

# Flatirons AUDIO SCOOP

Spring 2011

## Consider This...

Hearing loss is more noticeable than hearing aids.

Beware of mosquitoes! They can carry diseases such as West Nile. Did you know that male mosquitoes hear with thousands of tiny hairs growing on their antennae.

Research shows people with hearing loss who use hearing aids report better health than those who do not use hearing aids.

Three friends were out walking along the neighborhood trails. Sara says, "Windy, isn't it?" Jake replies, "No, it's Thursday!" Olivia exclaims, "So am I. Let's get iced tea!"

## May is Better Speech & Hearing Month

Over twenty-one million children and adults in America suffer from some degree of hearing loss. Hearing loss often goes untreated until the everyday sounds that enhance our lives fade or become unrecognizable. Diminished hearing can affect our desire for social interaction, make us uncomfortable in meetings, classroom settings restaurants and even grocery stores. Hearing loss can even pose danger to the hearing impaired and to their loved ones.

Sound enhances our lives with quality. While understanding speech for better communication is probably the most important reason why most patients seek amplification, what about the sounds that make us smile, laugh, bring tears to our eyes or take our breath away? A baby's giggle, the sound of rain in the trees, a symphony orchestra, a whispered 'I love you'.

With today's technology there is no reason to accept hearing loss as inevitable or just a part of aging. Many people with hearing loss are not old at all. They look like me, they look like you. And hearing aid



technology has improved in size and sound quality much like the cell phone. Remember your first cell phone? How big was it?

Hearing aids come in all styles and sizes, some behind the ear (BTE) and some in the ear canal (RIC or CIC). Some hearing aids are less than an inch long now. And the sound quality has never been better. There is no need for tinny sounds or echoes. Colors can be selected to match your hair, your skin or, if you are the type to tackle life boldly, they come in array of colors including red and blue.

May is Better Speech and Hearing Month and there is so much in life to hear. Call and schedule your annual hearing test with Dr. Julie today 303.664.9111

**Providing you with a comfortable, personalized experience  
and the best hearing health care available.**

## New Technology for One Deaf Ear



I have been profoundly deaf in one ear since I had a bad case of measles as a child. I had always been told nothing could be done so I have lived being deaf in one ear for over 40 years.

I made an appointment with Dr. Julie to have my hearing checked and was delighted when she told me about the new Cross Technology. I wear one very small

hearing aid behind my deaf ear and it pipes very high quality sound to a tiny receiver behind my hearing ear.

It has changed my world! I no longer worry about where I sit in meetings or at restaurants. My husband can walk on either side of me and I can hear him. I can talk on the phone and still hear conversations in the room. When the bag-boy at the grocery store asks me "Paper or plastic" I don't appear to ignore him. I can hear sounds on our surround-sound that I never heard before.

I am thrilled with my Cros Aids! I feel more in control of my surroundings when I can hear. There is nothing distorted about the sounds I hear and it has made a difference not only in my life but also makes it easier on my friends and family.

Thank you Dr. Julie!

*By patient Cindy Sullivan*

## Hearing Aid Myth Busters

### **Myth #1: Only old people wear hearing aids.**

*Approximately 65% of people with hearing loss are under the age of 65*

### **Myth #2: It's not MY problem. Other people should talk louder.**

*Hearing loss can affect loved ones and others around you who have to "help" you hear. This can cause frustration for them, too*

### **Myth #3: I've tried hearing aids and they're a pain in the ear.**

*Advancements in digital hearing not only deliver better more precise hearing, but in some cases can connect you wirelessly to your world, including cell phones and*

*television. If you have not tried hearing aids in the past 3 years then you are missing out on exciting advancements in technology.*

### **Myth #4: Hearing aids whistle so you can't talk on the phone.**

*Not anymore thanks to digital technology. Even entry-level hearing aids come with automated feedback suppression to alleviate this problem. With Bluetooth you can even connect to your phone wirelessly.*

### **Myth #5: Hearing aids are big, clumsy and uncomfortable.**

*Some of today's hearing aids are as small as 1" long. They are stylish and come in*

## Hearing Aid Myth Busters (Cont)

*an array of fashion colors including blue, copper and red! Choose a color to blend with your hair or have fun and go for charisma!*

### **Myth #6: People fumble to adjust their hearing aids.**

*Maybe it's time for an upgrade. Today's digital hearing aids have automated convenience that not only detects sound levels but also adjusts automatically to the wearer's particular needs – no fumbling required.*

### **Myth #7: Hearing Aids Are Expensive?**

*Expensive is a relative term. All of your hearing aid related follow-ups are included in the price of your hearing aids for the duration of the warranty period (1-3 years). The cost of hearing aids has actually decreased over time and some insurance companies have hearing aid benefits to defer from your out of pocket cost.*

Call to schedule your annual hearing test with Dr Julie today. One hearing aid does not fit all. Dr. Julie will discuss the options that are right for your particular hearing loss.



## Improving Your Quality of Life



Untreated, hearing loss can have many negative consequences that are not regularly associated with hearing problems including anxiety, social isolation and even depression.

Extensive research demonstrates that treatment with hearing aids brings measurable improvements in social, emotional, psychological, and physical well being, for both patients and their spouses.

**The good news is that, with treatment, those suffering even mild hearing loss can gain:**

- More enjoyment of social activities
- Greater effectiveness on the job and better earning power. (An estimated 65% of people with hearing loss are younger than retirement age.)
- Improved interpersonal relationships
- Greater intimacy.
- Better sense of connection in professional, social and family gatherings.

Better hearing helps you perform better, whether in business situations, restaurants or engaging in hobbies or sports – all of life's activities that include a wealth of auditory cues and signals. Better hearing also gives you an enhanced sense of security, and is critical where safety is a concern – for instance when driving or caring for young children.

If you suffer from a mild, moderate or severe hearing loss, consider all the benefits that improved hearing can make to the quality of your life. With today's technology there is no reason to delay the ability to enjoy a fuller, more enjoyable life... for you and for your family.

*Flatirons*  
AUDIOLOGY, INC.

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## Technology Innovations



Hearing aids today pack more technology in a small package than ever before. This technology has allowed many users to experience greater connection with their environs, as well as greater comfort and ease of use.

1. Bluetooth technology – Wireless connection from digital hearing aids directly to you TV, Cell Phone, MP3 player and more. This technology holds a lot of promise for future convergence with the newest technology available.
2. Data Logging – information gathered by the hearing aid while worn, can help the device “learn” what adjustments are made to the hearing aid in order to fine tune

adjustments for the individual user.

3. Directional Microphones – Miniature microphones that actually can be tuned to “seek” out the things you want to hear.
4. Touch Technology – In some hearing aids today, the small buttons and volume control wheels are gone. In its place a technology that allows you to just “touch” the hearing aid to make adjustments.
5. Integrated Alerts– Actual alerting through your hearing devices when batteries are low or settings have changed.

To get more information on these and other technologies available today call Flatirons Audiology, Inc. 303.664.9111