



Jeanne M. Ward, Au.D. Doctor of Audiology

HEAR, HERE

A Newsletter Service of Premium Hearing Solutions



Melissa L. Anderson, Au.D. Doctor of Audiology

PREMIUM HEARING SOLUTIONS

SPRING 2009

ASK THE AUDIOLOGIST

Q. "I love my new "Open Fit" hearing aids. But I am sometimes afraid the soft bud at the end will come off inside my ear canal. Does this ever happen? And what do I do if it does?"

A. A large number of our patients have now upgraded to the newer, technically savvy "open fit" hearing aids. Due to the nature of their design, and the soft bud at the end, these hearing aids are much more comfortable physically and acoustically than their in-the-ear counterparts.



The flexible plastic buds on the end of the hearing devices are designed to be changed once a month. In order to prevent cracking or buds coming off in the ear canal, users must diligently replace these buds every month. We suggest you put it on your monthly calendar so you do not forget.

Every morning before you put your open fit hearing aids on, we suggest you ensure the bud is properly placed on the tip of the speaker. Press firmly on the bud to be sure it is solidly in place.

Despite best efforts, a bud may come off in your ear canal. Don't panic! We have consulted numerous professionals on this, from the hearing aid manufacturer to Ear, Nose and Throat physicians and other audiology professionals. All say this is not harmful to your ear. What to do? Call us right away; 98% of the time we are able to easily and safely remove them from your ear. Do not try to remove them by yourself; digging in your ear can cause damage to the skin, bleeding, and introduce bacteria in the ear canal from your fingertips, which can lead to an ear infection.

If you cannot get back to us quick enough, than an urgent care facility or primary care physician can remove the bud from your ear.

Do you have a question for us? Please email them to Dr. Ward at phsaud@hotmail.com for possible use in upcoming newsletters.



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HAVEN'T CHECKED OUT OUR WEBSITE? WHAT ARE YOU WAITING FOR?



www.premiumhearingsolutions.com

The site is being revamped, so watch for a "fresh new look" soon!
If you have not yet done so, take 20 minutes to view our "Virtual Patient Seminar" on our homepage - you will be glad you did!

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.

NEED HELP BUYING HEARING AIDS???? DON'T LET THE ECONOMY AFFECT YOUR HEARING!

Today's economy is no fun; most people are worried about paying their mortgage or finding the money to buy the groceries. But hearing loss never takes a break, not even in a tough economy. Many people with hearing loss feel that in there is just no way they can afford to purchase hearing aids. Many of our patients felt that way before they walked in our door. What they found was that with our discount coupons, their health insurance benefits, state-funded programs, and financing plans, hearing aids were actually affordable.

If you are employed in the state of Michigan, part-time or full-time, and have a documented hearing loss, there are state funds available to help pay for hearing aids. In most cases, the process only takes 3 weeks to complete, and as much as 80-90% of the hearing aid costs are covered. No, these are not used, refurbished hearing devices. They are brand new, state of the art technology. To get started on this process, all you have to do is call our office and schedule an appointment. We will guide you on the rest.

PREMIUM
HEARING SOLUTIONS
Hearing health care...the way it was meant to be.

\$200.00 OFF
A PAIR OF NEW HEARING AIDS AT PHS

Expires April 30, 2009 • Previous Sales Excluded
Cannot be combined with any other offers/discounts

What to do if you are not employed? Unfortunately, you cannot qualify for the state program. However, our office offers 12 month no-interest payment plans and 90 day "same-as-cash" payment options. We will work with you as best as possible to help you afford improved communication, even in today's tough economy.



Liz Kobylak

Need support? We know where you can get some! HEARING LOSS SUPPORT GROUP:

- Where?** Troy Community Center, 3179 Livernois, just north of Big Beaver.
- When?** Second Wednesday of every month, starting at 6:30 pm. Refreshments and social time starts at 6:45 and meeting begins around 7:00. Ends around 7:45 pm. Social time after meeting ends.
- Why?** To provide information, education and support from people with hearing loss in a comfortable environment where hearing loss is accepted. A different topic will be presented each month to provide the latest information about hearing loss, including:
- Assistive hearing technology
 - Telecommunicating
 - Speech reading
 - Hearing loss and the American's with Disabilities Act
 - Coping with hearing loss
- Who?** For anyone with a hearing loss or anyone who cares about someone with a hearing loss. It is brought to you in part through a grant from North Woodward Community Foundation
- Facilitator:** Liz Kobylak has a profound hearing gloss and is active at the state level with the Michigan Hearing Loss Association.

Call 248-524-3492 or email vaughancs@troymt.gov for more informa-tion. There is no charge to participate and reservations are not required.



WALK-IN HOURS

WANNA JUST WALK IN? Than do it between 11:00 am – 12:30 pm!

We know that sometimes it is easiest to just jump in your car and come on over when you are having a problem with your hearing aids. However, we don't want you to have to wait for us to have the time to see you if you come unannounced.

It is really best to pick up the phone to schedule a time for us to see you, but if you cannot do that for some reason, than feel free to "drop on by" between 11 am and 12:30 pm Mon-Fri for our new "WALK IN HOURS." One of our staff members will be able to help you promptly during these times.

If you pop in before or after this designated walk-in time, you may drop your hearing aid(s) off and we will assess the problem at our earliest convenience and give you a call with the diagnosis and recommendation

WHY CHOOSE PREMIUM HEARING SOLUTIONS?

■ **EDUCATION:** Drs. Jeanne Ward and Melissa Anderson are two of the first Doctors of Audiology professionals in the country! They have over 11 years of clinical experience EACH. They are fellows of the American Academy of Audiology, Michigan Academy of Audiology, and the American Doctors of Audiology. Drs. Anderson and Ward focus on each individual case to provide professional and caring guidance towards the best improved hearing possible with today's technology. They take pride in educating each and every person that walks through their door on hearing, the brain and how to be successful with hearing rehabilitation.

■ **HONESTY:** We provide you with the right hearing technology for your specific hearing loss and lifestyle needs. We do not "oversell" technology to people who do not require the extra advancements. Conversely, if your lifestyle and hearing loss require top-notch performance hearing products, we will not hesitate to tell you so and why. At PHS, we treat each and every patient honestly and ethically, the way we would want to be treated if we were in your shoes.

■ **INTEGRITY:** Here at PHS, we all live by the Golden Rule. Each and every one of us listens to our conscious before our pocketbook. We will own up to a mistake if it is made and do everything in our power to correct it. Come in our doors once, and in our eyes, you are a patient for life. And that means treating each and every person as family.

■ **SERVICE:** Premium Hearing Solutions will conduct complementary (yes, that means free!) quarterly cleanings and adjustments as well as provide the necessary follow-up exams and programming on most of the hearing aids purchased at our office. Marge, our patient advocate, will follow-up with you in person over the telephone to ensure you have been satisfied with our professional care, and she will recall you if you have not returned in the 6 months recommended time frame for routine check-ups. We truly care about you and your hearing success!

■ **FUN:** Yes, we are fun! It is common for first time patients to comment on how "fun" the appointment was at our office. Something they feared ended up being an enjoyable experience. Not only could they hear better afterwards, but they left with a warm feeling about the people they were working with. We have patients who come in "just because I was in the area and wanted to say hi." Now, that is the highest compliment (next to referring a friend or family member to our office) you can give us!

HEARING CHECK-UPS FOR DIABETICS



Incidence of Hearing Loss Increased Among Diabetics

Patients with diabetes are more than twice as likely as those without the disease to have hearing loss, according to the National Institute of Health (NIH) studies. Overall, more than 40 percent of people with diabetes in the study had some degree of hearing loss.

"People with diabetes should ask their doctors to check their hearing. This should be routine," said Sergei Kochkin, Ph.D., executive director of the Better Hearing Institute (BHI). "A hearing check can be invaluable in identifying diabetic patients with potential hearing loss, and giving them an opportunity to receive the treatment they need." Both hearing and vision loss are associated with diabetes. Studies conducted by the BHI show that people with untreated hearing loss have a lower quality of life and even earn less income than people with normal hearing or people who have treated their hearing loss by using hearing aids. Modern hearing aids that use digital technology can help most people with hearing loss.

GOT A FRIEND YOU WISH WOULD GET HEARING HELP? INVITE THEM ALONG!

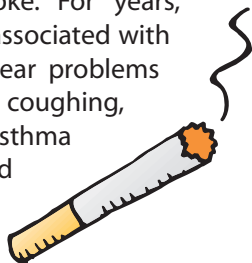
Many of our patients have made comments like "I wish I could get my friend to come here. She needs hearing aids so bad!" Well, here's an idea for you – invite the person to come with you to your next appointment. That way he or she can see our office and meet us in a non-threatening, no pressure type way. The visit may be all that is needed to give them the gentle push to finally get hearing help.



Aahhh...
Isn't Tim
"pretty"??

SMOKING AND HEARING LOSS?

Recent research has added to the known effects of smoking. Even if you don't smoke, your ears are effected by second-hand smoke. For years, second-hand smoke has been associated with bronchitis, pneumonia, middle ear problems including ear infections, coughing, wheezing and intensified asthma symptoms in infants, children and adults. We are now learning that smoking and second-hand smoke can be linked to hearing loss.



Seem strange? Not really. It is well known that smoking decreases oxygen supply throughout the body, including the cochlea. The cochlea is the organ of

hearing responsible for transferring sound information to the brain. Therefore, the ear functions on a decreased oxygen supply, and is much less efficient in relaying sound energy.

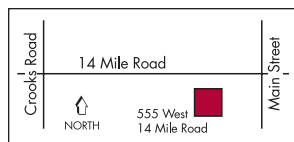
The Journal of the American Medical Association has concluded that smokers are almost 70% more likely than nonsmokers to have a hearing loss (regardless of occupation, age or lifestyle). Further, it was found that exposure to second-hand smoke increases the risk of hearing loss. Not all studies regarding smoking and hearing loss have come to the same conclusions. However, research continues to show that smoking is associated with hearing loss and appears to increase susceptibility to noise-induced hearing loss compared to non-smokers.

DON'T FORGET TO VISIT OUR WEBSITE

www.premiumhearingsolutions.com



555 West 14 Mile Road, Ste. 2-A
Clawson, Michigan 48017



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