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# HEAR, HERE

A Newsletter Service of Premium Hearing Solutions



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PREMIUM HEARING SOLUTIONS

WINTER 2011

## NATIONAL WEAR RED DAY

Did you know there is a close link between heart disease and hearing health? We did, and want you to know, too. The Better Hearing Institute (BHI) has joined with the National Heart Lung and Blood Institute (NHLBI) and the American Heart Association (AHA) to promote February as the American Heart Month. National Wear Red Day®—the first Friday in February -- Americans nationwide are urged to wear red to show their support for women’s heart disease awareness. This year, National Wear Red Day® was observed on February 4, 2011.

According to the AHA, heart disease is our nation’s No. 1 killer. And according to the Centers for Disease Control and Prevention (CDC), about every 25 seconds an American will have a coronary event. About one every minute will die from one. But there is good news: There are things people can do to protect the health of their heart and reduce their risk of heart disease progression.

Overall blood flow affects the vascular pattern of the cochlea. Studies show that a healthy cardiovascular system—a person’s heart, arteries, and veins—have a positive effect on hearing. Conversely, trauma to the blood vessels of the cochlea can cause damage, negatively affecting a person’s capacity to hear.

The Better Hearing Institute sees our participation in American Heart Month and National Wear Red Day® as an important contribution to saving millions of lives. Not only by raising awareness of the life-saving importance of protecting your heart—but as an opportunity to highlight the connection that heart health has on hearing health. The efforts will help inform people with heart disease that their hearing may be at risk and that it is important for them to include hearing checks as part of their routine medical exams.

How can you help spread the word about the connection between heart and hearing health? Contact our office to have us provide hearing screenings in your community—perhaps for your monthly book club, Bible study group, knitting circle or church community—in recognition of American Heart Month and/or National Wear Red Day®.

For more information please go to <http://www.nhlbi.nih.gov/educational/hearttruth/events/wear-red.htm>.



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## What Happens in Vegas, DOES NOT Stay in Vegas!



On February 16, our staff will be boarding a plane to attend the American Hearing Aid Associates (AHAA) annual convention, held at The Palazzo Resort in Las Vegas Nevada. AHAA focuses on elevating the quality of care provided to people with hearing loss by providing access to educational opportunities and industry best practices. The organization also provides awareness of hearing loss throughout the country.

This conference never fails to invigorate and refresh our perspective on why we come to work – to enhance all of your lives through high quality hearing health care. While we are there, we will also find time to have some fun outside of the classroom – Dr. Jeanne won some tickets to see The Blue Man Group and the entire staff will be seeing the musical The Jersey Boys. We look forward to telling you about all the great things we learned and all the fun we had when we return on February 19.

**Discover all you need to know about Hearing Aids BEFORE you buy them at [www.premiumhearingsolutions.com](http://www.premiumhearingsolutions.com)**



## CELL PHONES MAY PRODUCE EAR RINGING: *Mobile phone use may be linked to tinnitus<sup>i</sup>*



Over 50 million Americans experience chronic tinnitus, a persistent ringing/roaring/hissing in the ear. That number is on the rise and there are very few treatment options.

A study by Occupational and Environmental Medicine found that regular mobile phone use for at least four years may double the risk of developing chronic tinnitus. Considering the fact that over 90% of Americans own cell phones today, this information most likely pertains to you.

The study compared 100 patients that required treatment for chronic tinnitus (defined as lasting at least three months) with 100 randomly selected people without the disorder. For accuracy, the groups were matched for age and sex. Any patient with ear disease, noise induced hearing loss, high blood pressure, or who was on medication known to boost the risk of tinnitus was excluded from the study.

All participants were then quizzed about the type of phone they used and where they used it most (mobile phone output tends to be stronger in rural areas). They were also asked about the duration of calls, ear preference, and use of

handheld devices. The following was discovered:

- Patients who had used a mobile phone before the onset of tinnitus were **37% more likely** to have the condition than those in the comparison group.
- Those who used their mobiles for an average of **10 minutes a day** were **71% more likely** to have the condition.
- Those who had used a mobile for four years or more were **twice as likely to have tinnitus** compared with those in the comparison group.

Why would cell phone use increase the chance of developing tinnitus? The high microwave energy produced by mobile phones is a popular theory, and continues to be evaluated as a possible cause.

The results, while not completely conclusive, are interesting. Considering the auditory pathway directly absorbs a considerable amount of energy emitted by a mobile phone, there just may just be a link between using them and the rise in chronic tinnitus.

## TWO HEARING AIDS ARE BETTER THAN ONE<sup>ii</sup>

Just like our eyes, our brains are wired to receive sound from both ears. Many first time hearing aid wearers think starting with just one hearing aid may be easier to adjust to or save them some money; however, two hearing aids are truly better than one. Here are some reasons why:

- Better localization – the ability to tell where sounds are coming from
- Better hearing in background noise: the brain is better able to filter background noise from what you want to hear.
- Better sound quality (“mono” versus “stereo”)
- Better hearing for soft sounds such as children’s voices and sounds of nature
- Less strain the brain - with only one hearing aid you may often strain to hear and become fatigued, with two hearing aids listening is more relaxed and easier for your brain.
- Listening balance – you won’t be leaning toward people with your “good” ear.
- Increased hearing aid satisfaction - studies indicate people who wear two hearing aids are much more satisfied than those who only wear one.
- Use it or lose it - Studies have shown when only one hearing aid is worn, when there is a need for two, and unaided ear is deprived of sound and the onset of auditory deprivation occurs.

So, you may save a few dollars by only wearing one hearing aid but you may also be likely to find that it causes more trouble than what your savings is worth.

<sup>i</sup> CTIA Wireless Association, [http://www.ctia.org/media/industry\\_info/index.cfm/AID/10323](http://www.ctia.org/media/industry_info/index.cfm/AID/10323)

<sup>ii</sup> Occupational and Environmental Medicine, Published Online: 23 June 2010

<sup>i</sup> Tinnitus Formula, <http://www.tinnitusformula.com/infocenter/articles/conditions/cellphone.aspx>

**“So how does that sound now?  
How about now??  
Can you hear me NOW?”**

We hope the holidays brought you fun and exciting end of the year gifts -- we gave ourselves (and you) a huge gift at the end of 2010 – we invested in state-of-the-art equipment to better ensure the hearing success of our patients.



GN Otometrics Free Fit System

Before we got this equipment, we would program your hearing aids with the aid of our computer. Then cross our fingers. See, every ear has individual characteristics (skin texture, shape and direction of ear canal and canal size variance), which affect the performance of the hearing aid once it is placed inside the “real” ear. But what we saw on our computer screen was not always what was delivered to your ear drum. So there was a lot of professional guess work involved...

With this new equipment, the guesswork is eliminated! We now place a tiny microphone in your ear canal close to your eardrum, measure the natural properties of your “real” ear without a hearing aid, and again with the hearing aid, and verify what is actually happening. This information allows us to objectively measure and make objective decisions on what to change. Talk about a custom fit!! This “real ear” test is unfortunately not widely used in hearing professional offices – which makes us unique and gives us another reason to brag that we are the best around. Hopefully you agree! So if you know of anyone who is unhappy with their hearing aid performance, pass along the below coupon.

**COMPLIMENTARY**

- ✓ Hearing Screen
- ✓ Hearing Aid Demonstration
- ✓ REAL EAR Verification

**\$200 OFF**

**Each New Hearing Aid Purchase**



555 West 14 Mile Road, Ste. 2-A  
Clawson, Michigan 48017  
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Offer Expires 3-31-11

**WELCOME, COLLEEN!**



*Colleen DeBard  
Director of Operations*

Premium Hearing Solutions is pleased to announce we have found another fabulous team member to join our family. Colleen DeBard is our new Director of Operations, and started working with us on January 3rd, 2011. Since our office continues to grow, Colleen’s job will be to assist with all day-to-day operations. She brings a wide range of experience to our office, including a Master’s graduate degree in Healthcare Administration from the University of Michigan and 12+ years of directing daily operations in local senior living communities.

On a personal note, Colleen grew up on the West side of the state and spent summers enjoying Lake Michigan. She has two children, and a 2 year-old grandson. She spends most of her free time with her daughter and grandson.

Colleen looks forward to getting to know everyone. Please stop by when you are in to give her a warm welcome. She looks forward to meeting all of you!



**Live and Laugh**

Bob Hope on Turning...

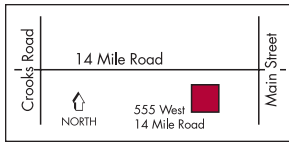
- 70: “You can still chase women, but only downhill.”
- 80: “That’s the time of your life when even your birthday suit needs pressing.”
- 90: “You know you are getting old when the candles on the cake cost more than the cake.”
- 100: “I don’t feel old. In fact I don’t feel anything until noon. Then it is time for my nap.”



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[www.premiumhearingsolutions.com](http://www.premiumhearingsolutions.com)  
[www.hearing-aids-clawson-mi.com](http://www.hearing-aids-clawson-mi.com)

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## LIFE LESSONS

*by Regina Brett, 90 years old, of Plain Dealer, Cleveland, Ohio*

1. Life isn't fair, but it's still good.
2. When in doubt, just take the next small step.
3. Life is too short to waste time hating anyone.
4. You don't have to win every argument. Agree to disagree.
5. Cry with someone. It's more healing than crying alone.
6. It's OK to get angry with God. He can take it.
7. Save for retirement starting with your first paycheck.
8. When it comes to chocolate, resistance is futile.
9. Make peace with your past so it won't screw up the present.
10. It's OK to let your children see you cry.
11. Don't compare your life to others-You have no idea what their journey is about.
12. If a relationship has to be a secret, you shouldn't be in it.
13. Everything changes in the blink of an eye. Don't worry; God never blinks.
14. Whatever doesn't kill you really does make you stronger.
15. It's never too late to have a happy childhood-But the 2nd one is up to you and no one else.
16. When it comes to going after what you love in life, don't take no for an answer.
17. Today is special. Burn the candles, use the nice sheets, wear the fancy lingerie
18. Be eccentric now. Don't wait for old age to wear purple.
19. The most important sex organ is the brain.
20. No one is in charge of your happiness but you.
21. Frame every disaster with these words 'In five years, will this matter?'
22. What other people think of you is none of your business.
23. Time heals almost everything. Give time time.
24. Don't take yourself so seriously. No one else does.
25. Don't audit life. Show up and make the most of it now.
26. Growing old beats the alternative -- dying young.
27. If we all threw our problems in a pile and saw everyone else's, we'd grab ours back.
28. Envy is a waste of time. You already have all you need.
29. No matter how you feel, get up, dress up and show up.
30. Life isn't tied with a bow, but it's still a gift.

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