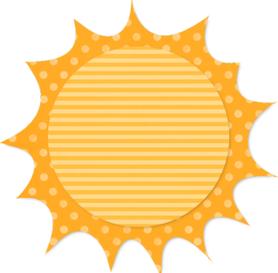




Associated Hearing PROFESSIONALS

Why Two Hearing Aids— the Binaural Advantage



We are often asked if two hearing aids are necessary. If your hearing loss is in both ears, it will likely be recommended that you be fit with hearing aids in both ears. Just as eye problems are treated with a pair of eyeglasses, it makes sense that bilateral (affecting both sides) hearing loss would be treated with binaural (involving both ears) hearing aids.

In an article for the Better Hearing Institute, Sergei Kochkin Ph.D. cited several reasons why two hearing aids are better

than one. People wearing two hearing aids understand speech better than those wearing only one hearing aid. When wearing two hearing aids, speech understanding is improved in difficult listening environments.

Wearing two aids provides the ability to tell which direction sound is coming from. This is called localization and is an advantage of binaural hearing. This allows you to hear from which direction someone is speaking to you at a gathering, which direction traffic is coming from, or where your

children or grandchildren are playing.

By wearing two hearing aids, you achieve a greater range of reception, providing better sound quality. This “stereo effect” provides a feeling of balance for sound.

In general, less volume is needed when wearing two hearing aids compared to one, resulting in less distortion and a smoother tone, better battery life, reduced chance of feedback, and better tolerance of loud sounds.

Both ears are kept ac-

tive, the way nature intended, when wearing two aids. When only one aid is worn, “auditory deprivation” can set in. The unaided ear can forget how to hear, as that part of the brain is not stimulated.

Hearing with both ears is more comfortable, more pleasant, and more relaxing.

Finally, many patients report improvement with ringing in their ears, called tinnitus, when wearing hearing aids. Improvement in both ears would require use of hearing aids in both ears.

Warnings About Ads and Internet Sales

Beware of misleading hearing aid incentives and mailings. You may have received official looking literature in the mail offering rebates or incentives for purchasing hearing aids. These mailings sometimes include a picture of “Uncle Sam”. Be aware that the government is NOT giving away coupons or hearing aid credits. These mailings are advertisements intended to sell you something.

Remember the saying “If something sounds too good to be true...”this

expression holds true for hearing aids as well. If an advertisement lists prices, be sure to compare for the exact same technology, not an earlier version, and inquire what is included with the purchase.

The Better Hearing Institute is warning consumers about the risks associated with purchasing over-the-counter or Internet hearing aids without consulting a hearing healthcare professional.

We have seen the sad results first hand in our office. In one case, a gentleman purchased hearing aids online thinking they were “top of the line” products from a particular manufacturer. The aids were in fact “top of the line” aids about 8 years ago. The patient had paid quite a bit of money for old technology that may not have been appropriate for his hearing loss, and still had to pay someone to program the devices.

In another situation, a patient came in with six hearing aids he had purchased “cheap” online. None of the aids worked for him.

If you or someone you know is considering new hearing aids, we truly hope you will contact our office. We will be happy to discuss the most appropriate options for your hearing healthcare needs, lifestyle, and budget. We sincerely appreciate your trust in us.

*Margaret Fritsch Juelich AuD
Tina McWhorter MA
Lesley Schopper*

CHHC

Associated Hearing Professionals offers Complete Hearing Healthcare (CHHC) with your hearing aid purchase. You will receive personalized care from our team of audiologists as well as:

—Batteries for three years.

—At least a one year warranty for repairs (2-3 years for some models).

—At least one year insurance (2 years on some models).

—Hearing aid cleanings, checks and reprogramming for the life of your aids.

In an Emergency

In the event of an emergency, you may not have the time or presence of mind to locate and use your hearing aids. What would you do?

If you have a hearing loss and cannot communicate well on the phone, say the following to the 911 operator:

“I am hard of hearing and cannot hear you. My name is (your name). My address is (your address). The emergency is (describe the issue, i.e. heart attack, injury, etc.).”

Keep repeating as long as you can or until help arrives. Do not hang up!

Spreading the Word....

Our mission at Associated Hearing Professionals is to improve quality of life through better hearing. We are passionate about achieving our mission and take pride in improving the quality of life for our patients, their families, and friends.

We strive to exceed your expectations for the highest level of personal service. Hopefully we have achieved our goals with you. If you agree, would you mind “liking us on Facebook”? You’ll find us on our page “Associated

Warning Signs of Heart Attack:

- Chest pain or discomfort.
- Discomfort in one or both arms, back, neck, jaw, or stomach.
- Shortness of breath.
- Cold sweat.
- Nausea.

Women may also have:

- Unexplained fatigue.
- Abdominal pressure that feels like indigestion.

Warning signs of Stroke:

Sudden onset of:

- Numbness or weakness of the face, arm, or leg, especially on one side of the body.
- Confusion, trouble speaking, or difficulty understanding.

- Trouble seeing in one or both eyes, including double vision.
- Trouble walking, dizziness, or loss of balance or coordination.
- Severe headaches with no known cause.

Remember this to recognize signs of stroke and call 911 **FAST**:

- Face**: Ask the person to smile. Does one side of the face droop?
- Arms**: Ask the person to raise both arms. Does one arm drift downward?
- Speech**: Ask the person to repeat a simple phrase. Is speech slurred or strange?
- Tongue**: Ask the person to stick out his tongue. Does it go to one side?

Hearing Professionals”.

We are looking for “happy ears” (satisfied patients) interested in providing an audio/visual testimonial about the service they have received in our office. These testimonials could be played as part of our radio or television marketing efforts, on our website, our Facebook page, or in the office. If you would like to participate in this project, please give us a call.

Along the lines of social media and technology, we are communicating more often with our patients via email. Please give us a call to update your contact information to include your email address.

Let us know if you would like our newsletter sent to any friends or family members as well.



Student Update

Brittany Wallace, a native of Trenton, Illinois, is an audiology doctoral student at Washington University School of Medicine. She completed her undergraduate degree in Communication Disorders and Sciences, with a minor in Spanish at Eastern Illinois University, where she competed on the volleyball team for four years. In her spare time, Brittany enjoys

playing, watching, and coaching volleyball and spending time with her younger sister.

Brittany said her time at AHP has been more wonderful than she could have asked for and has enjoyed meeting each and every one of their gracious and kind patients.

