



**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

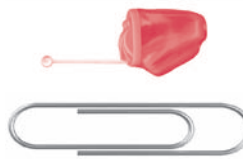
Winter 2012

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.

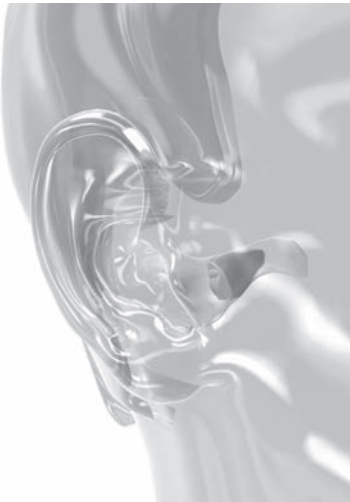


The Phonak nano is for mild to moderate hearing losses and it is available in two price and performance levels to suit your listening lifestyle and your budget.

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.