

Associated Hearing PROFESSIONALS

**In the midst of the heat wave, let us just say....
GO CARDS!**



Understanding Speech in Noise

Perhaps the most difficult listening environment patients with hearing loss encounter is understanding speech in the presence of background noise. Background noise, such as in a restaurant, tends to drown out the speech sounds even further. Hardwood floors, high ceilings, large windows, clanking silverware, multiple conversations, and background music all contribute to a stressful listening situation. So what is someone with a hearing loss to do?

The first step is to take advantage of the directional microphone technology in hearing instruments. This technology has been available for

more than 25 years, but more recent advances have provided significant improvements in reducing noise coming from one direction and enhancing the incoming speech signal from another direction. This can be done automatically and more precisely than ever before. Even situations such as driving in a car and hearing a passenger from the side or rear can be improved.

The second step to better understanding speech in background noise is to be proactive. Remember that even those without hearing difficulties may struggle to understand in background noise. If

you are wearing hearing devices with directional microphones, remember to sit with your back to the main source of noise.

Ask others to slow down their speech and face you directly while talking. Be sure the lighting is in the front of the people you are talking to. This allows you to observe facial expressions, gestures, lip, and body movements that provide communication clues.

Ask us about assistive listening devices and FM technology to improve your understanding of speech in situations with background noise!

In the News

Margaret was recently interviewed for an article in *Town and Style Magazine*. The focus of the article is hearing loss and social implications.

Margaret noted that hearing loss is

much more conspicuous than hearing aids. It can affect our relationships, our enjoyment of social situations, and our general quality of life.

To read the entire article, pick up a

free copy of *Town and Style* at your grocery store or visit the website :

<http://www.townandstyle.net/aug3/files/32.html>



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Reminder:
In the midst of the summer humidity, please remember to use your hearing aid dehumidifier. If you use a dri-aid jar, make sure the dessicant beads are the amber color. When the beads turn green or black, it's time to zap them in the microwave. If you use the electronic dry-and-store, make sure you have the "dry-briks" for it. Let us know if you need instructions for using your hearing aid dehumidifier.



Hearing Aid Tax Credit Update

Recently significant strides have been made toward the passage of a Hearing Aid Tax Credit Bill in the Congress. The bill was reintroduced in the House (H.R. 1479) in April and in the Senate (S. 905) in May. If passed, the Hearing Aid Tax Credit would provide a \$500 tax credit per hearing aid.

The Senate version of the bill would provide the tax credit to people of all ages. The House version would apply to people age 55 and older, dependents of tax-

payers, or taxpayers whose adjusted gross income is below \$200,000.

The American Academy of Audiology is an active member of the Hearing Aid Tax Credit Coalition and is thrilled with the overwhelming support garnered on this issue.

For more details and to weigh in on this important bill, please visit this website:

www.hearingaidtaxcredit.org.

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Hearing Aid Insurance

What would happen if your dog ate your hearing aids, or if you accidentally dropped one into water, or if you lost a device?

Do you know the coverage for loss and damage on your hearing aids? All new hearing instrument purchases have at least a one year manufacturer's warranty for repairs and for

accidental loss and damage. Some aids have an additional year or two.

If your original warranty and loss and damage coverages are about to expire, you may want to consider other options. Some patients add hearing aid coverage to their homeowners' insurance. Another alternative is to purchase

coverage through an independent company such as ESCO or Midwest Hearing Industries. Rates vary according to the type and age of the hearing instruments.

Please give us a call with questions or for further information.

Have you met Lesley?

Lesley Schopper joined Associated Hearing Professionals in March. She came to us with over 13 years of experience in front office management for hearing healthcare. Lesley loves to work directly with people, and it shows.

Growing up as a "military brat", Lesley lived in several places, mostly Wisconsin. She moved to the St. Louis area 23 years ago,

and currently resides in House Springs with her husband of 21 years. Her daughter is a senior in college and her son is a junior in high school.

In her leisure time, Lesley enjoys hanging out with her family, playing board games, reading books, and watching movies.

Lesley feels she is "one of the

lucky ones", who has a job that she loves. We feel lucky to have her on board with us!

