

Special Invitation! Ring in 2014 with Healthy Hearing

Thursday, January 23, 2014

Appointment Required



**Featuring
Starkey 3-Series
Hearing Aids**

Join us and find out if Starkey 3 Series is right for you. Advanced features are designed to:

- **Improve hearing in noisy situations**
- **Eliminate feedback & whistling**
- **Enhance phone conversations**
- **Make television listening more enjoyable**
- **Compatible with SurfLink Mobile***
- **NO UPFRONT COST**
- **NO COMMITMENT**
- **NO RISK**

If you wish to participate in our Healthy Hearing Open House, call our office today to schedule your appointment. Supplies of the Starkey Series 3 hearing aids are limited.

*SurfLink Mobile is the only cell phone transmitter, assistive listening device, and media streamer, all conveniently rolled into one hearing aid remote.

Call today to schedule your appointment: 303-664-9111

Help Loved Ones with Hearing Loss During the Holidays



"The holiday season is meant to be a time of thanks, celebration, and joy," says Sergei Kochkin, Ph.D., Executive Director of the Better Hearing Institute. "But for many people, it is a time of year when unaddressed hearing loss can cause them to feel particularly isolated and depressed. Even when surrounded by loved ones, a family member's impaired ability to hear and actively participate in conversation cuts them off. Oftentimes, they are left with a sense of sadness, inadequacy, and emotional isolation. This is especially true when the hearing loss is either unrecognized or is being 'hidden' by the family member with hearing loss."

Hearing loss is one of the most commonly unaddressed health conditions in America today, and affects more than 31.5 million Americans. When left untreated, hearing loss can

lead to isolation and depression—a health issue already prevalent during the holiday season.

Imagine how hard it would be to interact with others if you couldn't understand what they were saying. People who are hearing impaired often understand some of a conversation but not all of it, making it hard to interact during lively conversation.

This year, make of point of being vigilant if you see that Uncle Fred or Aunt Mary is quiet at your holiday dinner party. They may need your help to make them feel close to the family again.

Signs and symptoms of hearing loss include not being able to hear well in a crowded room or restaurant, having trouble hearing children and women, keeping the television or radio turned up to a high volume, needing to ask family and friends to repeat what they're saying, or experiencing ringing in the ears.

If someone you love is experiencing hearing loss, try these tips to help them feel included in your upcoming holiday celebrations:

- **Keep the volume on the music and television down.**

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How the Cookie Crumbles



Gingerbread Cookies - Great for rolling out and cutting into shapes

I make these with the kids every year. The dough is super easy to work with and tastes delish! Sometimes I double the spices.

- **2/3 cup molasses (not robust)**
- **2/3 cup packed dark brown sugar**
- **1 tablespoon ground ginger**
- **1 1/2 teaspoons ground cinnamon**
- **1/2 teaspoon ground allspice**
- **1/2 teaspoon ground cloves**
- **2 teaspoons baking soda**
- **2 sticks (1 cup) unsalted butter, cut into tablespoon pieces**
- **1 large egg, lightly beaten**
- **3 3/4 to 4 cups all-purpose flour**
- **1/2 teaspoon salt**

Bring molasses, brown sugar, and spices to a boil in a 4- to 5-quart heavy saucepan over moderate heat, stirring occasionally, and remove from heat. Stir in baking soda (mixture will foam up), then stir in butter 3 pieces at a time, letting each addition melt before adding next, until all butter is

melted. Add egg and stir until combined, then stir in 3 3/4 cups flour and salt.

Preheat oven to 325°F.

Transfer dough to a lightly floured surface and knead, dusting with as much of remaining 1/4 cup flour as needed to prevent sticking, until soft and easy to handle, 30 seconds to 1 minute. Halve

dough, then wrap 1 half in plastic wrap and keep at room temperature.

Roll out remaining dough into a 14-inch round (1/8 inch thick) on a lightly floured surface. Cut out as many cookies as possible with cutters and carefully transfer with offset spatula to 2 buttered large baking sheets, arranging them about 1 inch apart.

Bake cookies in upper and lower thirds of oven, switching position of sheets halfway through baking, until edges are slightly darker, 10 to 12 minutes total (watch carefully toward end of baking; cookies can burn easily). Transfer cookies to racks to cool completely. Make more cookies with remaining dough and scraps (re-roll once).

Put icing in pastry bag (if using) and pipe or spread decoratively onto cookies if desired.

Cookies keep in an airtight container at room temperature 3 weeks.

Coping with Tinnitus During Holiday Hustle and Bustle

During the holidays, coping with tinnitus can be especially stressful. Since overexposure to loud sound is the leading cause of tinnitus, its symptoms can intensify during festive holiday celebrations.

We've put together some coping strategies for you.

Breathe. Deep, abdominal breathing is a natural relaxant.

Exercise regularly to lift your mood.

Listen to soothing music or nature sounds to promote a comfortable state of relaxation.

Sleep. Get regular, restful sleep and avoid caffeine close to bedtime.

Walk away from loud noises.

Limit the time you expose your ears to loud noises. Wear earplugs when you're around sounds of 85 dB and above. This includes loud parties, concerts, and nightclubs. Disposable foam earplugs are inexpensive, easy to insert and effective.

If your tinnitus gets out of control, don't wait. Call our office for a tinnitus consultation.



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Why Are Hearing Aids So Expensive?



This is a question I'm asked quite a lot so, when I was invited to take in a factory tour at Starkey Hearing Technologies, I jumped on a plane to find out.

Hearing aid technology has improved by leaps and bounds in the last ten to fifteen years. Today's aids are so small they are hardly visible to others. They're lightweight and comfortable for users

and the benefits are immeasurable.

But, why are they so expensive?

Extensive research and development goes into a pair of hearing aids before they hit the manufacturing floor. Mechanical engineering includes building a mold that takes eight to twelve weeks and costs \$30,000 to \$100,000, before modifications.

Once the aids are approved for manufacturing, the complicated and costly process of building them begins. Although today's hearing aids are small, a lot of technology is incorporated.

Flexible Circuitry

- **4 layers of copper are stacked to less than 6 thousandths of an inch thick.**
- **40 to 75 components are attached to the flex circuit.**
- **205 electrical connections are made.**
- **312 pins, and 340 micro vias are interconnected from one layer of copper to another.**

Components—comprised of:

- **8 to 12 plastic components.**
- **8-14 hand soldered wires.**
- **Plastics, including polyimide, glass filled polyimide (high temp), ABS, butyl, neoprene, PEBA, silicone.**
- **Metals: stainless steel alloys, beryllium copper, gold plated steel, and nickel-iron metal.**

Processing used for manufacturing include injection molding, transfer molding, silicone molding, metal injection molding, metal stamping, metal forming, and polymer heat forming. It's quite a complicated process. For example, the Xino mini microphone cover has 273 holes, each of which is about .005" in diameter. Compare that to a human hair, which is about .003" in diameter.

After your hearing aids are manufactured and sent to my office, you get service. I program your hearing aids specifically to your individualized hearing. Hearing can change over time, and if your annual hearing tests show your hearing has changed, I will reprogram for you at no additional charge—for the life of your hearing aid warranty. Periodic clean and checks are also included in the cost of your hearing aids, and of course there's something else you can always look forward to when you visit my office—cookies!



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The Gift of Hearing

Holiday giving seems to get harder every year. Does Dad really need another new shirt? Will Mom even wear that sweater you saw at the mall?

Why not give a gift that will be enjoyed every day of the year? Wireless hearing aid accessories make wonderful gifts for any occasion and they are sure to be used and appreciated. A few to consider:

- **Phonak carries the DECT CP1, a powerful, noise reducing cordless phone de**



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Help Loved Ones Continued...

- **Try to talk to your loved one from the side on which he or she hears best.**
- **Speak clearly and not too fast.**
- **Don't talk loudly or shout.**
- **Face the person as you speak, and keep your hands away from your face.**
- **If you plan to host a holiday dinner or party, consider leaving the dishes and silverware in the china closet. Instead, use holiday-themed paper plates and plastic cutlery. This will cut down dramatically on the noise from cutlery clattering on plates, and cleanup will go twice as fast.**

The Better Hearing Institute & Flatirons Audiology, Inc.

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The Gift of Hearing *Continued...*



- *signed to work with hearing aids.*
- *WidexLink Dex devices offer a variety of features such as Bluetooth connectivity with mobile devices, echo-free stereo transmission from TV's and remote controls with alarm options.*

- *Starkey offers SurfLink Mobile, which is a cell phone transmitter, assistive listening device, and media streamer, all conveniently rolled into one hearing aid remote*
- *Hearing protection, including musicians earplugs, make great gifts for family members.*



We carry a variety of wireless accessories that can improve everyday life for you—or for the people you love. Dr. Julie will help you choose the right accessory for your specific hearing aids and listening needs.

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