids, the Vibrant Soundbridge is often covered by insurance. So far, over 20 insurance companies have provided coverage on the device, the surgery and associated fees. The cost runs \$15,000 for each ear. If you are interested in learning more about the Symphonix Vibrant Soundbridge, call Audiology and Hearing Aid Center for a free consultation.



## adesso™ Instant-fit

**No time to wait? Try Adesso. The new 100% digital hearing for people on the go!**

If you have no time to wait the usual two weeks for traditional customized hearing aids, ask about the new Adesso "Instant-fit" by Sonic Innovations. Adesso's instant-fit design enables you to get right into your trial period and experience the benefits of improved hearing in a single office visit. You're in and out the same day with your new digital hearing aids.

Adesso's ultra-light, compact design is an affordable alternative to high-cost digital models. However, your hearing loss must qualify for the basic digital sound processing of Adesso. Some hearing loss cases warrant the use of a higher-end, more powerful hearing instrument with additional features.

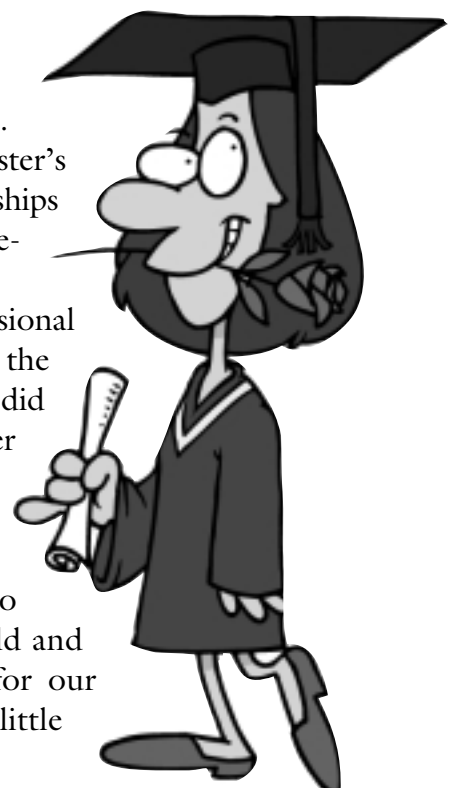
With Adesso, you have a choice of wearing the comfortable soft disposable shells or having a shell customized to fit your ear canal. Either way, you won't waste any time with Adesso, and it offers options unavailable in any other digital hearing aid on the market today.

## How Long Did You Go to School?

Many of our patients ask us how long we had to go to school to become an audiologist. Currently, one of the requirements to be a licensed and certified audiologist is to complete a Master's degree in audiology. This usually requires two years of specialized study and clinical internships beyond the degree. Following the Master's degree, prospective audiologists complete a nine-month clinical fellowship under the supervision of a certified, experienced audiologist.

The field of audiology, however, is undergoing an exciting educational and professional movement. Soon, most audiologists will earn a clinical doctorate called an Au.D., much like the field of pharmacy recently has done with their Pharm.D. degree, and the field of optometry did years ago with their O.D. degree. Our clinic director, Cathy Kurth, has recently earned her Au.D., our North Scottsdale audiologist, Kristin Wells, is currently working on her Au.D. degree, and Kim Gates and Cara Lefkowitz will begin work on theirs in the near future.

So what does this all mean for you? It means that, as always, you will be assured of seeing a licensed and certified audiologist at Audiology & Hearing Aid Center. But it also means that we, as audiologists, are working diligently to remain at the forefront of our field and to bring the very best and newest treatment solutions to you. It is an exciting time for our profession, and as we become Doctors of Audiology, you (our patients) get to join us in a little piece of our professional history!



# Valued Patient Referral Program

*We thank the following patients for their referrals to the Audiology and Hearing Aid Center*



*Cathy E. Krutz*



*Kristin Sedells*

**George Zafarakis**  
**Thomas Orlick**  
**Dee Dee Combs**  
**Richard Dick**  
**Stan Larson**  
**Herb Sherman**

**Frank Newman**  
**Margo Marmon**  
**Charles Smith**  
**Louise Chambers**  
**Kay Wilson**  
**Roselyn Goldenberg**  
**Jack Dysart**

**Lucille Clarke**  
**Phoebe Maurer**  
**Sonia Schecter**  
**John Dupont**  
**Milton Mahler**  
**John Schwarzfisher**



*Cara Lefkowitz*



*Kimberly R. Hata*

Each received valuable "hearing" points towards products and services or a "movie and dinner" coupon for participating in our 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!*

continued from cover - Digital

enable digital hearing aids to enhance speech, cancel feedback (whistling), and help you hear better in background noise, while automatically and continuously locating, analyzing, and delivering clear comfortable sound. More advanced digital hearing aids are equipped with dual microphones that are calibrated to balance the shifting of sound sources as you go from one listening environment to another.

Audiologists at Audiology and Hearing Aid Center suggest digital hearing aids when patients ask about upgrading, especially if their hearing needs have changed. Hearing loss is gradual. Many people begin to lose their hearing early on in life. If you are one of our patients that already took that step into better hearing with analog or programmable hearing aids, now is an excellent time to realize the benefits of today's modern, fully automatic digital hearing aids. If you currently don't wear hearing aids, but know that you have hearing loss, DSP would be an ideal choice to consider.

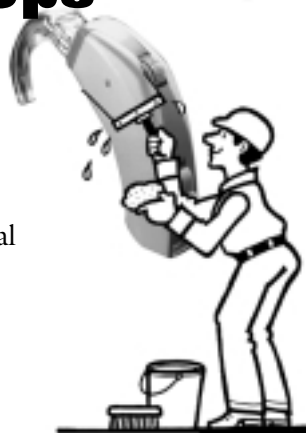
## Summer Check-Ups

*Only \$29.95.*

Includes hearing screening, cleaning and check of hearing aids, minor in-office repair, video otoscopy of ear canal to check for wax buildup, and visible speech mapping assessment (*North Scottsdale location only*).

**An \$85 value!**

**Appointment required. Expires September 30, 2002**



## Sign up for the new **Dry & Store Global™**



The new Dry & Store Global travel kit is now available. Many of our patients are travelers. Many own Dry & Stores as well. The Global does exactly what its larger cousin does, "dry" and "store" your hearing aids. It also sanitizes your aids and helps to prevent intermittency due to moisture and wax in a more compact size. This handy compact version (7 x 4 x 3 1/2 inches) can even be used at home.

*Features include:*

- **Activated carbon in the desiccant to keep your aids fresh-smelling**
- **Dual voltages to meet worldwide needs**
- **Utilizes several technologies to release, evaporate and capture even the tiniest molecules of moisture-including the moisture in earwax-resulting in a significant reduction in repairs**
- **May extend battery life by keeping your hearing aids free of moisture**
- **Easy to use one-button operation**
- **Two-year warranty.**

Other features include a hinged "flip-top" and a single undivided compartment to accommodate larger devices. It will use the regular Dry & Store desiccant block or a new oven-rechargeable dry can. If you're interested in the new travel-size Dry & Store Global™ drop by our North Scottsdale office at 9777 North 91st Street, Suite 101, or Civic Center office at 3271 North Civic Center Plaza, Suite 4.

# 2 For 1

on Bravo 100% digital hearing aids

**Buy one Bravo hearing aid, get the second aid FREE\***



Excellent Value, Digital Performance.

\*Based on manufacturer's retail.

Expires September 30, 2002

