



**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

Winter 2010

WHAT'S NEW IN TECHNOLOGY? PHONAK'S NEW ASTONISHINGLY SMALL AUDÉO MINI

If “itsy-bitsy” didn’t sound silly, that could have been the name of this new hearing aid. It is the smallest hearing aid Phonak has ever made. It is virtually invisible behind your year, and with its ultra-light weight it is also extremely comfortable. If you have been looking for a hearing device that gives you maximum discretion, look no further.

The Audéo MINI is not only small but also has a futuristic stylish design. What’s more, Audéo MINI is available in different subtle and attractive colors, so you can choose a look to match your individual lifestyle.

But size is just one factor when considering the Audéo MINI, this aid is not only fashionable and comfortable, but has cutting-edge technology. The automatic functionality of Audéo MINI is enabled by the industry’s fastest, highest-capacity audio-processing microchip. The unrivalled technology of the Audéo MINI ensures the best performance with features and options to guarantee clarity and comfort no matter where your busy life takes you.

The exclusive Phonak SoundRecover technology brings back all the subtle sounds that completes life’s rich soundscapes. No other hearing aid can make sure you hear even the most quiet speech sounds. The Audéo MINI also helps you understand better even in challenging situations. It automatically zooms in on speech and reduces background noise. This way, even conversations in noisy restaurants or on windy streets are easy to understand.

Have you put off buying a hearing aid because size was an issue or because friends had told you that they didn’t work? Wait no longer. Give the gift of hearing to your self this holiday season. It will be a gift your whole family will enjoy.

Call us at 313-343-5555 for an appointment to come in and hear the difference.



Better Hearing Means a Better Life!

PROBLEMS WITH THE TELEPHONE?

If you have a problem hearing on the telephone, we may have a solution for you.

CAPTEL is a simple and easy solution. It works like any other telephone with one important addition: it displays every word the caller says during the entire conversation.



CAPTEL users can listen to the caller while reading the written captions on the Caption Telephone’s bright display window. You must have high speed internet access to use this phone service, but the actual service is free.

**For more information call or stop by.
This would make a great Christmas gift!**

Holiday Hours

Christmas Eve & New Year’s Eve
8:00 a.m.-12:00 p.m.
CLOSED Christmas Day & New Year’s Day

Regular Hours:
Monday-Friday
8:00 a.m.-5:00 p.m.

ON AGING

"Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young." – Henry Ford (1863-1947)

"The older I get, the more wisdom I find in the ancient rule of taking first things first – a process which often reduces the most complex human problems to manageable proportions."

– Dwight D. Eisenhower (1890-1969)

"Life would be infinitely happier if we could be born at the age of 80 and gradually approach 18."

– Mark Twain

10 THINGS ABOUT TO BECOME EXTINCT IN AMERICA

1. U.S. Post Office
2. Yellow Pages
3. Classified Ads
4. Phone Land Lines
5. Movie Rental Stores
6. VCRs
7. Ash Trees
8. Ham Radio
9. Answering Machines
10. Cameras that use film

Old Faithful

Bill: Where are you going for your vacation?

Bob: Yellowstone National Park.

Bill: Don't forget Old Faithful.

Bob: No way, she's going with me.

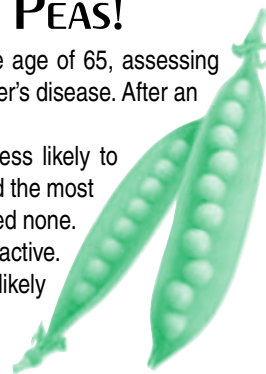
Golf & HEARING LOSS

A study released in 2008 reported that the use of modern golf drivers such as the King Cobra LD titanium club, may cause noise induced hearing loss. According to the report by Buchanan, et.al., the sound of the King Cobra at the moment of impact is as loud as a gun blast or sonic boom. The report stated that the loudness of thin-faced titanium drivers may produce sounds so loud that they can cause temporary or permanent hearing loss. The authors noted that the head of the club looks like it should be tested for steroids. Warning – don't risk hearing loss just to shave a few points off your golf game – wear protection while on the golf course.

GO FOR A WALK AND EAT YOUR PEAS!

Columbia University followed a diverse group of 1,800 people over the age of 65, assessing their diets and levels of activity and screening them periodically for Alzheimer's disease. After an average of five years, 282 cases of Alzheimer's were diagnosed.

It was found that those who followed the healthiest diets were 40% less likely to develop Alzheimer's than those with the worst diets. And those who received the most exercise were 37% less likely to develop the disease than those who received none. The greatest benefits occurred in those who both ate healthy and remained active. People who scored in the top third for both diet and exercise were 59% less likely to receive an Alzheimer's diagnosis than those in the bottom third.



HEALTH

Up to 60% of Alzheimer's patients will wander away from homes and care facilities at least once in their lives. Now, the Washington Post reports a new shoe embedded with a GPS chip – from GTX and Aetrex is scheduled to debut next spring. The cost: \$200 to \$300 a pair, plus about \$18 a month for monitoring.

Five cups of coffee a day may treat as well as prevent memory loss according to the Journal of Alzheimer's Disease. The study – in mice with Alzheimer's symptoms – shows that coffee directly reduces brain levels of amyloid proteins that characterize the disease.

– readersdigest.com

10 TOTALLY UNRELATED FACTS:

1. Two out of three people with hearing loss are under 65.
2. Chances that a road in the USA is unpaved is 1%; in Canada it is 75%.
3. More than half of the coastline of the entire United States is in Alaska.
4. 10,000 people per day will turn 65 every day for the next 20 years!
5. The Amazon rainforest produces more than 20% of the world's oxygen supply.
6. There are no natural lakes in the state of Ohio, all are man-made.
7. 73% of hearing aid users are highly satisfied with their hearing aids.
8. Antarctica is the only land on our planet that is not owned by any country.
9. Canada has more lakes than the rest of the world combined.
10. Three out of four people with hearing loss don't seek treatment.

KIDS CORNER:

Dr. Sommerville



Alicea is having fun with our new puppy she named "Sammy". He is a greater swiss mountain dog. She is having fun carrying him around while she still can!

Dr. Lezotte



The kids are loving school and having fun in the fall weather. We are already making lists for Santa. Aidan turned six in November and just started reading. Brooke loves preschool and is taking dance and gymnastic classes. Little Dane is just starting to talk and is having a great time playing with his older siblings.

The picture of Dr. Lezotte's children was taken by Michigan child photographer, Jeanmarie Mathewson at the Ford House in Grosse Pointe. You can see some of Jean's work at www.mathewsonphotography.com

TWO EARS ARE BETTER THAN ONE

Hearing with both ears is just as important as seeing with both eyes. No one would ever think of wearing a monocle instead of a pair of glasses, but some people think that only one hearing aid is needed when they have a hearing loss in both ears. If you have hearing loss in both ears, you will almost certainly benefit from a binaural fitting – that is, wearing a hearing instrument in each ear.

The most important benefits of wearing two hearing instruments are:

- Your ability to localize sounds will improve.
- You will understand speech better in noisy environments.
- The risk of “auditory deprivation” is considerably reduced.
- You will experience a fuller, more comfortable sound picture.



Your Sense of Sound Direction

The brain needs input from both ears to tell us which direction sounds are coming from. Think about a car honking its horn. Our ears alert us to the danger, sending sound signals to the brain. Within a nano second, the brain compares the information received from both ears and tells us instantly which direction the car is coming from and how far away it is. This is called localization and can't be done with just one ear.

Understanding People in Noisy Surroundings

Background noise makes it difficult to follow what people are saying. For people who don't hear well with both ears, it is very difficult to separate individual voices from the background noise. The brain needs input from both ears in order to separate sounds.

Two hearing aids help restore some of the brain's natural ability to filter out background noise. Two hearing aids also mean that you need less amplification, so background noise is less annoying.

Reducing the Risk of Auditory Deprivation

Auditory deprivation is when the brain gradually loses some of its ability to process information from the unaided ear because of a continued lack of sound stimulation. Auditory deprivation most often occurs when the ear goes unaided for a long period of time, so the sooner you get help for your hearing loss, the less chance you have of incurring auditory deprivation.

A Fuller Sound Picture

When you hear equally well with both ears, sounds are more comfortable. You don't have to strain to hear and sounds have the kind of clarity and depth which give you a sense of space and volume. This is much like listening to music or TV in stereo verses through one speaker – the sounds become shallow and flat when only heard with one ear.

Treat yourself well. If you have hearing loss in both ears, come in for a free consultation to discuss the treatment option best for your hearing problem.

Experience better quality of life – Hear with Both Ears.

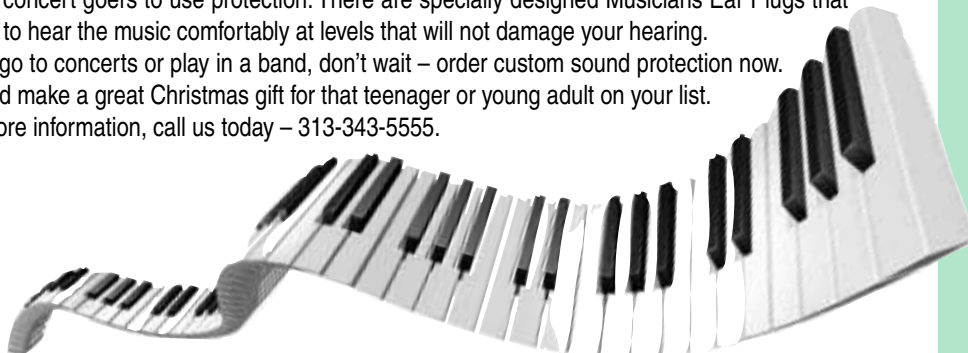
CAUTION: NOISE HURTS

Music lovers beware. Concerts can be harmful to your hearing health. A recent study showed that 64% of concert goers who were not wearing ear protection during the concert, experienced significant hearing loss afterwards.

The American Speech-Language Hearing Association and The American Academy of Audiology are all urging concert goers to use protection. There are specially designed Musicians Ear Plugs that allow you to hear the music comfortably at levels that will not damage your hearing.

If you go to concerts or play in a band, don't wait – order custom sound protection now. This would make a great Christmas gift for that teenager or young adult on your list.

For more information, call us today – 313-343-5555.



FROM OUT OF THE MOUTHS OF BABES

Out bicycling one day with my eight-year-old granddaughter, Carolyn, I got a little wistful. “In ten years,” I said, “you’ll want to be with your friends and you won’t go walking, biking, and swimming with me like you do now.” Carolyn shrugged. “In ten years, you’ll be too old to do all those things anyway.”

WAYS TO PREVENT EAR INFECTIONS IN CHILDREN

- Breastfeed babies for six months or longer.
- Don't smoke. Keep children away from secondhand smoke.
- Don't allow children to use a pacifier after 18 months of age.
- Don't ever allow a child to drink from a bottle while lying flat.
- Use fewer antibiotics which promote the growth of resistant bacteria.

HOW ABOUT SOME CHICKEN EARS?

When humans are exposed to excessive noise, the hair cells in their inner ear are damaged and cannot be regenerated. However, chickens and zebra fish don't have that limitation. Researchers are studying this phenomenon and hopefully within the next decade, treatment for human ears will be available.

10 THINGS BEING KILLED BY THE INTERNET

1. Polite Disagreement
2. Letter Writing
3. Memory
4. Daydreaming
5. Footnotes
6. Concentration
7. Socializing
8. Leaving your desk for lunch
9. Waiting a day for sports scores
10. Trips to the library



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Tips for BETTER LISTENING

- Move closer to the speaker. Position yourself so that the speaker's face is well lighted and you can see it clearly.
- Don't strain to hear every word. Even people with normal hearing miss words and "fill in" based on what they did hear.
- Watch the speaker's face, lips and gestures for clues to what's being said.
- Don't be afraid to start the conversation. This way, it's easier for you to understand the topic. But don't forget to let others talk too.



HINTS for FAMILY AND FRIENDS

You can help your loved one get used to his or her new hearing aids by changing the way you interact. Here are some tips to follow:

- Get the listener's attention before speaking. You may not be heard if you're in another room or if the listener is near a source of noise. Don't walk away or turn your back while you're speaking.
- Speak at a normal level. The hearing aid will amplify voices.
- Talk naturally and distinctly.
- Don't cover your mouth with your hands.
- Don't chew or smoke when speaking.
- Turn off the radio or TV. Background noise is distracting.
- Talk face to face. Lip movement, facial expression and gestures are an important part of conversation. Make sure the lighting is good.
- If you're misunderstood, rephrase your comments. Don't repeat the same words.

Think About It

"I'm getting worse at recognizing people. My hard drive is full. And it's more and more difficult to keep track. People you haven't seen in years go gray, or gain weight, or have face lifts, or take up hats to cover their bald spots, or put an excessive number of highlights into their hair, and then they expect you to recognize them."

*– Nora Ephron, to the Huffington Post
readersdigest.com*