

Now Hear This!

SUMMER 2010

ISSUE 8 • NUMBER 3



Message from the President

Lori Gardner, Au.D.

Happy Summer!

We have been busy bees at Hear Virginia and are grateful that you continue to choose to come to us for your hearing health care. Hear Virginia just finished its first year as an independent contractor to the Veterans Administration. Our audiologists provide hearing and tinnitus examinations for veterans. Freedom has never

been free and we are grateful to each veteran who gives each of us the continuing gift of freedom.

Be sure to call and let us know what you liked best about our newsletter format—the first five callers will get a \$10 Panera Bread gift card.

And, seriously consider taking a “Hearcation” on us!

Hear Virginia

BATTERY BONANZA!

Buy **5** cards of batteries -
get **1** card / pack **FREE!**

Buy **10** cards of batteries -
get **2** cards / packs **FREE!**

You are Invited to a Hearcation!

There are many new options for success with new hearing technologies. Whether you are currently wearing hearing instruments, have deferred hearing aid use, or are just curious, please take a moment to answer the following questions (hearing aid users: as you answer, assume that you are wearing your current aids):

I have to strain to hear when someone talks or whispers.

YES NO

I need to watch a speaker's lips more closely to follow the conversation.

YES NO

I have to turn up the volume on the TV or radio.

YES NO

I find it hard to hear in noisy environments like a restaurant or car.

YES NO

Friends, family, or colleagues mention that they often have to repeat themselves.

YES NO

If you answered YES to one or more of these questions, you are indeed a great candidate for a Hearcation courtesy of Hear Virginia. The first stop on your Hearcation is your complimentary hearing re-examination and hearing consultation with a Hear Virginia audiologist. Your audiologist will discuss your current hearing test results, goals for better hearing, and current options for better hearing. We will offer you a two week Hearcation

with two brand new hearing instruments. Your audiologist will fit the hearing aids to you and you can enjoy a two week Hearcation, evaluating the benefits that new hearing aids can provide at no cost and no obligation to you. You will be asked to return to Hear Virginia for a follow-up appointment mid way through your Hearcation.

Should you wish to purchase your Hearcation instruments, we will offer a \$500 discount off the cost of new premium hearing aids. Simply bring your passport included in this newsletter with you to take advantage of this opportunity. Travel agent (ahem, office manager) Gail Duncan can book your Hearcation for you.

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Is It Sound or Is It Noise?

Sounds such as birdsong, the voices of our family and friends, special music, or a favorite television program are very welcome additions to our lives. And then there are the unwanted intrusions—the barking dog, engine noise of overpowered cars and trucks, cell phones (and cell phone conversations) and well, noise. Noise, the presence of unwanted auditory information, can be challenging and perplexing. At soft to medium levels, noise can be annoying, distracting, and a hurdle to achieving enjoyable and understandable conversations.

It is well known that repeated, lengthy exposure of loud sounds can cause permanent hearing damage. OSHA (Occupational Safety and Health



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Administration) spearheads the goal of protecting American workers from work related noise induced hearing loss. Recreational activities with excessively loud sound levels are an increasing important public health concern for developing permanent sensorineural hearing loss. Perhaps you saw the Super Bowl picture of New Orleans quarterback Drew Brees with

his one year old son. Toddler Baylen wore earmuffs to protect his hearing from the roar of the stadium.

Recreation also can be a source of noise. Modern electronics, home theatre systems as well as portable players (iPods, MP3 players, iPhones, to name a few) surely improve our listening enjoyment. They can give us an unwanted gift of temporary or permanent hearing loss when used unwisely.

The 2010 World Cup introduced many spectators to the loud reverberation of a long South African horned instrument, the vuvuzela. Studies have shown that exposure to vuvuzela noise during a two hour soccer or rugby games can lead to measurable decrements in hearing abilities. Thankfully, the vuvuzela has been banned from U. S. sports venues such as New York's Yankee Stadium.

Noise can become damaging when duration of exposure, volume of sound, or type of sound is excessive. To prevent hearing impairment or progressive hearing loss from noise exposure, we are wise to limit exposure (how long we listen to the sound) as well as how loud the sound or noise can be. If one must shout over noise to be heard, then

the noise is potentially troublesome. Such noise can be annoying to others and potentially damaging to listeners. Hearing protection (ear muffs or ear inserts) should be worn while using loud equipment such as lawn movers, tractors, leaf blowers, etc. Due to longer periods of use, iPods and MP3 players can be hazardous. When nonusers can hear the sound of music while standing next to someone using an iPod or MP3 player, it is clear that the volume is in the “danger zone” of sound exposure.



Supporters blowing vuvuzelas during a 2010 World Cup match.

Sound can be desirable to some and concurrently unwanted noise to other listeners. With your hearing safety in mind, we stock complimentary hearing protection (ear plugs or ear inserts). At your next visit to our office, we invite you to ask for a pair or two. While we love our clients, we also want you to minimize the possibility for losing the hearing abilities that you currently have.

Hear Virginia Office Hours

Monday - Friday

8:30 a.m. - 4:00 p.m.

(Tuesday evenings by advance appointment, only.)



Hearcation

Continued from Page 1

To make your reservation (ahem, appointment), call our office today—reservations are limited. And yes, passports can be transferred or shared with anyone you think could benefit from a Hear Virginia Hearcation!



News-Bytes

Betty Anderson, Au.D.

Each year, hearing aid manufacturers introduce new and different hearing technologies. In our opinion, these unconventional hearing aids combine comfort, small size, and good sound

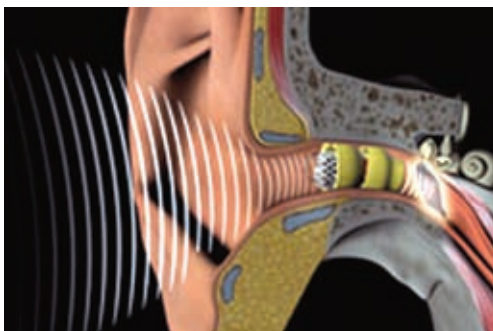
quality—and also deserve a closer look!

InSound Medical created a very different hearing instrument, called the Lyric. The Lyric is an extended wear, programmable hearing aid which is worn twenty-four hours a day and taken out when the unit stops working. Users can remove the Lyric, but only your audiologist should insert the Lyric in each user's ear(s). While the federal Food and Drug Administration has granted approval for the Lyric to stay in place for up to four months, the average life of the Lyric is about two months.

The hearing aid is programmable and users love its convenience—no daily

insertion and removal as well as no worries about battery changes. Ear geometry (length and width of the ear canal), lifestyle, and degree of hearing loss must be considered in determining candidacy for hearing aid use. Users purchase a one year subscription. Last year, Hear Virginia became the first Audiology practice in Virginia to offer the Lyric to our clients.

Starkey Laboratories describes its new offering, the OtoLens as contact lenses for the ears. The OtoLens fits very deeply in the ear canal so that the hearing aid releases its sound in



HEARCATION PASSPORT

You and/or a loved one are invited to reserve an appointment to plan a Hearcation courtesy of Hear Virginia. Please bring your passport to your appointment.

Your FREE Hearcation includes:

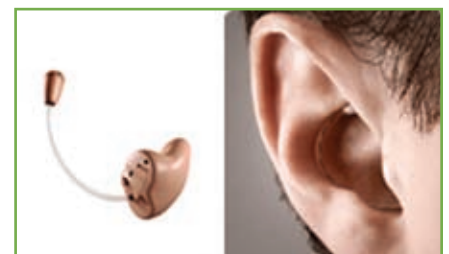
- ✓ A FREE hearing evaluation and hearing consultation
- ✓ A FREE, two week, No Obligation Hearcation with the newest hearing technology selected by you and your Audiologist.
- ✓ Hearcationers receive a \$500 discount off purchase of premium digital hearing aids.

Hearcations must be scheduled and begin before Hearcation Season ends 9/30/2010. Hearcation may not be combined with hearing insurance benefits or with special financing.

very close proximity to the eardrum. Because the OtoLens is a “daily ware” completely-in-the-canal hearing aid, users can remove the aid via its attached removal cord. Programmed to the user's hearing loss, telephones can generally be used with no feedback problems—and like the Lyric, the OtoLens cannot be seen by others. Ear canal length and configuration can disqualify prospective users.

The third unconventional hearing aid is the Live Custom Remote hearing aid manufactured by ReSound. This hearing aid is probably the most unusual in appearance of all three of these hearing aids. The hearing aid is made to fit in the canal with a microphone subtly hidden in the contours of the outer ear. The Live Custom Remote is a digital hearing aid that is programmed to compliment the user's hearing loss. Because its sound input (microphone) located in the pinna (or outer ear), users report better sound quality, more natural sound quality, less wind noise and less opportunity for whistle or feedback. This hearing aid, like the other two is very cosmetically appealing.

For more information, please call us at here at Hear Virginia. Do be sure to ask if the Lyric, the OtoLens or the Live Custom Remote should be considered as part of your Hearcation.



Now Hear This!

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Staying Connected and Longevity of Life

Have you read a best seller lately? In his best selling book, *Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest*, author Dan Buettner shares insights that he gained from his travels across the globe to pinpoint the best strategies for longevity. Buettner targeted geographic regions where higher percentages of people enjoy remarkably long, full lives.

Buettner identifies one vital strategy for longevity as the importance of maintaining social connections and social interactions—being connected. The author states that individuals who continued to be engaged and maintain a life of purpose lived longer and enjoyed more satisfaction in their lifestyle. There was much quality included in the quantity of life.

Hearing loss can present a major obstacle to staying connected when activities just aren't as much fun because it takes more energy, time and attention, to understand what is said. At an Audiology presentation earlier this year, Buettner observed that when a person starts to lose his

hearing, something that can be done proactively right now is to get and to use hearing technology including hearing aids. Hearing instruments can help to improve your ability to enjoy conversations and social interactions in their many forms. Buettner applauded audiologists and hearing health professionals for their critical roles in providing products and services for many to who strive to maintain their edge (and abilities!) in social and business situations. Your Hear Virginia audiologists are committed to maximizing your edge in your social connections and social interactions. If you think your “edge” has gotten “dull”, please call us today for a consultation to “sharpen” your communication edges.

