



**GROSSE POINTE  
AUDIOLOGY**

# “Now Hear This”

**N E W S L E T T E R**

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[www.gpaudiology.com](http://www.gpaudiology.com)

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## WHAT'S NEW IN TECHNOLOGY?

**PHONAK AMBRA-TREAT YOURSELF  
TO THE BEST IN HEARING DELIGHT.**

Phonak has introduced a new hearing device that promises to provide superior hearing everywhere, every day. Phonak was the first manufacturer of hearing aids to introduce zoom technology. Zoom technology enhances hearing in challenging or noisy hearing situations. With Phonak's newest technology the Ambra, zooming is even more effective, because it actually mimics the way sound is perceived and heard.



The Phonak Ambra can automatically adapt to the ever-changing environments of your life – from a quiet conversation to listening to music, to a noisy restaurant. Sometimes you may want to make manual adjustments so with a push of a button you can choose the ideal setting on the hearing aids.

Features include:

- Three levels of Zooming that help provide better understanding in background noise
- **UltraZoom** Helps in noisy situations when several people are facing you, UltraZoom automatically zooms in on their voices. Noise from the side and back is reduced.
- **StereoZoom** Is helpful in an extremely noisy situation where you want to communicate with just one person, StereoZoom can zoom in even closer and reduce noise even further.
- **Auto ZoomControl** is activated when you cannot easily face the speaker, e.g. in a car, auto ZoomControl can zoom to either side and backwards for improved hearing.
- **SoundRecover** – this allows you to enjoy a fuller spectrum of audible sounds for better speech understanding.
- **Duophone** lets you hear from both ears as soon as you hold the handset to your ear. Speech clarity is impressive and background noise is reduced.

*Continued on page 3*

## Ask THE Audiologist

**Q:** My husband and I are bombarded with hearing aid advertisements. How do we know which ones are honest and how to find the right product for our hearing needs?

**A:** We have all seen the ads wanting “25 People To Try The Newest Hearing Aid Free for 30 days,” or “Offering Hearing Aids Direct From The Manufacturer,” or “Digital Hearing Aids for \$499.” At best many of these offers are misleading, at worst they are deceptive.

The first step in any hearing aid purchase is to have your hearing tested by an audiologist, not a hearing aid dealer or hearing aid salesman. An audiologist has a Master's or Doctorate degree and has been in college for six to eight years. They work closely with the medical profession to help in the diagnosis and treatment of hearing loss.

Today's hearing aids are sophisticated electronic medical devices. They are precisely fit with the use of computers. The training that audiologists receive in order to program these sophisticated devices is extensive. And your success with hearing aids is directly related to the technology of the product AND the expertise of the audiologist who fits and programs the hearing aids for your hearing loss.

Each hearing aid manufacturer produces many different products for different types of hearing loss and at different levels of technology that determine the price you pay for the hearing aid. The size or style of the hearing aid is determined in part by the size or degree of your hearing loss. Too often people are sold hearing aids based on looks instead of what is best for their individual hearing loss. Our audiologists will help you determine the hearing aid that will best meet your hearing needs.

The technology that is inside the hearing aid determines the price you pay. Each major manufacturer produces a “family” of hearing aids. They usually have four to five levels of technology ranging in price from \$1,200 to \$3,200 for one. The better the technology, the better you will hear and the more comfortable and adjustable the hearing aids will be. The top hearing aids have faster processing and better noise reduction capabilities than lower priced hearing aids.

You will never get the \$3,200 hearing aid for \$2,300 or the \$2,300 hearing aid for \$1,200. If you are trying to compare prices be sure you are comparing not just the brand but the model also. Some hearing aid dealers private label their products so you don't really know what brand you are getting and it makes price comparisons impossible. Remember you are not getting the same level of technology in the \$1,200 hearing aid as you are in the \$3,200 hearing aid.

At Grosse Pointe Audiology, we work with several different manufacturers of hearing aids and select the products at each price level that give you the best technology for your money. We will help you choose the best product for your hearing loss and your pocketbook. And we will give you a written price quote for any product that we handle.

Remember: if it sounds too good to be true, it probably is!

### CHECK US OUT

Visit us at [www.gpaudiology.com](http://www.gpaudiology.com) for the latest info on hearing loss, tests and aids.

### Holiday Hours:

*In order to celebrate the holidays, the office will be closed on December 24 and December 31.  
We will re-open on January 3.*

## Think Young, Stay Healthy

In a Yale study, younger adults who had the most negative views on aging were almost twice as likely to later have heart attacks or other cardio problems as those with positive attitudes.

To break out of stereotyped thinking, consider the lively older people you know or see on TV – Betty White on *Hot in Cleveland*, for example – and ask yourself if they fit the image you have of old folks.

## BE A GROUPIE!

Payoffs from having a circle of friends or folks you see regularly at a club or other gathering:

- Lower blood pressure
- Delayed memory loss
- Reduced risk of recurrent strokes and even the common cold.

## WHAT'S SO FUNNY ABOUT THAT?

In a research at the University of Maryland, scientists found that laughing can increase blood flow by 22 percent and may protect against heart problems. It also relieves stress. Our favorite funny movies:

1. Wedding Crashers
2. The Birdcage
3. Some Like it Hot
4. Duck Soup
5. Airplane

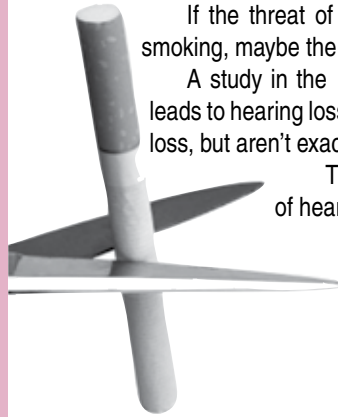
## WD-40 CAN'T LIVE WITHOUT IT

Its name comes from a project to find a "water displacement" compound. The technicians were successful on their 40th try, hence the name WD-40.

Here are some uses for WD-40:

- Protects silver from tarnishing.
- Removes road tar and grime from cars.
- Gives that just waxed shine to floors without being slippery.
- Removes stains from stainless steel sinks.
- Loosens stubborn zippers.
- Removes dirt and grime from barbecue grills.
- Restores and cleans paddles, leather and vinyl dashboards and bumpers.
- Keeps shower doors free of water spots.
- Removes rust from just about anything and stops squeaks in everything.
- And some people swear it even relieves arthritis pain when sprayed on arms, hands and knees.

## Kick the Habit – Your Ears Will Thank You



If the threat of heart disease, oral cancer or lung cancer hasn't caused you to stop smoking, maybe the thought of damaging your ears might.

A study in the *The Journal of The American Medical Association* stated that smoking leads to hearing loss. Researchers know there is a correlation between smoking and hearing loss, but aren't exactly sure how smoking causes hearing loss.

There are three main theories as to why smokers have increased likelihood of hearing loss:

1. Hypoxia or lack of oxygen to the cochlea (the organ of hearing). When oxygen is depleted, tissue damage can occur.
2. Nicotine damages or interferes with the neurotransmitters in the auditory nerve, so the signal never reaches the brain.
3. If a person starts smoking during adolescence, the nerve pathways aren't fully developed and are more easily damaged by nicotine and carbon monoxide from cigarettes.

If you don't smoke, don't start. If you do smoke, stop. No matter what your age, stopping now will prevent more damage to your ears in the future. **It is simple: Stop Smoking, Hear Better Longer.**

## SAD, DEPRESSED? MAYBE IT IS YOUR EARS

Audiologists have long believed that there is a relationship between hearing loss and the onset or worsening of depression in some of their patients. A recent study indicates that there may be an increased risk of depression in people with hearing loss.

Sergei Kochkin, Ph.D, executive director of the Better Hearing Institute says, "When left untreated, hearing loss often leads to isolation, depression and other emotional conditions that can affect both mental health and quality of life. Yet, hearing loss remains one of the most commonly unaddressed health conditions in America today."

Even people with a mild hearing loss begin to avoid social situations. Many people report to us that they have stopped going to church or meetings because it is just too much "work" to try and hear. And as hearing loss progresses, not only does the person with the loss withdraw, but that person's family and friends get tired of repeating or shouting to the person, so social outings and contacts become even more limited. Hearing loss affects both the person with the hearing loss and their family and friends.

**Do you have a hearing loss?** Are you limiting your activities? Is your family complaining? Are you lonely? Take the quiz below:

- Do you avoid talking on the phone?
- Have you had trouble hearing in large open spaces?
- Do you avoid eating in restaurants because you have trouble hearing?
- Do others complain about the volume of your TV?
- Do you have trouble hearing your co-workers?
- Do you still enjoy listening to music?
- Do you miss the sounds of life, like birds, chimes, whispers, clocks, wind?
- Do you become upset or depressed when hearing causes a problem?
- Do you think there is a stigma associated with wearing a hearing aid?

If you or your loved one answered yes to any of these questions or are living with an untreated hearing loss, call us today (313-343-5555) to have a complete audiological evaluation. We can help.



## KIDS CORNER: Dr. Lezotte

This is the first official viewing of the Lezotte Family Christmas picture! It was taken at the Edsel and Eleanor Ford House about a month ago. Merry Christmas from the Lezottes!

# MIND YOUR BRAIN

These strategies will help keep you sharp-witted (and healthy too!) throughout your life:

**Drink Up** – Your coffee that is. Swedish and Finnish researchers found that moderate coffee consumption (three to five cups a day) cut dementia risk 65 percent.

**Get Moving** – Middle-aged women and men who exercise five to six times a week (brisk walking is okay) are far less likely to develop mild cognitive impairment later in life.

**Check Your Numbers** – Having high cholesterol in your 40s ups your chance of developing Alzheimer's later in life, researchers reported at a 2008 meeting of the American Academy of Neurology.

**Also Keep an Eye on your HDL** – Low levels are linked to memory loss and dementia, a University College London study of 3,673 participants found.

**Watch Your Weight** – Obesity can increase your dementia risk 80 percent on average, a Johns Hopkins study found. Most dangerous: fat around your middle, other research has reported.

## Build a Better Memory

Our ability to commit new information to memory and then retrieve it when we need it, slows down over the years. To minimize the decline:

**Practice Paying Attention** – Forcing yourself to observe and recall the details of your day – which tie did your husband wear? Did the supermarket cashier have her hair up or brushed back – sharpens your memory, even if you never need the info.

**Watch a Funny Television Show** – or unwind in whatever way works for you – a long walk, a yoga downward dog, a chat with a pal. Stress hormones may interfere with encoding and retrieving information; as you age, chronic elevated cortisol levels are linked to memory impairment.

**Play Boggle**, do crossword puzzles, or learn a new instrument or language. Mentally challenging activities build fresh connections in your brain, creating "cognitive reserves" that may protect memory later in life.

– *Good Housekeeping*

## NOISE: HARMFUL TO YOUR HEARING AND YOUR HEART

The fact that loud noises damage your hearing is a well known and established fact. A new study shows that high levels of noise in the work place not only hurts your hearing but your heart as well.

A study published in *Occupational and Environmental Medicine* says that if you work in a noisy place, your chances of developing serious heart disease doubles. The authors of the study believe that noise causes the same kind of stress on the body as physical exertion or sudden strong emotions, that cause blood flow to the arteries to be constricted.

There are new guidelines for the decibel levels allowed under OSHA for an eight hour day. Noise cannot exceed 90 dB during an eight hour period. If you are in noise for six hours, it should not exceed 92 dB; it is not to exceed 95 dB in a four hour period; and if noise is at 100 dB, you shouldn't be exposed to it for more than two hours. OSHA requires that all employers must provide earplugs or ear muffs to employees working in a noisy environment.

The bottom line is that wearing hearing protection is up to you. You need to use protection in and out of work when exposed to loud sounds. A rule of thumb is: If you have to shout to be heard over the noise when someone is an arm's length away, then the noise is loud enough to damage your hearing. At Grosse Pointe Audiology, we have the E.A.R. Sound Checker, which is a personal sound level meter with three LED Lights to indicate if sound levels are safe or dangerous. This can help you determine whether hearing protection should be worn. Call or stop in for more information about the E.A.R. Sound Checker and if you are routinely exposed to loud sounds, we can get you a set of custom made sound plugs for your ears. **PRACTICE SAFE HEARING. USE HEARING PROTECTION.**

## PHONAK AMBRA – *Continued from page 1*

- **FlexControl** lets you make manual adjustments with a single push of a button.
- **SoundFlow Premium** employs a high-definition, multi-dimensional sound classification system that gives accurate identification of even the smallest changes in the sound environment.
- **EchoBlock** lets you experience clearer sound and speech without an echo.
- **WhistleBlock** reduces annoying whistling or squealing.

The Phonak Ambra is available in 14 different styles and 17 different colors. All of them lead the world in miniaturization and performance, not to mention robustness and convenience. Each Phonak Ambra is moisture and dirt-protected to ensure long hours of trouble-free hearing. Phonak is sensitive to the needs of everyone who depends on their knowledge, ideas and care. They consistently develop innovations that help people hear, understand and experience more of life's rich soundscapes. **Call us today at 313-343-5555 to schedule a listening demonstration. Hear what the Ambra can do for you.**

## LIFE LESSONS by

REGINA BRETT,

90 YEARS OLD, OF CLEVELAND

- Life isn't fair, but it is still good.
- When in doubt, just take the next small step.
- Life is too short to waste time hating anyone.
- Pay off your credit cards every month.
- Save for retirement starting with your first paycheck.
- Make peace with your past so it won't screw up the present.
- Take a deep breath. It calms the mind.
- Get rid of anything that isn't useful, beautiful or joyful.
- Whatever doesn't kill you makes you stronger.
- Be eccentric now. Don't wait for old age to wear purple.

## BOB HOPE ON TURNING...

- 70: "You can still chase women, but only downhill"
- 80: "That's the time of your life when even your birthday suit needs pressing."
- 90: "You know you are getting old when the candles on the cake cost more than the cake."
- 100: "I don't feel old. In fact I don't feel anything until noon. Then it is time for my nap."

## YOU KNOW YOU'RE GETTING OLDER WHEN...

- You bob for apples because they are a good source of fiber.
- You can remember every detail of your life, but not how many times you have told it to the same person.
- They ask you to check your bags and you aren't carrying any luggage.
- Instead of avoiding temptation it avoids you.
- You turn out the lights for economic reasons rather than romantic reasons.

## ON AGING

"I'm growing old by myself. My wife hasn't had a birthday in years." – *Milton Berle*

"A diplomat is a man who always remembers his wife's birthday but never remembers her age." – *Robert Frost*

"Life would be infinitely happier if we could only be born at age 80 and gradually approach 18." – *Mark Twain*



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## BRUSH UP YOUR MEMORY

**F**orget to floss and you may soon have trouble recalling names, your grocery list and the question you were asked five minutes ago. In a study of more than 2,300 men and women age 60 and over, those who scored the lowest on simple arithmetic and memory tasks – making mistakes similar to patients with early Alzheimer's disease – had gotten the most exposure over the years to a particular gum-disease-causing bacteria. (The researchers could tell from blood tests.)

The cognitive connection? The body responds to this pathogen with inflammation which stiffens blood vessels and raises the risk of heart attack, stroke and memory problems. "When it comes to preventing dementia and other chronic diseases, it may be just as important to brush, floss and go to the dentist as it is to take your blood pressure medication," says James M. Noble, M.D., of Harlem Hospital and Columbia University Medical Center.



## Why KEEP Aspirin by Your Bedside? *About Heart Attacks*

There are other symptoms of a heart attack besides pain in the left arm. One must also be aware of an intense pain on the chin, as well as nausea and lots of sweating. However, those symptoms may occur less frequently.

**Note:** There may be NO pain in the chest during a heart attack. The majority of people (about 60%) who had a heart attack during their sleep did not wake up. However, if it occurs, the chest pain may wake you up from your deep sleep.

If that happens, immediately dissolve two aspirin in your mouth and swallow them with a bit of water.

Afterwards: Call 911

Say "Heart Attack!"

Say that you have taken two aspirins.

Phone a neighbor or a family member who lives very close by.

Take a seat on a chair or sofa near the front door and wait for their arrival and **Do Not Lie Down.** This advice will help save many lives.



## Fit Bodies, Fit Minds

Early-stage Alzheimer's patients have a new incentive to get moving. A University of Kansas study found that patients who were fit had four times less brain shrinkage (meaning cell death) than those who were out of shape. The benefits of exercise, including changes in growth factors and increased blood vessels and blood flow, may prevent brain cells from dying. Researchers suggest first-time exercisers begin with a 15 to 30 minute walk three times a week.