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HEAR, HERE

A Newsletter Service of Premium Hearing Solutions



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RECAP OF OUR 10 YEAR CELEBRATION PARTY - WHAT FUN WE HAD!

A big "Thank you!" goes out to everyone that came to celebrate with us at Parkland Park on August 1st. A total of 450 people attend throughout the 4 hours - most were current patients of our office, but we also welcomed many new faces to the fun. A very special "Thanks - you were so great!" goes out to our patient Mike Brophy for bringing out his reptile critters - they were a big hit (Dr. Ward carried that big ole' snake around so much her arms hurt the rest of the day!). We also want to thank the following people for going "above and beyond" to help ensure the success of our event: Jim Sesi, Ed Mizzi and George Nummer. We could not have done it without you.

Last, but definitely not least, we thank the folks at Heritage Church of Christ - especially Pastor Pete, Nick Pollino, and Vicki Harvell. All of the Heritage Church volunteers were amazing people who worked very hard prior to and during the event. You guys were a literal blessing to us.

Since our party was such a success, we have been told numerous times that we "need to make it an annual event." Hmmm....you'll have to wait and see....



Premium Hearing Solutions Staff



Piñata Power



Dr. Ward and the Boa



IN THIS ISSUE

10 Year Celebration Party	1
Holiday Hours	1
To Repair or Not to Repair	2
New Walk-in Hours.....	2
Background Noise.....	2
Communication Strategies	3
Let's Get Motivated.....	4



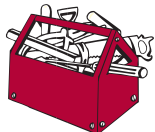
It's that time again: HOLIDAY HOURS



Hard to believe, but it is here again - the holidays are upon us! In celebration of the season, we will be closed on the following days:

- Thanksgiving: Thursday, November 26 and Friday, November 27
- Christmas Break: Friday, December 25, 2009 - Sunday, January 3, 2010

Make sure you schedule your end of the year check-up and battery pick up before we close in December! As always, we will be checking our messages daily during our closures, so please feel free to leave us a message if an issue arises that cannot wait until we reopen on Monday, January 4, 2010.



“To repair or not to repair” - That is the question...

Now that our office is 10 years old, we have a multitude of patients out there with hearing aids that are getting quite dated. Not only are they dated in age, but also out-dated in technology. There have been tremendous hearing aid advancements over the last 4-5 years, and hearing aids that are over 4 years old are truly lacking in sophistication.

We know that the decision to repair older, existing hearing aids versus purchasing new ones is not always an easy financial decision. And in this tough economy, you may opt to repair your old hearing aids instead of purchasing new ones.

HOW WE CAN HELP WITH THIS: We believe today's technologies are truly worth the investment. Therefore, if you decide to purchase new hearing instruments within 6 months of paying for a repair of your existing hearing aids, we will credit every penny you spent on the repair towards your new hearing aids! **Just make sure you get a “repair certificate” from our office at the time of your hearing aid repair purchase.**

You told us AND WE HEARD YOU! New Walk-In Hours

Due to popular demand, we have decided to move our “Walk-In Hours” to later in the day. **The new walk-in hours will be Monday – Friday from 3:30 to 4:30 pm.**

A few months ago, we introduced our “walk-in” hours – a time during the day where you could come in unannounced for hearing aid “emergencies.” What is a hearing aid emergency?

- When your hearing aid(s) are dead or weak in power
- When your hearing aid(s) cannot be worn due to comfort issues or broken parts.

Walk-In Hours are not a good time to address sound or performance issues of your hearing technology – those issues must be done in a scheduled appointment so that we can adequately solve your issues. Should you walk in without an appointment to address sound or performance issues, our staff will be happy to schedule an appointment for you to address those issues.

BACKGROUND NOISE OVERWHELMING? OVERCOME THE BATTLE

You finally broke down and got hearing aids. And you have to admit, they really do help you. But darn it – “Can’t the aids just filter the sounds I want to hear from the ones I don’t?”



Sorry, but the answer is no. This just is not possible. Hearing aids cannot know what sounds you do want to hear versus the sounds you don’t. This fact was recently brought up in an article published by Patricia B. Kricos, PhD, Professor of Audiology and Director of the Center for Gerontological Studies at the University of Florida.

“Despite tremendous advances in hearing aid technology, even with the latest digital noise reduction circuitry, background noise continues to be a problem,” Dr. Kricos wrote. She defines problematic background noise as “any noise that interferes with your ability to hear, understand, and/or pay attention to the signal that you want to hear.” These undesirable noises, “can particularly bother new hearing aid users during the first few weeks because for years they may not have heard everyday noises such as screeching brakes, clattering dishes, and rustling papers. Most long-time hearing aid users will tell you that the sudden ability to hear annoying noises is challenging, but the ability to tolerate these noises does get better with time.”

In her article, Dr. Kricos also suggests some practical tips on overcoming the challenges of background noise in public places. Among them: Plan ahead by picking a quieter restaurant and avoid notoriously noisy sports bars. For example, try to find carpeted restaurants that have chairs with rollers on the legs (thus preventing an annoying scraping sound when they are moved), plants, and sound absorbent materials on the tables and walls. Pick a table in the least noisy part of the restaurant - away from the kitchen, bar, wait service stations, etc. Remember that even people with normal hearing experience greater difficulty in a noisy listening environment than they do in a quiet listening environment. So, don't expect to do as well with your hearing aids in the noisy restaurant as you do in the quiet of your home.

Discover all you need to know about Hearing Aids BEFORE you buy them at www.premiumhearingsolutions.com

COMMUNICATION STRATEGIES

By Patricia B. Kricos, Ph.D

You can also temper the effects of challenging listening conditions by using effective communication strategies. Think about the last time you went to a restaurant and found yourself bombarded by noise: other people's conversation, mood music in the background, clanging dishes and cutlery, noise from the kitchen, etc. Now think about what strategies you could use to minimize the difficulties you have the next time you dine out. You may find these suggestions helpful:

- Plan ahead by picking a quieter restaurant. For example, unless you're content to read the captioning on the televisions, avoid sports bars. Try to find carpeted restaurants that have chairs with rollers on the legs (thus preventing an annoying scraping sound when they are moved), plants, and sound absorbent materials on the tables and walls.
- Make reservations ahead of time, and ask for accommodations.
- Go to your favorite restaurants, so you already know their specialties and options, such as choices of salad dressings or side dishes.
- Pick the best day and time (not Friday nights!) to dine out.
- Look on the restaurant's website to preview the menu.
- Choose to dine with a smaller number of dining partners.
- Pick a table in the least noisy part of the restaurant (e.g., away from the kitchen, bar, wait service stations, etc.).
- Ask for seating in a well-lit area.
- Remember that even people with normal hearing experience greater difficulty in a noisy listening environment than they do in a quiet listening environment. So, don't expect to do as well with your hearing aids in the noisy restaurant as you do in the quiet of your home.
- Sit with your back to the window, so that lighting is on the speaker's face, not in your eyes.
- Request that staff turn down background music (you are probably not the only patron bothered by the volume of the music).
- Tell the host/hostess and waiter/waitress, as well as your dining companions, that you have a hearing loss and that it will help you if they slow down a bit, speak a little bit louder, and face you directly.
- When possible, indicate choices before you're asked. Examples: "I'd like a salad with Italian dressing" or "I would like a burger, no fries."
- Ask the waiter/waitress for a printed list of the specials of the day.
- If your hearing aids have directional microphones, be sure to sit with your back to the main noise source.
- Don't bluff!
- If restaurant dining is for business, request another place to meet.
- Relax/breathe and enjoy the fine food and the company, even if you don't catch every word.



LET'S GET MOTIVATED!

The following motivational quote came to us from a very good friend and patient, Jim Sesi. It could not have come at a better time, and was very effective in giving us a much needed "lift." Given the tough time we are all facing these days, we just had to share it. Hope it gives you the "boost" you need to keep on going!

Sometimes people come into your life and you know right away that they were meant to be there... to serve some sort of purpose, teach you a lesson or help figure out who you are or who you want to become. You never know who these people may be but when you lock eyes with them, you know that every moment that you are with them, they will affect your life in some profound way. And sometimes things happen to you at the time that may seem horrible, painful and unfair, but in reflection you realize that without overcoming those obstacles you would have never realized your potential, strength, willpower or heart.

Everything happens for a reason! Nothing happens by chance or by means of good luck. Illness, injury, love, lost moments of true greatness and sheer stupidity all occur to test the limits of your soul. Without these small tests, life would be like a smoothly paved, straight, flat road to nowhere, safe and comfortable but dull and utterly pointless.

The people you meet affect your life. The successes and downfalls that you experience can create who you are, and the bad experiences can be learned from.... In fact, they are probably the most poignant and important ones.

If someone hurts you, betrays you or breaks your heart, forgive them because they have helped you learn about trust and the importance of being cautious to whom you open your heart. If someone loves you, love them back unconditionally not only because they love you, but also because they are teaching you to love and open your heart and eyes to little things.

MAKE EVERYDAY COUNT! Appreciate every moment and take from it everything that you possibly can, for you may never be able to experience it again. Talk to people who you have never talked to before, and actually listen. Let yourself fall in love, even if it doesn't seem right because you are too young or too far, just follow your heart. Surround yourself with those who make you smile, laugh, and make you happy.

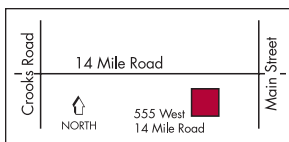
Break free and set your sights high. Hold your head up because you have every right to. Tell yourself you are a great individual and believe in yourself, for if you don't believe in yourself, no one else will believe in you. Create your own life then LET GO and LIVE IT!



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