



"TEST DRIVE"

New Technology Available in the Flatirons Audiology Office!

TUESDAY, NOVEMBER 17TH

Take home and test drive new technology over the Thanksgiving holiday!

Dr. Julie is offering a NEW program, once a quarter, in which patients can come in for a special office visit and "TEST DRIVE" all of our new and exciting hearing products. This event is open to new and existing patients and their friends and family.

Just schedule a time to come in, pick up a set of the latest hearing aids and take them out for a spin for an entire week at **NO COST OR OBLIGATION**. No need to wonder if newer technology will help your hearing needs! With our special offer find out before taking the plunge and making the financial investment!

Please call soon, 303-664-9111, to schedule your special "TEST DRIVE" visit. Space will be limited!

New Hearing Assistance Technology Available at Dr. Julie's Office!

Dr. Julie is offering two new exciting hearing improvement technologies that you might just want to know about!

so that everyone can enjoy great sound at normal volumes.

An exciting assistive hearing technology newly available in Dr. Julie's office is HyperSound Clear™, a new line of audio speakers that provides first-of-its-kind directed audio solutions, sound clarity and speech intelligibility for individuals with hearing loss. Using different zones, HyperSound Clear™ makes listening to your favorite programs more enjoyable by beaming high-quality audio to your favorite chair or specific spot on your sofa, while everyone else in the room enjoys great sound from the television at a normal volume. HyperSound® speakers are operable by user-friendly, intuitive panel controls, or by convenient remote control. They can be used with existing TV speakers, soundbars, or surround sound systems



HyperSound Clear audio speakers for those with hearing loss, are now available in Dr. Julie's office.



The new CALL-DEX™ cell phone hearing aid plug is also available at Dr. Julie's office.

Looking for a plug-and-play way to stream phone conversations directly to your cell phone? Look no further! Dr. Julie is now offering a new line of DEX assistive listening devices from Widex. CALL-DEX™ is a compact, easy-to-use system for streaming conversations straight from your mobile phone directly to your hearing aid. CALL-DEX™ is discreet and easily inserts in to the jack plug of your phone. Then use your cell phone just as you normally would. CALL-DEX™ lets you stream conversations for up to 80 hours and is compatible with most every brand of cell phone.

If you would like more information on either of these new products, please call

Dr. Julie's office today: 303-664-9111!



FLATIRONS AUDIOLOGY, INC. OFFICE HOURS:

Please note, we are back to regular office hours!
Mon., Tues., Thurs., Fri. 9:00 AM to 5:00 PM
Wednesday - CLOSED



BAKERY STYLE CHOCOLATE CHIP COOKIES

Yields 12-18 Cookies

Here's Dr. Julie's latest, most favorite chocolate chip cookie recipe. Enjoy!

INGREDIENTS:

- 2 sticks butter (we're going to brown it!)
- 3/4 cup granulated sugar
- 1 cup light brown sugar
- 2 large eggs
- 1 tablespoon pure vanilla extract
- 1 teaspoon almond extract, optional
- 1 teaspoon baking soda
- 3 1/4 cups all-purpose flour
- 1/4 teaspoon salt
- 1 1/2 cup mini chocolate chips

DIRECTIONS:

- 1) Melt butter in a saucepan over medium heat. Cook, stirring often, about 6 minutes, until it becomes brown in color. Let sit for about 5 minutes to cool.
- 2) Pour into an electric mixer fitted with paddle attachment. While still hot, add both sugars and mix on low until combined. Let sit to cool for a few minutes.
- 3) Combine flour, baking soda, and salt in a medium bowl. Stir, and set aside.
- 4) Turn mixer on low. Add eggs, one at a time, mixing completely. Mix in vanilla and almond extract (optional). Add flour mixture to the wet ingredients and mix until combined. Stir in chocolate chips.

IMPORTANT: Cover bowl with plastic wrap and chill dough for at least 3 hours.

- 5) Preheat oven to 350°. Line cookie sheets with parchment or Silpat liners. Scoop out 1/4 cup sized balls and place 6-8 on a sheet. They don't spread a lot, but they're BIG cookies.
- 6) Bake for about 11-12 minutes. Let cool for 5 minutes, and then remove from pans to cool completely. They will be golden on the outside and still doughy on the inside - perfect!

Recipe courtesy of: www.crazyforcrust.com/2013/06/bakery-style-chocolate-chip-cookies

Dr. Julie Takes a Trip to Los Cabos, Mexico

Dr. Julie spent four days in Los Cabos, Mexico this past August at a conference with AuDConnex, an Audiology support cooperative that provides collaborative industry best practices, strategies, and access to innovative marketing services. She spent time there with a group of Audiologists and other dispensing professionals from around the U.S. who are committed to growing their practices by working together for the betterment of their patients.

The keynote speaker was Ken Schmidt, former Director of Communications of Harley-Davidson. Schmidt helped reboot the company's ailing fortunes by restoring Harley-Davidson's image and creating new demand for its motorcycles. Dr. Julie said it was exciting to hear how Schmidt transformed the struggling brand into an amazing,

exciting experience. She also said training from outside the industry helps Audiologists to be better in every aspect of hearing care.

Here are a few snippets that Dr. Julie also took away from this conference:

- Hearing is the perception of sound, Listening is about the meaning of sound.

- Animals such as dogs can hear but they can't listen. They do not really understand speech. *It's not about hearing it's about listening.* Our job as an Audiologist is to do just that, listen and help!

- At Flatirons Audiology, we are in the business of connecting people - but your head, your heart, and your ears must be ready first. It's not just about buying a hearing aid, our goal is to help people hear and improve communication and relationships.



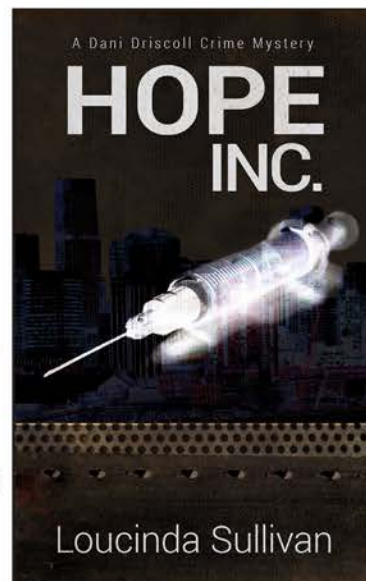
Dr. Julie, in Los Cabos, Mexico with husband Eric Eschenbrenner.

Former Employee Writes Mystery Novel, Hope Inc.

Former Office Manager at Flatirons Audiology, Inc., Loucinda "Cindy" Sullivan, has taken her battle with breast cancer and turned it into a bright spot for all to read and share. Honing her passion for both writing and health care, Sullivan took to the pen to get her message out through the power of fiction. Hope Inc., is a mystery involving lifestyle reporter Dani Driscoll in a cover-up implicating a national charity organization, its link to drug companies, politicians and a finding so impactful the media refuses to publish it. While the clock is ticking for dying patients, Dani follows a twisted path to expose

the truth and discovers an industry fraught with jealousy, greed, and corruption. There's only one problem; the editor refuses to publish her story. Dani continues to investigate on her own until one night a chilling message appears on her computer screen. "I know who you are." Now the target of an unknown adversary, Dani's motivation to expose the politics of selling hope becomes a race to save her own life.

Dr. Julie says this mystery is such an exciting story, and one of the best books she's ever read!



If you would like to support Cindy and purchase a copy of her novel, please shop online at: www.amazon.com/dp/B00HGXAEEA.

Food for Thought: Nutrition and Hearing Loss

Health studies show a strong link between the food we eat and hearing loss. By including these vitamins and minerals in your daily diet, you are taking steps to not only improve your hearing capacity, but your general health too!



OTHER SOURCES

VITAMIN C: Broccoli, green and red peppers, cauliflower, cabbage, collard greens, Brussel sprouts, lemon, pineapple, strawberries and citrus fruits

VITAMIN E: Wheat germ, leafy greens, margarine and vegetable oil

MAGNESIUM: Dairy products, meat, fish, poultry, green vegetables and legumes.

VITAMIN D: is responsible for the absorption of calcium, which is a MUST for having strong bones, such as the ossicles, or bones your the middle ear. Sources of Vitamin D include cod liver, fish oil, salmon, mackerel, tuna fish, liver and egg yolk.

VITAMIN A: works in combination with Vitamin C and E and magnesium to prevent the formation of free radicals that form during noise exposure. Vitamin A can be found in broccoli, squash, spinach, turnip greens, carrots, cantaloupe, sweet potatoes, pumpkin, apricots, liver, milk, butter, cheese and eggs.

VITAMIN B12: helps improve hearing by regulating the formation of red blood cells and preventing tinnitus. Vitamin B12 can be found in dairy products, eggs, lean beef and shellfish.

MAGANESE: improves hearing through the formation of connective tissue and bone. If you have low levels of Maganese, you will likely suffer from tinnitus. Maganese can be found in apples, apricots, avocado, beans, pineapple, berries, raisins, celery, egg yolks, legumes and pine nuts.

FOLIC ACID: lowers the production of homocysteine, thought to be the cause of some types of hearing loss, and also boosts the circulation of blood to the inner ear. Folic Acid can be found in beef liver, spinach, asparagus, green peas, broccoli, avocado, lettuce, peanuts, tomato juice, eggs, strawberries, papaya, banana and cantaloupe.



It's a special hearing aid.
It filters out criticism and amplifies compliments.

WELLS FARGO

DR. JULIE NOW OFFERS FINANCING THROUGH WELLS FARGO BANK!

Flatirons Audiology, Inc. has paired with Wells Fargo to offer the industry's top financing options. Financing is available for up to 3 years with approved credit, please apply within.

HEARING THROUGH THE NOISE SEMINAR

Flatirons
AUDIOLOGY, INC.

Navigating your way through hearing loss to find the best options for you!

With all of the advertisements and consumer products on the market, it can be hard to remember that treating hearing loss is serious hearing healthcare! At this exciting seminar, Dr. Julie Eschenbrenner will address the following topics and answer all of your personal questions:

- The anatomy and physiology of hearing loss.
- What are the latest treatment options for hearing loss and tinnitus?
- How can these treatment options help you better communicate with your family, friends and colleagues?
- Why trust Flatirons Audiology with your hearing healthcare?

This seminar will be on
Tuesday, October 20th,
from 6:30 – 7:30 pm at the
Lafayette Public Library (Lower Level),
775 W. Baseline Road,
Lafayette, CO 80026

PLEASE CALL (303) 664-9111
TO RESERVE A SPOT. SEATING IS LIMITED!

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Dr. Julie's COMMUNITY CORNER

Check this corner of the newsletter to stay apprised of all the ways Dr. Julie is giving back in our community and continuing to hone her expertise in the field of Audiology.

- Dr. Julie attended an AuDConnex conference in Los Cabos, Mexico this previous August.
- Dr. Julie will be attending an American Association of Audiologists Conference this November in Washington D.C.
- Dr. Julie and Peggy Leggett, Patient Care Coordinator, will be volunteering at Aspen Creek K-8's Hearing Screening Day on Tuesday, Oct. 6th.
- On Thursday Oct. 8th, Dr. Julie and Wendi Gonzales, Office Manager will be at the Oracle Heath Fair to offer free hearing screenings and video otoscopy to all their employees.
- Dr. Julie is offering new CALL-DEX mobile phone plug-and-play devices from Widex, and new HyperSound Clear speakers in her office.
Please see the article on page 1 for more details.
- Dr. Julie will be offering another 'Test Drive' event in her office on Tuesday, November 17th. *Please see the sidebar on page 1 for more information.*



Dr. Julie and Peggy Leggett, Patient Care Coordinator, volunteering at last year's Aspen Creek K-8 Hearing Screening Day. They will be back, Tuesday, Oct. 6th, to help with screenings again this year.