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NEW OTICON INTIGA MOTIVATES PEOPLE WHO ARE RELUCTANT TO WEAR HEARING AIDS



An international study finds **the world's smallest fully wireless hearing device**¹ delivers immediate benefits and immediate acceptance by first time users.

Copenhagen, September 1st, 2011 – It is estimated that only 20 percent of people who could benefit from hearing instruments seek help, many often waiting up to ten years from the time they could benefit from hearing amplification. Among those who try hearing instruments for the first time, acceptance can be slow and rejection rates high. Contrary to common belief that it can take six to eight weeks for people to get used to hearing aids, the newest technology from Oticon shows the potential to deliver immediate benefits and motivate fast acceptance by people new to wearing hearing amplification.

Results of an international study with first time users at two universities – Towson University in Maryland, USA and The Hörzentrum in Oldenburg, Germany² – suggest that **Oticon Intiga** provided first time wearers with quick and obvious benefits, allowing the participants in the study to immediately accept the new Intiga despite never wearing devices before.

The participants reported immediate benefits with comfort in the ear, comfort with loud sounds, one-on-one conversation in quiet and speech in noise. These benefits resulted in fast acceptance by the first time users. In addition, within the first week of the study, the majority of the participants indicated a determination to wear their new hearing instruments long term.

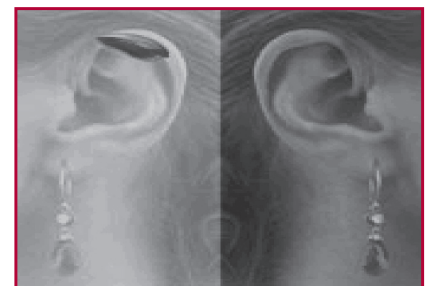
Not surprisingly, the way hearing solutions look and feel are important considerations. Intiga's is ultra-small (33% smaller than Oticon's mini RITE currently on the market) and has an organic shape that hides well behind the ear. The almost invisible receiver wire and ergonomically shaped speaker ensure fitting comfort and retention throughout the day. The hearing instrument's surface is smooth and unbroken with invisible microphone openings and no push buttons to attract attention.



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Bluetooth capabilities allow Intiga to connect wirelessly to cell phones, becoming a virtual hands-free headset in a miniature shell – making it **the world's smallest fully wireless hearing device**. With addition of the Oticon ConnectLine system, audio from televisions and landline phones can be streamed directly to the hearing instruments.

Oticon Intiga is available in three price points, allowing it to be a solution for the budget conscious user. It is suitable for people with mild to moderate hearing loss. This product will be released in the USA on September 6th, 2011, **SO BE ONE OF THE FIRST IN THE NATION TO HEAR WHAT YOU'VE BEEN MISSING BY CALLING OUR OFFICE TODAY!**
SEE COUPON ON PAGE 2.



¹ Compared to available behind-the-ear hearing solutions with binaural processing and streaming capabilities.
² Behrens, T., Schulte, M. & Kreisman, B. (2011). A Field Evaluation of Oticon Intiga. Manuscript in preparation.



IF YOU HAVE TO GO TO THE HOSPITAL...PLEASE REMEMBER TO:

- Tell the admissions office, nursing station, and the nurses and aides that you have a hearing loss. Don't assume they know!
- Ask that the International Symbol for Hearing Impairment be placed on your chart and your door as a reminder to the hospital staff.
- Bring your spare hearing aids, if you have any, to the hospital and use them rather than your newer ones – Hearing aids have a high loss rate during hospital stays!
- Bring a special container for your hearing aids and put your name in bold, large writing on it.
- Ask for assistive listening devices for the television and telephone (or if you have your own, bring them).
- Try to use the built-in captioning available on the television set (usually accessible through the remote control).
- Try to have family members or a friend with you when you are talking with your doctors to make sure you heard properly what they are telling you.

\$500 OFF A PAIR OF INTIGA 10 HEARING AIDS



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Offer Expires 10-31-11

DIABETES DOUBLES THE RISK FOR HEARING LOSS

Hearing loss is about twice as common in adults with diabetes compared to those who do not have the disease, according to a study funded by the National Institute of Health (NIH).

“Hearing loss may be an under-recognized complication of diabetes. As diabetes becomes more common, the disease may become a more significant contributor to hearing loss,” said senior author Catherine Cowie, Ph.D., of the National Institute of Diabetes and Digestive and Kidney Disease (NIDDK). Dr. Cowie recommends diabetic people have their hearing tested. “Our study found a strong and consistent link between hearing impairment and diabetes using a number of different outcomes. This is the first study of a nationally representative sample of working age adults, 20 to 69 years old, and we found an association between diabetes and hearing impairment evident as early as ages 30-40.”

The researchers discovered the higher rate of hearing loss in those with diabetes after analyzing the result of hearing tests given to a nationally representative sample of adults in the United States. The link between diabetes and hearing loss was evident across all pitches tested with a stronger association in the high pitch range. Hearing loss was found in 54% of the people with diabetes, where only 32% without diabetes had hearing loss. Considering the sample size of the study, which was 5140, the findings are considered significant.

Adults with pre-diabetes, whose blood glucose is higher than normal but not high enough for a diabetes diagnosis, had a 30% higher rate of hearing loss. This is compared to those with normal blood sugar, tested after an overnight fast.

If you have friends or family members that are diabetic, please encourage them to schedule a hearing test at our office in order to monitor their hearing levels.

Study from June 17, 2008, in the Annuals of Internal Medicine, was conducted by researchers from the NIDDK, the National Institute on Deafness and Other Communication Disorders (NIDCD), components of the NIH, and Social & Scientific Systems, Inc., which provides support on public health topics to NIH and other government agencies.

Chocolate Éclair Dessert

2 pkgs. French vanilla instant pudding mix 8 oz. thawed cool whip
1 box graham crackers 1 container chocolate icing
3 ½ cups of milk dish (13x9)

Mix pudding with 3 ½ cups of milk. Beat at medium speed for 2 minutes. Blend in the cool whip. Layer one package of graham crackers in the bottom of the dish. Pour ½ of the pudding/cool whip mixture over the crackers and then place another layer of graham crackers and pudding mix over that, ending with the whole graham crackers on top. Refrigerate the covered dish for at least 2 hours but overnight is best. Prior to serving, top with chocolate icing. ENJOY!

CONVERTIBLE LOVERS MAY WANT TO KEEP THE LID ON



Did you know that riding in a convertible with the top down can expose you to excessive, possibly harmful levels of noise?

Researchers at the St. Louis University School of Medicine in Missouri, and The Ear Institute of Texas, San Antonio, recommended that convertible drivers close their tops when traveling at speeds exceeding 55 mph.

Experiments were conducted using 4 popular convertibles. Subjects drove with the top down and wind in their ears at various speeds. At 55 mph with the top down, sound level measurements in 80% of the cars had maximum sound recordings greater than 85 dB. When the subjects revved up to 75 mph, the noise exposure to the driver was 89.9 dB. Exposure to noise above 85 dB for prolonged periods can cause hearing loss and is not recommended, according to the US National Institute of Occupational Safety and Health.

Not only was the mean noise exposure excessive with the top open, but the drivers were also exposed to extreme noise "spikes" while driving on the highway, for example, when driving next to a motorcycle or truck. Drivers may also be exposed to additional noise when listening to the car radio because of the higher volume required while driving with the top down.

FISH OIL, for your ears??



Omega-3 fatty acids found in fish oil have been reported to sharpen memory, prevent depression, improve the health of pregnant women and their unborn babies, relieve gastric distress, prevent wrinkles and reduce blood pressure, cholesterol levels and the risk of breast cancer. And now it has been linked to reducing hearing loss as well!

A study at the University of Sydney found the people who ate fish two times or more a week had a 42% smaller risk of hearing loss than those who ate less than one serving of fish a week. It is suggested that the fish oil helps maintain and improve blood flow to the organ of hearing, the cochlea, reducing chances of hearing loss.



HEARING LOSS FEATURED ON THE TODAY SHOW

Matt Lauer from MSN's Today Show, was concerned about his hearing. As a result, hearing testing and hearing help was a feature on the August 12th edition of the popular morning show. In this segment, Matt states that younger Americans are losing their hearing at an alarming rate, due to our noisy world.

According to the show, excessive noise has become the number one cause of hearing loss, surpassing aging. Of the 30 million people with hearing loss, half of them are under the age of 65. You can watch this segment in its entirety at <http://today.msnbc.msn.com/id/26184891/vp/44087745#44087745>.

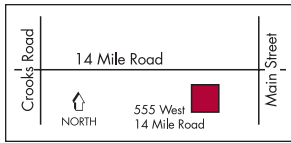
Discover all you need to know about Hearing Aids BEFORE you buy them at www.premiumhearingsolutions.com



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*Note: Please have your family member mention your name and your relationship when calling to schedule.

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