

# Associated Hearing PROFESSIONALS

## Award-Winning Audiologists!

**Warmest of holiday greetings to our patients, your families and friends!**

**May you be thrilled by all the sounds this season has to offer!**

**Best wishes for the healthiest and happiest New Year!**



Margaret Juelich was recently honored and humbled to be awarded the prestigious “Margo Skinner Award” by the Missouri Academy of Audiology. This was only the third time the award was presented, and marked the first time it was given to an audiologist outside of an academic setting.

The plaque reads “Presented to Margaret Juelich for your dedication to the field of audiology, your demonstration of compassion and integrity,

and your devotion to improving the communication skills of those with hearing loss”.

This honor accompanies the award given to Rob Noble as a military audiologist. The Air Force Medical Service named him with the 2007 “Outstanding AF Audiologist/Speech Pathologist of the year for exceptional contribution to the AFMS mission and outstanding individual achievement”.

These awards confirm the mission we strive to uphold. Our practice aims to provide the highest level of personal care through experience, expertise, and excellence.

We truly are passionate about improving quality of life through better hearing. It is quite a compliment to be recognized by your peers and we are very grateful!



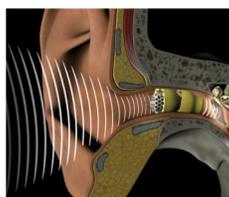
*Margaret Fritsch Juelich AuD  
Robert Noble AuD  
Tina McWhorter MA*

## Lyric is here!

In September, Associated Hearing Professionals became the first practice in the entire St. Louis metropolitan area to be certified to fit the Lyric Hearing devices. Lyric is the first and only 100% invisible, extended wear hearing solution.

Unlike traditional daily wear hearing aids, Lyric is worn 24 hours a day, seven days a week, for months at a

time. With no surgery or anesthesia needed, Lyric is placed deeply into the ear canal, where it uses the ear’s natural anatomy to minimize background noise and provide clear, natural sound quality.



Lyric can be worn during daily activities, such as showering, exercising, sleeping, using headphones and talking on the phone. There are no batteries to change and no daily insertion is required.

Lyric is an example of how we are a dynamic hearing healthcare practice, always staying on the forefront. We find the best, individualized hearing solutions for our patients.

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**Watch for our  
new website  
coming soon!  
[www.HearSTL.com](http://www.HearSTL.com)**

## Lease Program for Hearing Aids

We have been asked several times about the possibility of leasing hearing aids. Interested patients have been those who always want to have the latest technology. Others who might benefit from such a program are those who need a shorter term solution, perhaps while considering a cochlear implant or for an ill relative.

We are considering offering a lease program during the coming year. Different options would be

available to suit the various needs of our patients and their families. Final details are in the works, so please call us to express your interest, suggestions, questions about our new hearing aid lease program.



**“Our students  
help us as  
much as we  
help them!  
It is an honor  
to contribute  
to their  
education.”**

## Washington U Students

When Dr. Juelich was Supervisor of Audiological Services at Washington University School of Medicine, one of her roles was providing training for graduate students in the Audiology program. Upon leaving that position, she continued as a practicum site supervisor.

Since opening this practice, Dr. Juelich, and now Dr. Noble, have

welcomed doctoral students. As a training site, AHP offers students the opportunity to experience a private practice setting and interact with patients in ongoing relationships.

You may have met our current students, Ally and Rosie, who are finishing up their semester with us this month. Hopefully you have

enjoyed your time with them as much as we have enjoyed having them here.

Our students help us as much as we help them. It is an honor to contribute to their education.



*Remember, holiday gifts are available here, including Yurbuds, custom hunters' earmolds, musician molds, battery testers, amplified telephones, gift certificates, and more!*

## About Tina

Most of you have met our third audiologist, Tina McWhorter. Tina joined AHP in April 2009 and wears many hats. Primarily she functions as the Administrator of the practice, but is also responsible for the marketing efforts, main desk coordination, and patient flow. She also sees patients as needed!

Tina came to the practice with a comprehensive background which included clinical audiology, advanced digital hearing aid technology, cochlear implants, and practice management consulting.

Tina and Margaret have been friends and colleagues since their undergraduate days at St. Louis University.

Tina lives in St. Charles and has been happily married for 23 years to her husband Bill. They have four children and two grandchildren.

She feels a good day is one that starts early with a two mile walk and ends with everyone healthy and safe!

## Volume I, Issue I

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### Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop

and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web

publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



*Caption describing picture or graphic.*

### Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can

also profile new employees or top customers or vendors.

*“To catch the reader's attention, place an interesting sentence or quote from the story here.”*

### Inside Story Headline

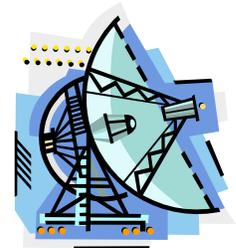
This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



*Caption describing picture or graphic.*

16219 Baxter Rd.  
Chesterfield Mo 63017

Phone: 636.778.9239  
Fax: 636.778.9236  
E-mail mailMAIL@HEARSTL.COM.

## Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

**We're on the  
Web!**  
**example.com**

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## Back Page Story Headline



*Caption describing picture or graphic.*

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter

a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good

place to insert a clip art image or some other graphic.