



**GROSSE POINTE
AUDIOLOGY**

“Now HEAR This”

N E W S L E T T E R

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www.gpaudiology.com

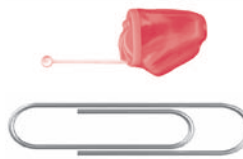
Winter 2012

WHAT'S NEW IN TECHNOLOGY?

PHONAK NANO. NOTHING TO SEE. EVERYTHING TO HEAR.

Phonak wanted to create a product that would place an outstanding sound processor in the smallest ever custom shell. This product would deliver the highest client hearing satisfaction. The **Phonak nano** is that product.

The nano is more than just a tiny hearing aid. It is an outstanding combination of maximum hearing performance and minimum size. Phonak uses computer design and the latest generation of advanced materials to create this tiny hearing instrument that fits entirely in your ear canal. You will enjoy wearing it and will experience outstanding sound quality and speech understanding.

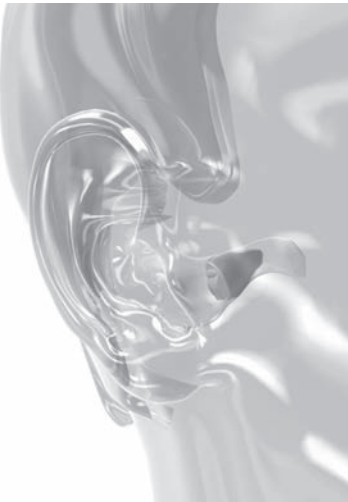


The Phonak nano is for mild to moderate hearing losses and it is available in two price and performance levels to suit your listening lifestyle and your budget.

Premium: Ambra nano is your solution if your listening lifestyle requires optimum performance and flexibility in a very broad range of listening environments, including those with high levels of background noise.

Advanced: Solana nano is your solution if your listening lifestyle requires good performance and flexibility in a variety of listening environments including those with moderate levels of background noise.

The Phonak nano is built to last and perform for many years. Phonak features and innovations continue to inspire the industry and are considered benchmarks for performance and quality.



The nano will allow you to interact freely, communicate with confidence and live without limit. Call Grosse Pointe Audiology today at 313-343-5555 to schedule an appointment to “hear” more about this amazing new hearing aid.

SIDESTEP A STROKE

A stunning 80% of strokes could be prevented if people avoided five risk factors, according to a major international survey.

1. High blood pressure
2. Smoking
3. Abdominal obesity
4. Bad diet (too much red meat and fried food, not enough fruits, vegetables and fish)
5. Lack of physical activity

HEARING LOSS CAN LEAD TO BRAIN SHRINKAGE

A recent study by researchers from the Perelman School of Medicine at the University of Pennsylvania shows that as hearing ability declines, the brain shows shrinkage in the areas of the brain used for hearing. This leads to increased problems in understanding or comprehending speech. Because of this, doctors at Perelman feel that as hearing gets worse, people should be fit with aids not only to improve hearing but to preserve the brain.

HEARING AIDS CONTRIBUTE TO BETTER QUALITY OF LIFE

A comprehensive study by the Better Hearing Institute (BHI) found that today's advanced digital hearing aids are helping people with hearing loss regain their quality of life and remain socially involved. In fact, eight out of ten hearing aid users say they are satisfied with the changes that have occurred in their lives due to the use of hearing aids. People in the study reported that their ability to communicate improved because of their hearing aids, and that they improved their relationships at home, and in their social life.

HEARING LOSS HIGHLIGHTED AS A POSSIBLE CAUSE OF DEPRESSION

Research indicates that people with untreated hearing loss may be at an increased risk of depression. When hearing loss is not treated, it can lead to isolation and other emotional conditions that can affect both the quality of life and mental health. People with hearing loss that used hearing aids have significant improvements in the quality of life and have decreased feelings of depression.

10 WAYS TO MAINTAIN YOUR BRAIN

1. Head First –

Good health starts with your brain. It's one of the most vital body organs and it needs care and maintenance.

2. Take Brain Health to Heart –

What's good for the heart is good for the brain. Do something every day to prevent heart disease, high blood pressure, diabetes and stroke – all of which can increase your risk of Alzheimer's.

3. Your Numbers Count –

Keep your body weight, blood pressure, cholesterol and blood sugar levels within recommended ranges.

4. Feed Your Brain –

Eat less fat and more antioxidant-rich foods.

5. Work Your Body –

Physical exercise keeps the blood flowing and may encourage new brain cells. Do what you can – like walking 30 minutes a day – to keep both body and mind active.

6. Jog Your Mind –

Keeping your brain active and engaged increases its vitality and builds reserves of brain cells and connections. Read, write, play games, learn new things, do crossword puzzles.

7. Connect With Others –

Leisure activities that combine physical, mental and social elements may be most likely to prevent dementia. Be social, converse, volunteer, join a club or take a class.

8. Heads up! Protect Your Brain –

Take precautions against head injuries. Use your car seat belts; unclutter your house to avoid falls; and wear a helmet when cycling or in-line skating.

9. Use Your Head –

Avoid unhealthy habits. Don't smoke, drink excessive alcohol or use street drugs.

10. Think Ahead - Start Today!

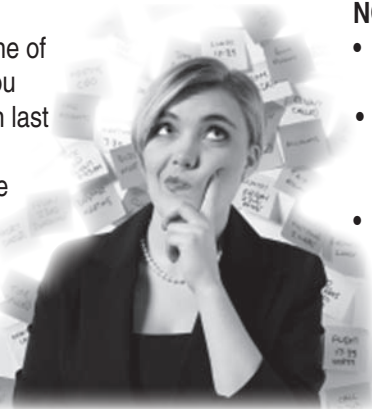
You can do something today to protect your tomorrow.

MEMORY LOSS: SIGNS IT'S SERIOUS

Misplacing your keys or forgetting someone's name are probably nothing to worry about, but there are red flags that could indicate more serious memory loss, says Paul Bendheim, MD, author of *The Brain Training Revolution*.

OK

- You forget the name of the hotel where you stayed on vacation last month.
- You relay the same story to both your mother and father.
- You can't find the can opener.



NOT OK

- You regularly struggle to remember the names of people you know well.
- You repeat the same story multiple times to the same person on the same day.
- You can't remember how to use a can opener.

– *Women's Day.com* March 2010

IMPROVE YOUR LISTENING Skills: IMPROVE YOUR HEARING

1. Make good eye contact with the person or persons speaking. This shows you are interested in what is being said.
2. Look interested. Try not to let your mind wander or think about how you will respond.
3. Don't interrupt. Let the other person finish before you speak.
4. Provide feedback to let the speaker know you are following him or her.
5. Don't monopolize the conversation. This is common for people with hearing loss to do.
6. Focus on what the person is saying. What is the main idea? What are the specific details?
7. Ask for clarification if you are not sure what the speaker is talking about.
8. Ask insightful questions. Don't just say, "huh" or "what?" Ask the speaker to clarify a point or expand on an idea.
9. Listen for the meaning behind the words. Words have different meanings – is the speaker happy, sarcastic, sad, angry or fearful?
10. Watch the body language and facial expressions of the speaker. This will give you valuable information.

Always let the speaker know if you have not understood or have lost important parts of the conversation. Never just smile and nod if you aren't sure what has been said. You may be responding totally inappropriately to a situation.

IS 50 THE NEW 40?

Have you heard that 50 is the new 40? Just what does that mean? Because of improved medical care, 50 year-olds today are as fit as women seven to eight years younger were 40 years ago. Doctors feel it is possible to lower your biological age even more with exercise, adequate sleep, stress management, and healthy eating habits. But you can also make yourself age faster by making poor lifestyle choices. One doctor feels that at least 75% of how you experience age is under your control.



Quick HEARING Quiz

YES

- I have a problem hearing over the telephone.
- I have trouble following the conversation when two or more people are talking at the same time.
- I have trouble understanding things on TV.
- I have to strain to understand conversations.
- I have to worry about missing the telephone ring or doorbell.
- I have trouble hearing conversations in a noisy background such as a crowded room or restaurant.
- I get confused about where sounds come from.
- I misunderstand some words in a sentence and need to ask people to repeat themselves.
- I especially have trouble understanding the speech of women and children.
- I have trouble understanding the speaker in a large room such as at a meeting or place of worship.
- Many people I talk to seem to mumble (or don't speak clearly).
- People get annoyed because I misunderstand what they say.
- I misunderstand what others are saying and make inappropriate responses.
- I avoid social activities because I cannot hear well and fear I will reply improperly.
- Family members and friends have told me they think I may have a hearing loss.

If you have answered yes to two or more of these statements, it is time to schedule a hearing test at Grosse Pointe Audiology.

Now Hear This!

Headphone users who crank up the volume for more than 90 minutes per day risk permanent hearing loss. But how loud is too loud? Do these sound checks:

- Limit volume level to 70% – estimate this on your MP3 player screen or mark it on the dial and resist going past this point.
- Turn your TV to normal listening volume. Put on the headphones and limit the music to the point where you can still hear the TV.
- Consider, could your music drown out a hairdryer, lawn mower, jet plane or ambulance? If so, yep, too loud!

– Good Housekeeping July 2011

KIDS CORNER:...

Dr. Lezotte

Aidan, Brooke and Dane had a wonderful Christmas. Santa brought some very fun remote control toys for Aidan, a new bike for Brooke and a play grill for Dane. Dane actually told his mommy he wanted a "pink" kitchen, but Santa thought a more masculine grill would be appropriate. This is the Lezotte Christmas card photo taken by Jean Marie Mathewson from Mathewson Photography, Brighton, MI.



Talk FAST AND INFLUENCE PEOPLE

It's not just what you say but how you say it that counts, and a new study shows that if you want to get your way, you need to speed up your delivery. The most successful people speak at a quicker clip - 3.5 words per second – which lends an air of authority, says study author Jose Benki, PhD. So the next time you're pitching a big idea, put the verbal pedal to the metal for the best outcome.

OBSERVATIONS ON GROWING OLDER

- Your spouse is counting on you to remember things you don't remember.
- You tend to use more four letter words... what?...when?
- You read 100 pages into a book before you realize you had read it before.
- Everybody whispers.
- The things you used to care to do, you no longer care to, but you really care that you don't care to do them anymore.

10 THINGS ABOUT TO BECOME EXTINCT

1. Incandescent Light Bulbs
2. Stand-Alone Bowling Alleys
3. Wild Horses
4. Hand-written Letters
5. Mumps and Measles
6. Honey Bees
7. Personal Checks
8. Drive-in Theaters
9. The Family Farm
10. News Magazines and TV News

LINES TO MAKE YOU SMILE

- I don't suffer from insanity; I enjoy every minute of it.
- Some people are alive only because it is illegal to kill them.
- Don't take life too seriously; No one gets out alive.
- Consciousness: That annoying time between naps.
- Ever stop to think, and forget to start again?



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WE LOVE FEEDBACK: Grosse Pointe Audiology would like to know how we could have made your experience better in our office. If you provide us with suggestions on improvement, we will give you a free pack of batteries for each suggestion.

FACEBOOK – Grosse Pointe Audiology is now on facebook. If you “like” us on facebook, we will give you a free pack of batteries the next time you come into the office. If you make a “post” on our facebook page, we will provide you with two free packs of batteries.



WELCOME CHERYL! Our biller, Mary, has left to pursue a new opportunity. We welcomed our new biller, Cheryl, on the 9th of January. Next time you are in the office, take a minute to meet Cheryl.

IT IS NOT TOO LATE TO TREAT A LOVED ONE TO THE GIFT OF HEARING. Make it your New Year’s resolution to schedule an appointment in 2012 with one of our Doctors of Audiology. We look forward to seeing you in the new year.

WHAT’S BAD FOR YOUR EARS MAY BE BAD FOR YOUR HEART

According to a new study, people who work in a noisy environment for more than a year have an increased risk of heart disease three times greater than people who work in a quiet environment.

A work place is considered noisy if people have to raise their voices to have a conversation. In the United States more than 22 million people are exposed to excess noise in the workplace. If you work in a noisy environment, ear protection is essential. Not just for your ear health, but your heart health as well.



Call Grosse Pointe Audiology for more information about custom sound protection.