

HEAR & NOW

July 2005

Audiology and Hearing Aid Center News

The hearing care specialists preferred by doctors and patients alike.

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

Kristin Wells, Au.D., FAAA
Doctor of Audiology

Kim Gates, M.C.D., CCC-A
Doctoral Candidate

Chris Cummins-Beagle, M.S., FAAA
Clinical Audiologist

Audiologists at the Audiology & Hearing Aid Center are board certified by the American Board of Audiology and/or certified (CCC-A) by the American Speech-Language-Hearing Association.

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
9777 N. 91st Street
Suite 101

You may visit us
on the Internet at
www.azhearingaid.com



Have you asked

Cathy's Column

about the new Elan?

Elan is an open-air, open-fit digital hearing aid designed to help people who can hear the low sounds just fine, but have trouble hearing the highs. It has become the preferred hearing aid for high frequency hearing loss.

The open design literally means leaving the ear canal as open as possible. Many hearing aid users are bothered by occlusion, or the sensation of blockage of the ear canal, when they first wear new hearing aids. While many overcome this, some continue to struggle with it when wearing their hearing aids.

Under normal circumstances, when your ear is unblocked and you are speaking, you hear yourself both through the air traveling through your ear canal (air conduction) and through the vibrations you create in your head (bone conduction). Most modern hearing aids are highly effective, but by their very design tend to restrict air conduction. The open-fit design of Elan, by contrast, eliminates that hollow sound of your voice when you talk and the stuffiness you feel when you first wear new hearing aids.

Continued inside — Cathy's Column

Tinnitus....

Can't that noise in my head be stopped?

By Kristin Wells, Au.D., FAAA
Doctor of Audiology

Most people, at one time or another, have experienced that quick ringing or buzzing sound in their ears, sometimes followed by a momentary "dead" sensation. That little zing of sound, if it happens rarely, is considered normal and nothing to worry about. It is usually brought on by a yawn, lack of oxygen or just being tired. However, nearly 44 million Americans experience an almost constant ringing or buzzing sound in their ears. Whether you refer to it as "TIN-it-tiss" or "tin-NIGHT-tiss" (both are considered correct pronunciations), these self-perceived sensations can be deeply disturbing to those affected.

Before opening the Tinnitus Retraining Therapy Center at the Audiology and Hearing Aid Center's North Office, I had the privilege of spending several days in Baltimore with Dr. Pawel Jastreboff, his wife (and co-researcher), and his audiologist at an intensive educational seminar on his methods for treating those affected with tinnitus. His technique is called Tinnitus Retraining Therapy, or "TRT", and it has quickly gained popularity with a successful treatment rate of over 80%.

Continued inside — Tinnitus

New!
Tinnitus Retraining
Therapy Center

Meet Chris Cummins-Beagle — *Our new audiologist*



Chris Cummins-Beagle
M.S., FAAA, Clinical Audiologist

Chris considers herself like a daughter to many of her patients, having worked exclusively with the geriatric population for most of her career. Chris has been practicing audiology since 1988 when she graduated from the University of Texas at Dallas with a Master's of Science in Audiology degree. She received her Bachelor's of Science degree in Communication Disorders, graduating Magna Cum Laude, from Northern Arizona University in Flagstaff. She is a member of the Phi Kappa Phi Honors Society and made the National Dean's List.

"The field of audiology is fascinating to me," Chris explains. "Years ago, as a student, I was intrigued by the notion that complex interpersonal communication is uniquely human. And each time I am able to help restore that for somebody who has lost that ability to

communicate is especially gratifying."

She is also intrigued by the new technologies such as open-air, open-fit digital hearing aids that help people with very specific hearing needs such as high frequency hearing loss.

Chris worked in a healthcare clinic environment in Sun City for 16 years, and before that at an Ear, Nose and Throat doctor's office. Her experience included performing both advanced diagnostics in the treatment of auditory disorders and fitting hearing aids.

In singling out a specific experience that has made her career rewarding, she says, "It's the wives." She explains, "Each time a wife thanks me for helping her husband hear better is very rewarding. I know then that I've helped not only a husband hear better but a husband and wife to communicate better, again."

Chris grew up in Phoenix and calls the Valley of the Sun her home.

Introducing



Chris Kieffer
Civic Center Office Administrator

You could say Chris Kieffer has a keen eye for healthcare. She has worked in the optical field for 17 years, the past seven of which have been focused (pun intended) on the day-to-day administrative and managerial operations of private practices.

"I enjoy the daily tasks of maintaining a proficient office," she explains. "I look forward to the everyday patient care activities to demonstrate a positive, helpful attitude toward everyone I work with, including the audiologists and staff."

The past seven years Chris managed an eye care practice in Phoenix. "I chose audiology because there are so many changes taking place in this field," she continued. "The best hearing aids keep getting better."

Chris considers herself a "true hillbilly" having "grewed" up in the hollers (also known as the hollows) of West Virginia. She has made the desert her home the past 14 years, and "reckons" she'll be here for many years to come.



Wendy Marquez
Administrative Assistant

Someone who is responsible for keeping a dozen or more projects going simultaneously, on a daily basis, is often referred to as a "Multi-Tasker." That is what best describes Wendy Marquez, the new administrative assistant at Audiology and Hearing Aid Center.

"My job involves a variety of tasks such as answering phones, scheduling appointments, collecting payments, filing charts, organizing office areas, and most importantly, looking after the patients who come in each day for their hearing care," she explains. "Some of these happen at the same time." She continued, "Patient satisfaction is paramount here. It's a big reason why I wanted to work for the Audiology and Hearing Aid Center—they put their patient's needs first."

Wendy grew up in Phoenix and has not found any reason to leave. "Not even our wonderful hot summers have driven me away."

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Dr. Kristin Wells
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Chris Beagle, M.S.
at Civic Center
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BATTERY SALE

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Offer expires August 15, 2005

Unfortunately, many people who suffer with tinnitus have been told “learn to live with it because there’s nothing that can be done.” Now, thanks to the groundbreaking studies done by this world-renown tinnitus researcher, Dr. Jastreboff, there is new hope for those who find their tinnitus debilitating. Dr. Jastreboff, from Emory University in Atlanta, has developed a neurophysiological model of tinnitus that helps to make clear why some people “experience” tinnitus and others “suffer” from it—a world of difference if you have felt or live with tinnitus sensations.

To take a very complex matter and explain it in simple terms, Dr. Jastreboff proposed that people’s brains can be retrained to no longer notice or be bothered by the tinnitus sound. In theory, it’s like hearing your refrigerator running...it’s there but you are not bothered

by it because you have trained your brain to “tune it out.” Dr. Jastreboff has shown that the same can be done with tinnitus, or what he calls a “phantom auditory perception.” Through education, counseling, and sound therapy, people begin to find that their tinnitus isn’t so bothersome any more. His treatment methods involve some complicated neurological principals such as neuroplasticity and conditioned reflexes.

Since opening the Tinnitus Retraining Therapy Center, the patients I’ve treated have shown promising results through these techniques. If you or someone you know experiences tinnitus, I would like the opportunity to meet with you and discuss how I might be able to help you using Dr. Jastreboff’s proven methods. Please call me at our North Scottsdale office, (480) 451-0220, to schedule a consultation.

Ask About ...

eLan

The new Élan Open-Air, Open-Fit, digital hearing aids – Diva and Vita – by Widex



Introductory Offer
\$500 OFF any two Diva digital hearing aids, including élan
FREE 5 year repair warranty
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Expires August 15, 2005

Call for an appointment

North Scottsdale (480) 451-0220 • Civic Center (480) 941-0519

Continued from cover — Cathy’s Column

As many of my patients know, I fully stand behind the products and services the professionals at Audiology and Hearing Aid Center provide. Our goal and commitment to service is integral to the long-lasting and dependable hearing aid technologies we offer. Elan is a dependable hearing aid for high frequency hearing loss and patients bothered by occlusion.

Call for a demonstration or attend one of our popular seminars on Hearing Loss and Hearing Aids to find out more. Our July seminar schedule includes presentations on Tuesday the 19th and 26th at our Civic Center office and Wednesday the 20th and 27th at our North Scottsdale location on North 91st Street. Call for reservations: Civic Center, (480) 941-0519 or North Scottsdale, (480) 451-0220. Everyone is welcome to attend, so bring a friend. Our summer seminar program is a worthwhile activity if you want to learn about hearing loss and hearing aids.

Well said...

“I just wanted to formalize my gratitude in this letter to you and your staff for the outstanding service you provided to me over the past 20 years. I remember when you were just getting started. I was a youngster in my 40’s in need of help with my hearing. Throughout the years you always provided me the best hearing aids, and now, with my new Divas, I hear better than I can ever remember.”

— Dennis M.

“My quiet world now has the wonderful sounds I was missing, thanks to my Diva hearing aids and your expertise. Now I don’t ask my friends to repeat themselves, especially in noisy restaurants. My grandson’s voice is clear. Movies have become once again a joy to watch.

Thank you for bringing my world back to me.”

— Mary

“About 15 years ago, a hearing test by Dr. Kurth revealed that I had hearing loss in one ear. She fit me with a standard hearing aid and it helped. Some years later, we found that my hearing loss had deteriorated even more. I got a digital in-the-ear hearing aid but it was uncomfortable. I tried it for some time, but then I switched over to the behind-the-ear at Dr. Kurth’s recommendation.

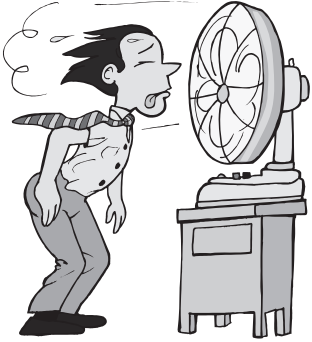
Wow! It goes to show that to hear your best you need a comfortable hearing aid.”

— Betty O.

Audiology and Hearing Aid Center

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Summer Seminar Program at Audiology and Hearing Aid Center

Hearing Loss and Hearing Aids:

What is the Best Digital Hearing Aid Technology for Me?



Civic Center

**Tuesdays, July 19th or 26th
11:00 a.m. to 12:30 p.m.**

Held at
3271 North Civic Center Plaza in Suite 4

Reservations, Call: 480-941-0519

North Scottsdale

**Wednesdays, July 20th or 27th
10:30 a.m. to 12:00 p.m.**

Held at
9777 North 91st Street in Suite 101

Reservations, Call: 480-451-0220

These presentations are designed to teach you, the consumer, about hearing loss and hearing aid technology, and how simple it is to use digital hearing aids. Our seminars are very informative and an excellent opportunity to have your important questions about hearing loss and hearing aids answered. You will also learn about the differences between the advertised low-cost digital and the premium high-quality digital hearing aids, and how to compare the apples to apples instead of apples to lemons.

We also cover the different levels of digital technology, how it applies to your hearing, and what features to consider if, for example, you want to hear better in background noise.

A delicious lunch will be served and there is plenty of free parking!!

Hearing aid demonstrations are available immediately following the presentation. You may call ahead to reserve an appointment time.

Hosted and Presented By: Cathy Kurth, Au.D., Doctor of Audiology, and Kristin Wells, Au.D., Doctor of Audiology.



Both doctors have been practicing audiology in Scottsdale for many years and have treated thousands of patients with advanced digital hearing aids.