

# Audiology and Hearing Aid Center

3271 N. Civic Center Plaza, Suite 4  
Scottsdale, AZ 85251

## 30-DAY CHALLENGE EVENT

On February 15-17 we will hold the Lyric/Phonak Challenge and offer a 30-day RISK-FREE Lyric trial or \$300 off a Phonak hearing device.

*Details inside...*

## EDUCATIONAL FREE SEMINAR

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

**February 10, 17, 24**

**North Office**

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

**February 9**

**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?
- Is your spouse 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 February 28, 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."



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# Hear & Now

Audiology and Hearing Aid Center News  
*The hearing care specialists preferred by doctors and patients alike.*

Cathy Kurth, Au.D.  
Doctor of Audiology

Kim Gates, Au.D.  
Doctor of Audiology

Chris Cummins-Beagle, Au.D.  
Doctor of Audiology

Monica Morgan, Au.D.  
Doctor of Audiology

Ellie Hatemi, Au.D.  
Doctor of Audiology

Rochelle Jones, H.I.S.  
Hearing Instrument Specialist

WINTER 2011

www.azhearingaid.com

# Cathy's Column Happy New Year!

It is hard to believe Audiology and Hearing Aid Center will be 30 years old this spring. I want to thank our many patients who have trusted us to take care of their hearing health for all those years. Our goals for 2011 remain the same as in years past. We will continue to be a patient-focused, service-oriented practice that recommends and provides only the highest quality hearing aid technology available.

Each year we see major advances in hearing technology. Many patients have responded very well to the Lyric extended wear, 100% invisible hearing instrument. And for those who cannot wear the Lyric, we can offer an excellent digital alternative in both Phonak and Widex technology. These hearing aids are now accessible to a wider range of budgets with broader product lines to improve the slightest hearing difficulties. These companies have pioneered technology that improves hearing

*continued inside...*

## In 3 Steps You Can Sponsor Our Walk Team!

Held Saturday, March 5, 2011.

The Arizona  
**WALK**  
to Silence Tinnitus

The annual event is put together by the American Tinnitus Association to help find a cure for tinnitus.

### To support our Walk:

1. Go to <http://walk.ata.org/>
2. Scroll down and click on "Start" or Join"
3. Click on Join or Support a Team, Team Name: Team AHAC (Cathy Kurth in Scottsdale, AZ) Click Next>> then fill in the fields.

All money raised goes directly into the American Tinnitus Association's Jack Vernon Research Fund. All contributions to the AZ Walk to Silence Tinnitus are 100% restricted to funding tinnitus research. The 2010 Walk raised over \$35,500! ATA is excited to have its first Arizona walk, occurring on the 40th anniversary of ATA.



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

## This Issue...

- 1 Cathy's Column-Happy New Year Take the Lyric/Phonak Challenge!
- 2 Technology Update-Phonak Ambra Widex mind440
- 3 Maximize Listening While Dining  
Daily Cost of Hearing Aids  
Coupons, Battery Sale, Tune-up or Reprogramming Offer
- 4 Free Seminar: Top 5 Hearing Aid Advancements

# Technology Update Edition!

## Zoom! Zoom!

Try a Swiss-made hearing device that “zooms” in on the sounds you need to hear, while reducing those you don’t!

PHONAK life is on

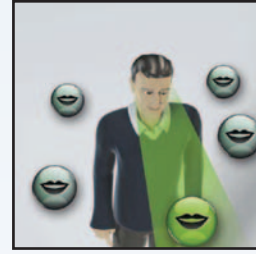
The more we fit Phonak hearing aids, the more we realize just how much of a pleasure it is to help so many of our patients reach a fuller spectrum of audible sounds. Phonak, a Swiss company that has made great strides in their technology just over the past year, is owned by Sonova, who also owns InSound Medical Inc.; makers of Lyric, the extended wear 100% invisible hearing instrument. Take for instance Phonak’s new Ambra hearing device. It automatically adapts to the ever-changing environments you experience each day – from a quiet conversation to listening to music to talking with others in a noisy restaurant.

The hearing aid does this through a unique “zoom” technology, unlike any other. The zoom feature enhances understanding in challenging hearing situations by mimicking the way sound is naturally perceived and heard. Ambra offers three levels of zooming:



### UltraZoom

Focuses on voices in noisy situations while facing several people talking. Noise from the side and back is cut out.



### StereoZoom

For extreme noise situations where you want to communicate with just one person. This function will zoom closer to the person you are talking with.



### AutoZoom Control

When you cannot easily face the speaker such as in a car or auditorium. This feature can zoom to either side and backwards for better understanding.

One Ambra patient described his “zooming” experience like this: *“What I really like about this hearing aid is that it automatically adjusts as my hearing needs change from one situation to another. Or I can adjust it myself with the touch of a button.”*

Pairing the Phonak TV link with Ambra allows you to hear the TV at a volume you can enjoy without annoying others. It also effortlessly connects to your telephone, MP3 Player, GPS, or computer. The Duophone feature lets you hear a voice on the phone in both ears.

continued from cover...

in noisy settings such as restaurants and relief from tinnitus (that bothersome ringing or hissing sound in the ears).

On February 15-17 we will hold the Lyric/Phonak Challenge and offer a 30-day RISK-FREE Lyric trial or \$300 off a Phonak hearing device. Lyric is becoming available to more ear sizes. Currently over 19,000 patients have worn the Lyric hearing device.

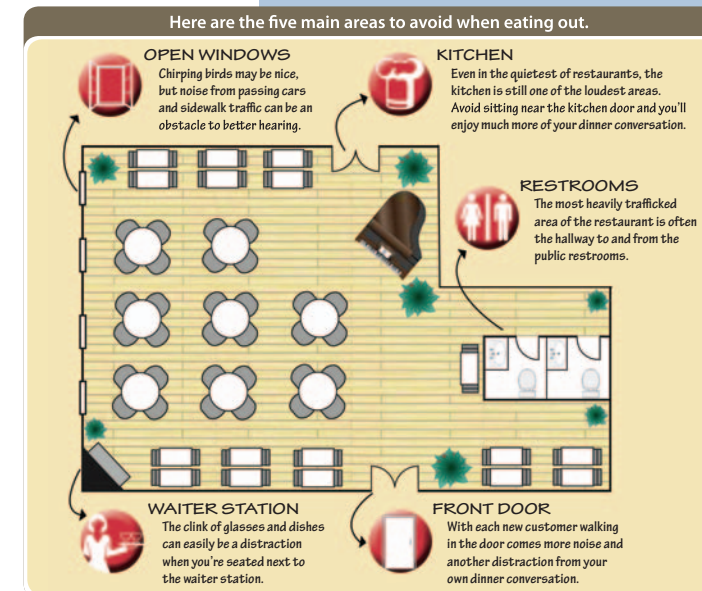
Don’t miss the Lyric Challenge. There is no obligation – just an opportunity to try the latest hearing aid technology that is revolutionizing the industry.

All our audiologists and hearing instrument specialists are trained to answer your important questions, and to let you try the hearing aids for yourself and compare the prices. Our prices are competitive but include a service that cannot be beat! Many of our patients will attest to this. Follow us on Facebook for patient comments and relative case studies.

We look forward to seeing you at our Lyric/Phonak Challenge. Or, attend one of our seminars to learn more about all the advances so you can improve your hearing in 2011!

## I’ll have the scallops and hold the loud noise! Maximize your listening experience while dining in a restaurant.

When you dine out with friends or family you don’t expect to find yourself in the middle of an echo chamber. But that’s often what happens to those with hearing difficulties, especially in restaurants with sleek hardwood floors, high ceilings, wall-to-wall windows, and, of course, the loud music playing in the background better suited for a rock concert than a dining experience.



### So, where should you sit?

Public places present a challenge for the hearing device user. Here are some tips to help you hear your best so you can enjoy dinner out with friends and family.

- Don’t be shy. Tell the host, waiter and your dining companions you have a hearing loss, and request they slow down their speech, speak a little louder and face you directly while talking—you’ll be glad you did.
- If your hearing devices are set to “directional”, remember to sit with your back to the main source of noise.
- Remember, noisy environments affect everyone’s hearing, even those without hearing difficulties.
- Find carpeted restaurants with rolling chairs, plants and sound-absorbent materials on the tables and walls.
- Choose less busy days and times to dine out.
- Dine with a smaller number of people.
- Request that the staff turn down background music.

## New study benefits tinnitus sufferers!

### Now available in three price points and three technology levels!

In a previous issue of *Hear and Now*, we reported on a remarkable hearing aid technology: the mind™ 440 developed by the Widex Hearing Aid Company. The company just recently released the 330 and 220 models as part of the “mind” series, so we now have three models to offer patients at three different price points.

A study performed by Robert W. Sweetow, Ph.D. and his colleagues at UC - San Francisco which was published in *The Journal of the American Academy of Audiology* found that 86% of tinnitus patients (ages 30-74) with mild to moderately severe hearing loss benefitted from the Zen program in the “mind” hearing aids. In fact, the majority of participants conclusively reported that it was easier for them to relax and go about their daily routines while listening to fractal signals produced by the Zen program. The study also concluded that \*fractal tones provide a relaxing listening background and reduce short-term tinnitus annoyance.

\*Journal of the American Academy of Audiology/Volume 21, Number 7, 2010

Receive \$500 Off a Pair of the High-End “440” Model (\$250 off one)

Cannot be combined with other offers or insurance discount.

## The Daily Cost of Hearing Aids

One of our patients was in the office and commented, “I wonder how much the daily cost of my new hearing aids is.” We just so happened to have a survey in our files that averaged out daily cost of consumer services and activities. So we did some math and this is what we came up with:

Hearing Aid Cost Average:*	Consumer Cost Average:*
\$6000. . . . . \$3.28/day	Driving a car . . . . \$6.12/day
\$5000. . . . . \$2.73/day	Dining out . . . . . \$5.79/day
\$4000. . . . . \$2.19/day	Entertainment . . . . \$3.97/day
\$3000. . . . . \$1.64/day	Cup of coffee . . . . \$1.38/day

After we calculated the average costs per day, he replied, “That’s about as much as I spend on a cup of coffee and my hearing is worth every bit of that!” We think so too. When you buy hearing aids from us, we make your hearing worth your investment. The ability to hear clearly affects all aspects of your life.



\*Based on five-year lifespan of hearing aids. \*Department of Labor Consumer Expenditure Survey (2008)

## BATTERY SALE

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



Mention this offer at time of purchase  
Expires March 31, 2011

## 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 March 31, 2011

widex mind  
the pleasure of hearing

If frequent or persistent ringing in your ears has affected your life or the life of someone close to you, “answer that ring” and call Audiology and Hearing Aid Center!