



**GROSSE POINTE
AUDIOLOGY**

“Now Hear This”

N E W S L E T T E R

20239 Mack Avenue • Grosse Pointe Woods, MI 48236 • 313.343.5555
www.gpaudiology.com

Summer 2009

WHAT'S NEW IN TECHNOLOGY?

PHONAK'S EXÉLIA ART – REDEFINING EXCELLENCE

This new premium product raises the benchmark for hearing instruments. The Exélia Art offers an ideal solution for almost any degree of hearing loss and can be precisely programmed to meet your hearing needs. The Exélia Art provides the very best in audibility, performance, ease-of-hearing, durability, design and easy wireless connectivity, and it is available in a wide selection of models (sizes) and colors.



The Exélia Art will put you at ease in the most challenging listening situations. With its patented **SOUNDRECOVER**, you will more easily follow conversations, better understand female voices, hear children's laughter or notice a timer buzzing; not to mention birds singing, leaves rustling in the wind, and the high notes in music.

With **SOUNDFLOW** the transitions between hearing situations become natural again. The automatic program in the Exélia Art instantly and seamlessly creates an ideal

hearing experience for every situation to ensure the best in clarity and comfort.

And feed back is a thing of the past. The Exélia art has **WHISTLEBLOCK TECHNOLOGY** the virtually eliminates annoying feedback or whistling when you chew or talk.

The Exélia Art is also Bluetooth compatible making cell phone use and TV listening much easier and comfortable. Phonak has two innovative solutions to use with these hearing aids: The **Voiss/iCom** which transmits sound directly from your television to your hearing aids with no wires or cords involved and **Click'n Talk** which plugs into your Sony Ericsson cell phone and lets you hear the conversation in both hearing aids.

Hearing aid technology has taken giant leaps forward – if your hearing aids are more than three years old, it is time to come in and “hear” what's new in technology. Let us give you a world of better hearing, call 313-343-5555 to schedule a demonstration of the newest and best technology available.



NEW PRODUCTS FOR BLUETOOTH COMPATIBLE HEARING AIDS

If you currently own an Oticon or Phonak Bluetooth compatible hearing aid, you may be interested in some new assistive listening devices designed for telephone and television. Both Oticon and Phonak have come out with a new television device that allows you to hear the television wirelessly through your hearing aids. Oticon also has a new device for your home telephone. If you have any questions about these new devices, please feel free to contact our office.

WELCOME LINDA!

Linda is our new receptionist at Grosse Pointe Audiology. She started with us in April and has been a wonderful addition to our staff.



Now Available...

Grosse Pointe Audiology now carries “Miracell.” Miracell is an all natural product that is used to treat itchy or irritated ears. Miracell is easily absorbed by the skin in the ear, leaving no residual effects. You can learn more about Miracell by going to their website, www.miracell.com.

We also have “Ear Gear” in stock in our office. Ear Gear protects your hearing aids against dirt, sweat and moisture. Ear Gear slip snugly over any behind-the-ear hearing aid, providing effective protection against virtually all the things that threaten your investment. They're so comfortable and acoustically transparent so they won't interfere with your hearing aid's performance. For more information, please visit www.gearforears.com or call our office.

New Office Policy

Unfortunately we can no longer allow pets into the office. Although we would love you see your little furry friends, we can't have them in the office due to liability. Thank you for understanding.

HANDS-FREE CELL PHONES MADE EASIER

Do you now or would you in the future use the hands-free option on your cell phone? At Grosse Pointe Audiology, we can make a custom earpiece to attach to your hands-free headset. The custom earpiece provides improved delivery of the cell phone signal, increased wearing comfort and decreased environmental noise.

For more information on custom earpieces for your cell phone, call us at 313-343-5555.

ACTIVE SOCIAL CONTACT MAY SLOW ALZHEIMER'S

Patients with Alzheimer's disease who have rich social networks, lose mental ability more slowly and function better than those without such networks, a large study found.

Maintaining close relationships with friends and relatives, being able to call on others for help and meeting people regularly, reduced the impact of Alzheimer's, the study found. The disease appeared to cause as much damage to the brains of patients who had many social ties, but it did not have the same effect on behavior and functioning.

The study suggests that disease processes only partly explain how quickly patients decline, said Dr. David A. Bennett, an Alzheimer's expert at Rush University Medical Center in Chicago: "Some people can tolerate a lot of pathology without losing their thinking ability and others can have only a little pathology and lose a lot."

The difference apparently lies in people's reserves - their ability to tolerate stress and damage. Dr. Bennett and a team of other researchers wrote online this month in the journal *Lancet Neurology*: "The extent of social networks, or something related to social networks, provides some type of reserve which reduces the deleterious effect of Alzheimer's disease pathology on cognitive abilities in old age."

IMPROVE YOUR GOLF GAME WITH HEARING AIDS



Arnold Palmer, world famous golfer, professional speaker and hearing aid wearer, is one of 31 million Americans with hearing loss. Palmer experienced a time when he couldn't hear or understand what most people were saying, including his caddy. Even his voice sounded different. Listening in background noise situations would become increasingly uncomfortable for him.

In addition to golf, Palmer has a full schedule of speaking engagements. Hearing aids have enabled him to hear his own voice clearer and in turn helped him do a better job speaking. And MOST importantly, better hearing has made a difference in his golf game.

The sound of the golf ball being hit by the golf club is different and much more realistic with hearing aids.

For those who golf, there is a "sweet" sound unique to a well-hit golf shot. The sound with hearing aids makes sense and better represents that "sweet" sound and what is happening to the ball.

Vast improvements have been made in hearing aid technology in the past two or three years and today's digital hearing aids are simply amazing. Difficult situations and obstacles can be overcome such as background noise and wind noise. At Grosse Pointe Audiology, we offer the best hearing aid technology at a full range of prices. We can't guarantee a better golf game, but we can guarantee better hearing while you play.

HEAR THE WHOLE STORY TWO EARS PROVIDE...



Better Sound Discrimination – Many sounds which are almost exactly alike when heard with one ear can be more easily differentiated when heard with two ears.

Improved Understanding – Binaural hearing (hearing with both ears) helps you sort out and understand individual voices. Our "built-in signal processor" in the brain, blends signals from both ears into a single sound "picture." Without such equality, our brain presents us with incomplete information.

Hearing from Both Sides – As nature intended, hearing with two ears allows you to enjoy more natural sound. Hearing with one ear is like trying to see with one eye closed. It's possible, but not as effective.

Locating Sound Source – The brain locates a sound source by measuring the tiny differences in duration and intensity of sound arriving at each ear. These differences are then translated by the brain, allowing us to instantaneously recognize a sound's exact location. When a person hears with only one ear, there is increased difficulty in locating sound.

Less Stressful Listening – Listening with only one ear is physically tiring and stressful. With good hearing in both ears, you respond more confidently and you don't always need to worry about turning your "good ear" towards sounds.

KIDS CORNER



Aidan and Brooke are so happy summer has arrived. They are looking forward to swimming and playing all summer long. Dane may be our little slugger. He loves baseball and carries around a bat and ball with him all the time!

Dr. Lezotte

TEST YOUR HEARING

Do you suspect that your hearing is not as good as it used to be? The following questions will allow you to make a quick assessment:

1. Do people seem to mumble or speak in a softer voice than they used to?
2. Do you feel tired or irritable after a long conversation?
3. Do you sometimes miss key words in a sentence or frequently need to ask people to repeat themselves?
4. When you are in a group or in a crowded restaurant, is it difficult for you to follow the conversation?
5. When you are together with other people, does background noise bother you?
6. Do you often need to turn up the volume on your TV or radio?
7. Do you find it difficult to hear the doorbell or the telephone ring?
8. Do you find it difficult to hear water boiling when you are in the kitchen?
9. Is carrying on a telephone conversation difficult?
10. Do you find it difficult to pinpoint where an object is (e.g. an alarm clock or a telephone) from the noise it makes?

Has someone close to you mentioned that you might have a problem with your hearing? If you answer yes to two or more questions, it is time to have your hearing checked by an audiologist. Call 313-343-5555 to schedule your hearing test.

KIDS CORNER 2: Dr. Sommerville

Alicea loves being a little mother to her American Girl doll "Margaret." Dr. Sommerville made them matching dresses and nightgowns. Alicea tells us how much Margaret loves to match her mommy!



WHAT DOES IT TAKE TO BE SUCCESSFUL?



We frequently hear stories from our patients about friends or family members who have not been successful hearing aid users. Many aspects go into making or creating a successful hearing aid user.

First – the product. We have found that the better the hearing aid, the better and quicker a person adjusts to amplification. The better the hearing aid, the better it performs in noisy situations; the more adjustable or versatile it is, the better it "fits" the person's hearing loss.

Second – Motivation. The person who admits they have a problem and accepts the need for help is more likely to adapt to and accept their new hearing aid.

Third – Cooperation. Do what your audiologist tells you to do. The more a person wears a hearing aid, the better he or she performs with it. A hearing aid should be worn all day, every day, even when you are home alone. And if you have a problem or question, don't just put the hearing aid in a drawer and give up. Make an appointment to have the problem checked or the hearing aid reprogrammed.

And fourth – use a dry aid kit if needed. Take care of your hearing aids. Clean them regularly. Don't get them wet. Don't wear them when you are doing a "dirty" job, or perspiring heavily. Use your dry aid kit regularly.

The person who realizes there is a problem with their hearing and wishes to alleviate it, should seek help willingly and wear the hearing aids consistently to be a happy, successful hearing aid user.

If you own hearing aids that are not meeting your needs, consider a two week no obligation at home trial with new technology. Call 313-343-5555 for a free consultation.

Child Ignoring You?

Maybe your child or grandchild isn't ignoring you, maybe the problem is her hearing. It is estimated that over five million children between the ages of six and 19 have some degree of noise-related hearing loss according to the Centers for Disease Control and Prevention.

The world is a noisy place and children are exposed to noise at younger and younger ages. Even seven and eight-year-olds now listen to music through headphones at volumes that are unsafe for even a few minutes of listening. Seven minutes at a loud rock concert can cause irreversible hearing loss. Toys are another source of loud sounds - if it seems loud to you, it is too loud for your child. Teach your children that loud sounds can cause hearing loss. If your child plays in a band or has noisy hobbies, consider custom sound protection. It is a small price to pay for hearing preservation.

RULES FOR A HEARING PERSON WHEN COMMUNICATING WITH A HARD-OF-HEARING PERSON

1. Get the person's attention before you speak.
2. Do not put obstacles in front of your face.
3. Do not have objects in your mouth such as gum, cigarettes or food.
4. Speak clearly and at a moderate pace.
5. Use facial expressions and gestures.
6. Give clues when changing the subject.
7. Rephrase when you are not understood.
8. Don't shout.
9. Avoid noisy background situations.
10. Be patient, positive and relaxed.
11. Talk TO a hard-of-hearing person, not ABOUT him or her.
12. When in doubt, ASK the hard-of-hearing person for suggestions to improve communication.

"DEAR LORD," the preacher began with arms extended and a rapturous look on his upturned face, "without you, we are but dust..." He would have continued, but at that moment, one very obedient little girl (who was listening carefully), leaned over to her mother and asked quite audibly in her shrill little voice, "Mommy, what is butt dust?" Church was pretty much over at that point.



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Effective June 1, 2009, we are now accepting Discover Card in our office.

TRANSIENT CRIMES AND ELDER FRAUD - WHAT YOU NEED TO KNOW

Most crimes committed against older adults are “transient crimes,” many involving home repairs or diversions where a person requests to come into the home to use the bathroom, ask for a drink of water, or to “check out” an unreported problem.

Older adults are especially vulnerable to be victims of transient crimes because:

- They live alone and are eager to socialize.
- They know that they can't make needed repairs and fear losing independence, thinking that family members will believe that they are unable to maintain their own home.
- They are eager to please and be helpful.
- They have money at home and in the bank.
- They may have declining eyesight, hearing or memory which hinders understanding and identification for prosecution.
- They may be more susceptible to intimidation and influence.



Be Aware

- No matter how good it sounds, you really can't get something for nothing or get a deal that's too good to pass up.
- Do not allow ANY stranger into your home. No exceptions. Bathrooms and water are usually just a few blocks away – a stranger does not need yours.
- All gas, water, electronic and cable workers have ID badges and would

never ask to “check your system” to gain entry, offer to correct a problem or offer a cash refund.

- Do not sign any contract or use any service offered by a person who approaches you cold by phone or especially door to door.
- Get all work contracts in writing with firm quotes and detailed descriptions of the work to be performed, wait at least three days until the work begins and if you have any questions at all, talk it over with someone you trust.

The most common transient crimes are driveway sealing (small amount leftover from another job), roof sealing, brick or mortar repair, shingle replacement, painting, landscaping, power washing and exterminating. The most common forms of fraud are use of bogus or diluted material, excess empty containers presented to exaggerate the amount of material used, the finding of non-existent “damage,” failure to perform work and extortion for higher payment after the job is completed.

Don't be afraid to call if you suspect elder fraud. The police want to help catch those who prey on the elderly. Call your local police department

– Source: Cincinnati Police Department

OUR PATIENTS SAY IT BEST...

“ I kick myself every day that I didn't upgrade my hearing aids sooner. I haven't found one situation where my new Phonak Exélias don't outperform my old hearing aids. They're amazing! ”