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# HEAR, HERE

A Newsletter Service of Premium Hearing Solutions




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PREMIUM HEARING SOLUTIONS

SUMMER 2009 - 10 YEAR CELEBRATION EDITION

## HAPPY BIRTHDAY TO US!! WE ARE TURNING 10 YEARS OLD IN AUGUST. COME CELEBRATE WITH US!

Wow, where has the time gone? This August, our office will be officially 10 years old! And we have all of you to thank. In today's world, you have an overabundance of options for everything from healthcare to product purchase. And you have chosen US to be your hearing specialists. We want to first take the time to say a heart-felt "THANK YOU", but second – TO CELEBRATE! Please come join us for these upcoming celebration events:

 **Aug 1 - Saturday: ANNIVERSARY KICK OFF PARTY:** Community Cookout and Family Fun Event - bring your family, your friends, your grandkids and your pooches (ya know how we lllloovveee doggies over here) for fun, food and gifts at Parkland Park off Grove Avenue in Clawson. Grove Avenue is located 2 blocks South of 14 Mile, West of Rochester Road. We are planning lots of fun things to do and will feed you, too! So come join the fun. It all starts at 11 am - 4 pm. Heritage Church has graciously donated their facilities for cooking the food, indoor seating, bathroom facilities and other necessary indoor activities. Mark your calendars and come out and play!

 **Aug 4 - Tuesday: EDUCATIONAL SEMINARS** at the Troy Marriott, 200 W. Big Beaver Rd in Troy. One seminar offered at two different times: 1:30 pm or 6:00 pm. Call us to reserve your seat! We will be featuring new technology developments, especially wireless Bluetooth options to allow hands-free hearing on cell phones, televisions, and landline phones. New, exciting developments in technology permit the ease of listening in difficult-to-hear conditions, such as restaurants and parties. Complimentary drinks, hors d'oeuvres and door prizes provided. If your hearing aids are getting old, or you have been putting off trying hearing aids, this is the perfect time to learn about what is new in our field.  
**PLEASE SPREAD THE WORD TO ALL YOUR FRIENDS AND FAMILY WHO MAY NEED HEARING ASSISTANCE – GREAT INTRODUCTION TO OUR OFFICE AND AVAILABLE HEARING HELP!!**


 **Aug 5-7 - Wednesday-Friday: OPEN HOUSE EVENT** at the Premium Hearing Solutions office. If you cannot attend the seminar, but would still like the opportunity to see, hear and touch today's latest and greatest technologies, please call and schedule an appointment



Oticon Dual Connect Product

for an in-house demonstration. These demonstration appointments take 1 ½ hours per person, so please plan accordingly. Bring a significant other with you if you can – we want to use a familiar voice during the demonstration. You will also have the opportunity to borrow the technology AT NO COST for one week to test-drive it in your own life.

 <p><b>PREMIUM HEARING SOLUTIONS</b> <i>Hearing health care...the way it was meant to be.</i></p>	
<b>IN THIS ISSUE</b>	
10 Year Celebration!.....	1
Coffee Manifesto.....	2
Future Audiologist.....	2
Memories.....	2
Bluetooth Solutions.....	3
Walk-In Hours Clarification.....	3
Farewell to the Campbells.....	4
Mission Statement.....	4
New Member of PHS Family.....	4

 **Aug 17-21: PATIENT APPRECIATION WEEK.** We celebrate YOU this week! You are the key to our success, and we want to take the opportunity to give something back to you. Come in for your free gift bags – durable tote bags filled with wonderful items like travel coffee mugs, pens and candy. We will be raffling off great prizes too – things like an Acer Computer and a flat screen television. Bring a friend or family member who needs hearing help, and you both can enter the raffle for fabulous prizes. This is another great way to encourage others in your life to seek hearing improvement, and get free stuff while you are at it! Refreshments will also be available.

**Discover all you need to know about Hearing Aids BEFORE you buy them at [www.premiumhearingsolutions.com](http://www.premiumhearingsolutions.com)**

The following was given to us by a new patient, Evelyn Beeler. Her granddaughter wrote it. It was the reason why she was in our office; she did not want to delay loving herself one moment longer (ie: seeking better hearing). We thought it was so powerful, we asked permission to share it. She contacted her granddaughter, who gave permission. We hope it moves something in you like it did in us, and like it did our patient. Life is precious. Life is short. Life is uncertain. Don't take it for granted.

## COFFEE MANIFESTO

written June 2009



After my husband died, I vowed never again to drink bad coffee. And by bad, I mean any coffee inferior to the very best as determined by me. And by died, I mean killed instantly in a head-on car crash at the age of 28.

My passage through the prescribed stages of grief was textbook: denial, anger, bargaining, depression, acceptance and ultimately on to the final stage of the bereaved - finding meaning in the loss. Using the unthinkable, unmanageable, unbearable experience to answer the question "who am I?" and "what is the purpose here on earth?" One thing I learned for sure is that my purpose here on earth is NOT to drink bad coffee.

I know you are thinking, "What? That is what she learned from her husband's death?!?!?" Let me explain....

In our first and only year of marriage, Michael and I bought inexpensive coffee to cut costs. I was working full time, but he was still in school and it was a stretch to make ends meet. Once he was dead though, I asked myself, "what did that get him in the end?" If he had been given the luxury of a death bed to lay on in his final hours, would he have lain there, reflecting on his life and said, "Now that I know I'm going to die at 28, I am so glad we drank cheap coffee and saved \$20.00 a month. Look at all that money saved accomplished!" Would he have turned to me, his soon-to-be widow, and reminded me "Don't forget - a penny saved is a penny earned." ? Don't think so.

We've all heard that money can't buy happiness, but you know what? Sometimes it can. I buy happiness by the pound, in glossy white and green sachets. I consume happiness in a smooth, shiny ceramic mug. Deep, dark, fragrant happiness that wraps its arms around me in the absence of a husband to do the job. When I take that first sip of coffee each morning, I literally stop

and say out loud, "I love you coffee. Thank you for being in my cup." TRANSLATION: I LOVE YOU LIFE, THANK YOU FOR LETTING ME LIVE TODAY.



Evelyn Beeler

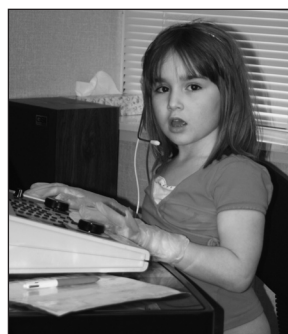
Over the years, people have insinuated that I should break my coffee addiction. They think my daily ingestion is synonymous with weakness. Listen, I could die tomorrow. OR today. I mean I could REALLY die at any moment. As my spirit slips away from the shell of my body, what of my earthly doings will matter? I think the only things that will matter are acts of love...and good coffee IS love. Good coffee is self-care and making my own happiness a priority. Good coffee represents seizing the moment; making hay while the sun still shines. It's a celebration of the now and of the attainable.

I learned a thousand things from losing Michael. Many painful lessons, a few that were sweet, all of them important. My "personal coffee manifesto" is just one tiny piece of my life experience. It may seem trivial to some, or insignificant. But for me, it's a beautiful secret that I generally keep to myself and enjoy by myself. It's my decision to love myself when I can.

Today in the break room, I overheard a conversation between some colleagues about the merits of various bad coffees. "Such-and-such a brand is made locally, and it's not too bad." "Oh yeah? Have you tried Brand X? You really save by buying it in bulk and it is all right..." I sat, listening to their conversation, keeping my personal coffee policy to myself, privately relishing the fact that when it comes to coffee, I will not compromise. And daily I treat myself to the best. Watching me sip my coffee, no one would ever think to themselves, "there's just something about the way she drinks coffee that seems so strange, so powerful..." But I know. Drinking my favorite coffee is my own, secret, special, whispered promise to myself and to the world that I will appreciate what is good in life. That I will, as they say, "Drink it up."

### FUTURE AUDIOLOGIST?

Dr. Ward's  
daughter,  
Alison



### Memories

Many of you have been patients of ours for quite a long time - we are looking for you to share memories or experiences that you have had with our office over the last 10 years - please take a moment to write them down. Email to [phsaud@hotmail.com](mailto:phsaud@hotmail.com) or drop them off in person (heck, snail mail still works!). Just so you know, we would like to use them during our 10 year celebration events.

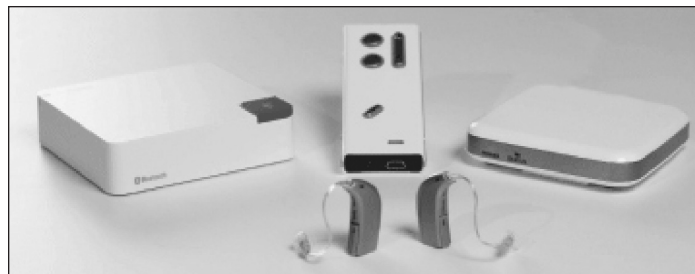
## **OTICON PIONEERS A NEW DIMENSION IN HEARING CARE: ConnectLine WIRELESS SYSTEM FOR PEOPLE WITH HEARING LOSS**

One of the most common difficulties for our patients with hearing instruments has been their ability to communicate to others using their landline telephone and mobile phones. Our patients have also voiced a need for hearing technology that can enhance their listening experience through television and music. Even with the most advanced hearing instruments, patients had to “jump through hoops” to communicate with loved ones and partake in everyday entertainment.

With our patients’ needs in mind, we are excited to announce the release of Oticon’s new ConnectLine System. The new system allows hearing-device users to finally talk on the phone, watch TV and listen to music with as much ease as everyone else. The system works with users’ hearing devices to directly stream sounds from the technologies (phone, TV, MP3 players, etc.) to their ears.

ConnectLine creates an effortless and clear connection through connective adaptors and a user-worn Streamer. Television is enhanced by eliminating echoes and lip-sync problems. Landlines and mobile phones are transformed into clear-sounding, hands-free communication. Radios and MP3 players are directly synced with your hearing

instruments, turning the devices into high quality and discreet headphones. The world of personal computers is brought to a new level by wirelessly connecting your PC and hearing instruments to create clear video conferencing, entertainment and interactivity.



*Bluetooth*

The small and user-friendly streamer is the connective device that transforms your hearing instruments into personal television surround sound, discreet headphones or wireless phone connectors. With the click of a button, you can go from watching an episode of your favorite

TV show to chatting with a friend about the show during a commercial break.

If you already have an Oticon Streamer, ask us to send it in to be upgraded to work with the Connectline systems. If you don’t have a streamer, or don’t even have hearing aids, call us to schedule a complimentary demonstration of the new wireless connectivity systems and gain access to communication and entertainment.

ConnectLine only works with certain hearing aid models. Ask us if yours is one of them.

### **CLARIFICATION ABOUT OUR WALK-IN HOURS**

Apparently we confused some of you about how our walk-in hours work. Every day, between the hours of 11 am – 12:30 pm, our audiology assistant Tim is available for walk-ins. So, who can “just walk in?” See the chart below for when you can just walk in versus when you need to schedule an appointment time. If you are not sure whether the issue is OK for walk-ins, just call us before heading in and tell us the problem. We will let you know whether you can just come on over or whether you need to schedule.

<b>OK TO WALK IN</b>	<b>PLEASE SCHEDULE AN APPOINTMENT</b>
Supply pick ups (batteries, filters, ear buds)	Unhappy with the hearing aid performance
Broken battery door, earmold retubing, or other “quick” repairs	Ear is sore due to product fit problems
	Ear wax removal by Audiologist
Hearing aid is “dead” or “weak” in power (i.e., emergencies)	Hearing Tests
Assistive listening device purchases (amplified telephones, alarm clocks, etc.)	New hearing aid evaluations/Hearing aid orders
	Bluetooth connectivity issues
	New ear impressions for custom ear molds
	Product demonstrations

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## FOND FAREWELL TO THE CAMPBELLS



Mr. and Mrs. Campbell with Dr. Ward and Margaret before their big move to Tennessee.

### Mission Statement

*Premium Hearing Solutions is dedicated to becoming a trusted ally with each and every patient who seeks our services. In order to obtain the trust of our patients, we place a high priority on ethics, patient education, and outstanding service. The "team" approach between the patient, family and Doctor of Audiology is emphasized.*

## MEET OUR NEWEST MEMBER OF THE PHS FAMILY - BETH GOODGALL!

Beth Goodgall joined our front office staff a few months ago. So now you may see Margaret, Beth, and occasionally Debbie when you come to the office. Debbie is primarily focusing on insurance billing and accounts receivable, but will still fill in up front at times.



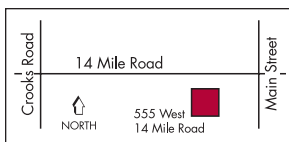
Beth is another ray of sunshine to our work environment... we are so lucky to have such great people at our office! She is a long time Royal Oak resident, and has two beautiful boys. Jake is 5 years old and Kyle is 3. She has been married for 11 years to Jason. Beth's family enjoys the outdoors, camping and biking. In a previous life, she actually worked with our recall specialist, Marge Mizzi. That is how we got so blessed to have Beth join us - Marge recommended her to us. She has instituted a recycling program here at the office, and we encourage you to collect your old hearing aid batteries and bring them with you to your next appointment. Unfortunately hearing aid batteries cannot be recycled, but Beth can have them properly disposed of. So please give a hearty welcome to Beth when you see her at your next visit!



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Clawson, Michigan 48017

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### HOURS:

Monday - Friday  
9:00 a.m. - 5:00 p.m

We are also available early mornings, evenings and weekends; just ask and we can set up an appointment. Most hearing aid insurance plans accepted.

Phone: 248-435-6811

Fax: 248-435-6855

[www.premiumhearingsolutions.com](http://www.premiumhearingsolutions.com)

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