

# Associated Hearing PROFESSIONALS



Associated Hearing Professionals, together with the American Academy of Audiology, is celebrating National Hearing Month in May! This is a time to celebrate the sounds of your life and the joy that they bring.

People often paraphrase Helen Keller: "Blindness cuts us off from things, but deafness cuts us off from people."

What she actually said was "Deafness is a much worse misfortune. For it means the loss of the most vital stimulus — the sound of the voice that brings language, sets thoughts astir and keeps us in the intellectual company of man."

We sincerely want to help improve your quality of life through better hearing.

In honor of Better Hearing Month, Associated Hearing Professionals is offering complimentary hearing screenings for new patients. The screenings will be scheduled by appointment only throughout the month. Based on the results of the screening, patients will be offered information appropriate to their needs. Please call the office for further information.

## Insurance Update

Associated Hearing Professionals is pleased to announce that we are now in-network providers for Blue Cross/Blue Shield and Multiplan, which encompasses many insurance clients, including Cigna, Coventry, Hartford, Humana, Mercy, and United Healthcare.

## News from AAA

Margaret recently returned from Boston where she attended the American Academy of Audiology convention and the State Leaders Update. (Margaret is the President of the Missouri Academy of Audiology).

Margaret learned about several new technologies including water-resistant hearing devices. Phonak has developed a portfolio of water-resist-

ant products, designed for people who are interested in high performing and highly reliable hearing aids. These products are water, sweat, moisture and dust resistant.

The Phonak M H2O series is for people with a mild to severe hearing loss who are interested in high performing, highly reliable and discreet hearing aids. This means that patients can enjoy a wide range of water activities and sand

sports comfortably and confidently.

A Water Resistant solution is available at three performance levels to suit your personal preferences or budget.



**Margaret Fritsch Juelich AuD**  
**Robert Noble AuD**  
**Tina McWhorter MA**  
**Lesley Schopper**

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## LEVELS OF NOISE In decibels (dB)

### PAINFUL & DANGEROUS Use hearing protection or avoid

140 • Fireworks  
 • Gun shots  
 • Custom car stereos (at full volume)

130 • Jackhammers  
 • Ambulances

### UNCOMFORTABLE Dangerous over 30 seconds

120 • Jet planes (during take off)

### VERY LOUD Dangerous over 30 minutes

110 • Concerts (any genre of music)  
 • Car horns  
 • Sporting events

100 • Snowmobiles  
 • MP3 players (at full volume)

90 • Lawnmowers  
 • Power tools  
 • Blenders  
 • Hair dryers

Over 85 dB for extended periods can cause permanent hearing loss.

### LOUD

80 • Alarm clocks

70 • Traffic  
 • Vacuums

### MODERATE

60 • Normal conversation  
 • Dishwashers

50 • Moderate rainfall

### SOFT

40 • Quiet library

30 • Whisper

### FAINT

20 • Leaves rustling

## Noise-Induced Hearing Loss

Of the approximately 36 million Americans with hearing loss, one in three developed the loss as a result of exposure to noise. Noise-induced hearing loss is caused by damage to the hair cells that are in the cochlea of the inner ear. Hair cells are small sensory cells that convert the sounds we hear (sound energy) into electrical signals that travel to the brain. Once our hair cells are damaged, they cannot grow back, and permanent hearing loss results.

Hearing protection decreases the intensity, or loudness, of noise and helps preserve your hearing. Harmful sounds are either too loud and last too long, such as a loud work environment or continual loud music, or are very loud and sudden, such as an explosion.

## Smaller Lyric

We continue to receive inquiries about the availability of the newer, smaller Lyric devices. Just like our patients, we are anxiously waiting for these instruments. The latest information we have from the manufacturer is that the smaller Lyrics should be

Noise is dangerous if you have to shout over the background noise to be heard, it is painful to your ears, it makes your ears ring, or you experience decreased or “muffled” hearing for several hours after exposure.

The loudness of sound is measured in units called decibels (dB). Noise-induced hearing loss can be caused by prolonged exposure to any loud noise over 85 dB. See the chart on the left for the loudness levels of various sounds.

Protect your hearing by wearing hearing protection when around sounds louder than 85 dB for a long period of time. There are different types of hearing protection, such as foam earplugs, earmuffs, and custom hearing protection devices. Contact our office for further information

shipped to us sometime in June.

We do have a waiting list for those patients who are interested but who have not been able to wear any of the current sizes that are available in the Lyric inventory. If you have any questions,

## Washington University Student

Beth Watson is our newest student from the Audiology Doctoral Program at Washington University School of Medicine. Beth is currently working with Margaret for the spring semester.

Originally from Memphis, Tennessee, Beth received her undergraduate degree from Ole Miss. She is interested in working with the population across the lifespan

with patient care at the forefront of her practice. Beth has enjoyed working in a private practice setting and getting to know many familiar faces throughout the semester.

Beth loves running in Forest Park, SEC football and cheering for the Cardinals.

about custom noise protection.

Turn down the volume when listening to the radio, TV, MP3 player, or anything through earbuds or headphones. (Visit [www.TurnItToTheLeft.com](http://www.TurnItToTheLeft.com))

Walk away from noise sources, and other than hearing protection, do not put anything into your ears!

Turn your hearing aids to the mute program or take them off when around loud noise.

At Associated Hearing Professionals, Rob has a special interest in noise-induced hearing loss and hearing conservation. Please give us a call with any questions about preserving your hearing or devices for hearing protection.

or would like to add your name to the waiting list, please give us a call.

We will contact you to schedule an appointment as soon as we receive confirmation that the devices are on the way!

