

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

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

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if necessary, cleaning
and in-office repairs.**



Appointment required.

Expires August 31, 2003

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SUMMER
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Monday – Friday
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**For your convenience:
Walk-in Hours are from
12 noon – 1 p.m. daily!**

*We thank the Widex Hearing Aid
Company for their support and
assistance in preparing this newsletter.*

Hear & Now

Audiology and Hearing Aid Center News

Summer 2003

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Cathy's Column

What makes a *savvy* hearing aid shopper?

Nowadays, shopping for hearing aids is like comparing apples to oranges. There are so many, with so many features consumers must wonder, how can I truly be a savvy hearing aid shopper?

Just the other day I saw two patients with two very distinctive differences in their quest for hearing aids. The first, a male patient who originally bought hearing aids through a mail order company, attended one of our consumer seminars and subsequently made an appointment. He was disappointed that the mail order hearing aid did not fit his ear. Also the aid made sounds louder but he could not

understand any better. When asked why he chose this type of hearing aid, he stated that he was confused by all the ads and felt mail order was the easiest and least expensive way to go. Unfortunately he was still frustrated that he heard no better in church, at meetings, or in most of his social settings. Following thorough testing it was determined his mail-order aid provided very little benefit for speech, but made background louder. We fit him with the appropriate hearing instruments that were well within his budget and enabled him to hear again in the situations that had previously been frustrating. He will continue to receive follow-up care and services to

continued on inside - Cathy's Column



SUMMERTIME OFFER ONLY!

Upgrade Now to High Quality, Low Cost 100% Digital Hearing Aids!

You get an excellent product from leading manufacturers.

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Omni

by Starkey

- **Only \$895 per aid**
- Single channel, 3-program digital sound processing
- Available with optional volume control
- In-the-ear and Behind-the-ear styles only.
- Available in In-the-canal style, only \$995 each!

Newtone

by GNResound

- **Only \$995 per aid**
- 4-channel, 2-program digital sound processing
- In-the-ear and Behind-the-ear styles only.
- Available in In-the-canal and Completely-in-the-canal styles, only \$1095 each!

Expires August 31, 2003

Bravo

by Widex

- **Only \$1095 per aid**
- Completely automatic, 4-band digital sound processing
- CD-quality sound reproduction
- Available with optional volume control
- Longer battery life
- Available in high-power for severe hearing loss
- Digital phone compatible
- In-the-ear and Behind-the-ear styles only.

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on the Internet at
www.azahac.com

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 • Tina Proffit, M.S., CCC-A

Empower Yourself

By Kristin Wells, M.A., FAAA



In today's world of healthcare, your complete health is important! Indeed, we are encouraged to live a healthy lifestyle and take charge of our own well-being. Gone are the days of blindly following what the doctor ordered. We're expected to monitor our blood pressure, blood sugar, cholesterol, diet and exercise. We're expected to make decisions about our own bodies. It's the same for your hearing. Hearing loss is another healthcare condition. If you have a hearing loss, it is vitally important to "take ownership" of the loss and do something about it, even though thousands of individuals still do not consider their hearing loss as important as other health issues. Much of this depends on how healthy you want to be. It's your decision, right?

Taking ownership means admitting you have a hearing loss and taking the necessary steps to correct it. It means taking the blame away from others when you have a communication breakdown. It means realizing and admitting that everyone else is NOT mumbling! And it means forming an active partnership with your audiologist in the selection of your hearing aids and in the orientation process.

As audiologists, it's our job to educate and guide you through the process. It's our technical expertise that fits and programs your hearing aid technology; however, it is ultimately you who makes the final decision, and maintains the appropriate expectations based on that decision, on what

hearing aid benefits you most. And you're the one who decides whether to wear those hearing aids every day or not. There are few patients who have purchased hearing aids from the Audiology and Hearing Aid Center that tell us they don't use them. Unfortunately, there are too many other patients who admit their hearing aids ended up in a drawer because they never actively participated in learning how to help themselves hear better!

Taking ownership of your hearing loss also means applying the listening strategies given to you by your audiologist, such as muting the TV when your spouse is talking to you, asking others not to shout at you just because you're wearing hearing aids, asking your loved ones not to ask questions from the kitchen or other rooms, and asking the hostess at your favorite restaurant to seat you in a quiet corner away from the clang of the dishes and other background noise. And realize that you will still miss things. Even the normal hearing person has selective hearing.

Your hearing loss is your own, but it affects everyone around you. You have the power (ownership) to do something about it. My advice to my patients is to always maintain a positive attitude and BE PATIENT. You lost your hearing over many years ... you can't gain it back overnight. So as you take charge (ownership) of your healthcare and enjoy the partnership with us at the Audiology and Hearing Aid Center, we will do all we can to help you through the transition and help you manage a healthy ownership of your hearing healthcare.

If you want the best, and nothing but the best...

Ask About



Digital hearing aids worth asking about!

Impressive features of the world-renowned Diva include:

- 15-channel sound processing
- Advanced feedback cancellation
- Revolutionary noise reduction system
- Fully automatic, 100% digital signal processing
- Directional Intelligence™ with Diva Locator
- Advanced dual microphone technology (available on some models).

Need a speaker

for your church group, office staff or organizational function?

Ask the experts. Dr. Kurth regularly speaks about hearing loss and hearing aids for the Wellness Center group at Fashion Square Mall sponsored by Scottsdale Memorial Hospital. Audiologists Cara Lefkowitz and Kristin Wells regularly talk for such groups as the First United Methodist Church, the Forum Pueblo Norte, Scottsdale Village Square, and The Springs retirement communities. Other groups include 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, hearing aids, tinnitus, balance and dizziness disorders and the technologies available to treat them. 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 to yours, please call (480) 941-0519 to schedule a date.



Join Me! 

Dr. Cathy Kurth, Sundays, 10 am to 12 pm, on KCTK Radio 960 AM, to discuss Hearing Loss and Hearing Aids: **What are Your Options?**

on Your Second 50 Years Radio Show
(nationally syndicated)
with Host Hedi Headley

Remember
to tune your dial to



KCTK (am) 960
Compelling Talk Radio

KCTK 960 AM For more information call (480) 941-0519.

Troubleshooting Guide for Hearing Aids

continued from front - Cathy's Column

Problem	Cause	Possible Solution
Aid has no sound or sound is weak	Battery polarity reversed	Make sure battery is inserted correctly
	Weak or dead battery	Replace with fresh battery
	Aid not turned on	Rotate volume control to "on" or put switch to "M" position
	Aid clogged with wax	Clean aid or consult your audiologist
Aid whistles	Volume too low	Turn up volume control
	Improper seating in ear	Try reinserting the aid until it fits securely
	Volume control too high	Lower volume control
	Clogged with wax or excessive wax in ears	Clean aid or consult your audiologist
Sound is distorted or intermittent	Volume control too high	Lower volume
	Weak battery	Replace battery
"Buzzing" or "Motorboating" sound	Battery compartment is not completely closed	Gently close the battery compartment
	Weak battery	Replace battery

maintain good hearing with his new hearing aids.

The second, a lady who suffers from arthritis especially in her hands, had purchased completely-in-the-canal style hearing aids from a retail store. For the past two years, she has struggled with hearing aids she could barely handle. She told me no attempt was made to try other instruments that may have been easier for her to handle, nor did she receive much follow-up care. We refit her with hearing aids that she could handle more easily and provided ongoing considerable follow-up care to assure her of the best possible hearing.

Another example of savvy shopping is those patients who come to Audiology and Hearing Aid Center through the Internet. There may be a significant savings up front for these patients, but all subsequent services, reprogramming, and office visits are charged. So if you are considering the Internet as a means of buying your hearing aids, know what all the long-term costs may be to determine if this is true savings. A savvy shopper knows the value of services.

Another important service consideration is education. Our audiologists have years of experience and education in their field. We regularly attend professional conferences and continuing education seminars, and most of our audiologists have received or in the process of obtaining their Doctorate.

Many hearing professionals are realizing the benefits of returning to school to obtain higher education in the non-medical treatment of hearing loss, dizziness, balance disorders and the dispensing of hearing aids. We are also seeing more and more of our patients seeking a higher level of information, such as using the Internet, before purchasing their hearing aids. We particularly welcome these patients because they are informed consumers and know exactly what they want in a hearing instrument. The next time someone asks you what factors you considered when it came to purchasing your hearing aids, tell them it was the level of training of your audiologist, the technological benefit of the hearing aids, the services and follow-up care provided with those instruments, and your lifestyle needs, all of which make you a savvy shopper!

New OAE testing system



n o w a v a i l a b l e

The more we know about the function of the inner ear, the better we can diagnose your hearing loss and fit you with the most accurate hearing instrument. We are pleased to announce that we now have at our disposal the most advanced otoacoustic emissions (OAEs) testing equipment to add to our arsenal of other tools such as video otoscopy, visible speech mapping, and vestibular and balance testing, all of which help us help you hear better and more precisely.

What does it mean to hear more precisely? First let's explain further what otoacoustic emissions are. OAEs are sounds that are produced by healthy ears in response to stimulation, or basically whatever you hear from the world around you. The human auditory system has a remarkable ability to discriminate

between different sounds and sound levels (decibels). In testing for hearing loss, OAEs are measured by presenting a series of very brief clicking sounds to the eardrum through a probe inserted in the outer ear canal. The probe contains a speaker and a microphone, much like a hearing aid, and provides the audiologist with a highly precise measurement of hearing loss thresholds.

How is this different from what we used before? The knowledge of OAEs has been around since the 1970s, but the scientific application and instrumentation is very new. Just as hearing aids have tremendously improved, so has the technology in diagnosing hearing loss. You can't have one without the other. Our investment in this technology is as important as your investment in your hearing aid technology. It's precisely through this process that we can better serve you, our patients.

Cathy E. Kurth