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It's that time again:  
**HOLIDAY HOURS**

The holidays are upon us AGAIN!  
In celebration of the season,  
we will be closed  
on the following days:

**Thanksgiving Break:**

Thursday, November 24 and  
Friday, November 25

**Christmas Break:**

Monday, December 26, 2011  
thru Friday, December 30, 2011

Make sure you schedule your end of the year check-up and battery pick up before we close in December! As always, we will be checking our messages daily during our closures, so please feel free to leave us a message if an issue arises that cannot wait until we reopen on Monday, January 2, 2012.

## THINK YOU ARE TOO OLD FOR NEW HEARING AIDS? READ ABOUT ORVILLE AND THINK AGAIN.



Orville at his 100<sup>th</sup> birthday party

**Orville's message: don't put off improving your quality of life, regardless of your age, or stage, in it.**

In preparation for his 100th birthday celebration, Orville bought new eyeglasses, new dentures, and a new hearing aid. Orville did this because he values his quality of life; and he knows you need to see, hear and eat to enjoy the best of it!

Orville was born Oct 27, 1911 in Arcadia, Kansas, where his family worked in the coal mines. When the mines had been worked out and the depression hit, the whole family (parents, brothers and sisters) moved to Saginaw to work in the mines there. In 1939, Orville bought a lot in Troy, where he has lived ever since. Orville and his wife Margaret raised four daughters in that house.

Orville has always been active, and believes in the value of daily exercise. He and his wife Margaret enjoyed ballroom dancing twice a week. Once he retired, in 1971 from Eaton Manufacturing, Margaret and Orville went to Florida for six months each year so that he could continue enjoying their outdoor walks. Orville walked 5 miles a day. Orville had his beautiful wife as his dance and walking partner for 76 years. She passed away in 2009. He now rides his three wheel bike 7 or 8 miles, even on chilly days. In the height of winter, he rides his stationary bike. He also enjoys gardening and has a large garden each summer. When he comes to visit us at PHS, he tells his daughters "I'm taking the stairs. You can take the elevator if you like".

Orville is a true inspiration to everyone he meets, especially to his daughters. Everyone marvels at his strong independence and his ability to do most things for himself. He has enjoyed good health, and at the young age of 100 he takes no daily medications. The one and only time he was ever in the hospital was at age 80.

In preparation for his 100th celebration bash, Orville bought new eyeglasses, new dentures, and a new hearing aid. Orville did this because he values his quality of life; and there is no quality if you can't see, can't eat or can't hear!

*We hope that all of you reading this learn from Orville – don't let age be a barrier to a better life.*



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## GET THE MOST OUT OF YOUR HEARING INSURANCE BEFORE 2012

Do you have hearing aid coverage on your health insurance? Typically, hearing benefits are found on insurances that are through automotive companies, retired teacher unions, and state/federal employers. Even if you were not employed by one of the above, you may have hearing aid coverage. Not sure if you have hearing benefits? Please give our office a call and we would be happy to check into it for you.

If you have assistance for hearing aids through your health insurance, count your blessings - and make sure you maximize this policy before the New Year. Here's how:

- Most hearing aid benefits renew every 36 months. So, if you purchased hearing aids at least 3 years ago, your insurance should kick in to help pay for a new pair of aids.
- Most hearing policies have copayments and deductibles that you must pay before the insurance pays.
- Deductibles/copayments payments zero out as of January 1 of the New Year. This means your policy will pay less towards your hearing devices as of January 2012.
- NOW IS THE TIME TO USE YOUR HEARING BENEFITS – YOUR COPAYS AND DEDUCTIBLES ARE AT THEIR LOWEST THIS TIME OF THE YEAR.
- Due to cost cutting initiatives, some insurance companies are eliminating (or reducing) hearing aid benefits. ***So use it before you lose it!***

Remember, in order to maximize your hearing insurance benefits in 2011, you must have all procedures completed by the end of December. So don't delay - call us today!

## THE LINK BETWEEN CHEMOTHERAPY TREATMENTS AND HEARING LOSS

Some medicines may cause damage to your inner ear, particularly platinum-based chemotherapy drugs. Ototoxicity, or damage to the inner ear caused by medicines, can cause temporary or permanent hearing loss, dizziness and/or ringing in the ears (tinnitus). If you already have hearing loss, ototoxicity may cause it to worsen.

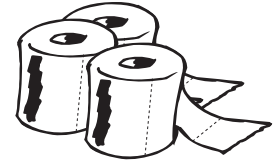
Ototoxicity may cause sounds to seem muffled. You may also experience ringing or abnormal sounds in the ears, a condition called tinnitus. Tinnitus can interfere with your ability to rest, concentrate or sleep at night. As your ototoxicity becomes worse, the sounds become louder. Because your inner ear is involved in your sense of balance, one of the signs of ototoxicity is dizziness. If your dizziness worsens, you may also experience nausea and vomiting. Notify your doctor immediately if you have any of these symptoms.

While there are no drug treatments for ototoxicity, research is ongoing to find new techniques to manage this side effect. It is best to have a baseline hearing test before beginning chemotherapy treatments. Chemotherapy drugs can stay in the bloodstream for up to 6 months after treatment has ended. It is wise to monitor your hearing during active chemo treatment, and continue to monitor your hearing for 6 months to a year after treatment has ended.

The following chemotherapy drugs have been reported to cause hearing problems in 10-29% of patients: Cisplatin (Platinol®), Carboplatin (Paraplatin®), and Mechlorethamine (Mustargen®).

Thank you to everyone who has brought a family member/friend to their appointment as required. We continue to find this practice beneficial for all involved, and many people have thanked us afterwards for insisting upon it.

## 5 HUGE REASONS YOU SHOULD NOT BUY YOUR HEARING AIDS AT THE SAME PLACE YOU BUY BULK TOILET PAPER



**1. Life and Death.** Ok, that's over dramatic, but it is true that your hearing is part of your overall health. We recently reviewed an audiogram that had been done by a warehouse store, and was alarmed that the patient hadn't been referred on to a medical doctor- this person had the red flag signs of an acoustic neuroma (auditory tumor). While an acoustic neuroma won't kill you, it will destroy your hearing over time. Audiologists have a minimum of 6 years of college training, and supervised clinical requirements to ensure they are trained at diagnosing all types of hearing loss, and recognizing the signs of a more serious auditory or vestibular (balance) related problems. Warehouse stores typically employ non-audiology sales persons.

**2. A bargain is only a bargain when it is the same product (same warranty, etc) at a lower price.** FACT: The club warehouses do not sell top tier manufacturers. Rather they sell products from a company that is affiliated with a top tier manufacturer. They are not the same. Beware of flashy marketing, or sales people that mention the top tier name, not the actual manufacturer. Their hearing aids cost less for a reason- the technology is less superior and typically have the top tier company's older (outdated) chip inside.

**3. A hearing aid (at any cost) is worthless if it is not programmed correctly.** A hearing aid is like a miniature computer that is programmed specifically to a patient's hearing loss, previous amplification experience, age, and ear canal characteristics. Part of the cost of hearing aids is the expertise of the person fitting your instruments. We are often "re-fitting" hearing aids purchased elsewhere because

they were fit improperly. Premium Hearing Solutions uses state of the art verification equipment to ensure you have the hearing you paid for.

**4. Physician trusted professionals.** Physicians refer their patients, family, friends and themselves to Premium Hearing Solutions! They know we have all their patients' best interest in mind and are the cream of the crop when it comes to hearing care.

**5. Service.** Many new hearing aid users don't understand how important the service part of a hearing aid purchase is. Service ensures you will be seen in a timely manner when there is an issue with your product or your hearing health. It is all the little things we do to go above and beyond what is expected. At Premium Hearing Solutions we do these things because we care, not because our corporate manager tells us to. Sometimes it's the smallest things that make the biggest difference. Here's just a few of the services we provide that you won't find in the large retail stores: loaner hearing aids (for instruments in repair), demo hearing aids and accessories, complimentary insurance coverage check and claim submissions, free batteries and professional services for the life of the product, customer care calls after your appointments to ensure your satisfaction with our office and your hearing devices.

In today's market, consumers are bombarded with many buying decisions. While it is smart to "shop around" for the best deal for toilet paper or televisions, it is not wise to do so for your health care.

### WALK IN HOURS



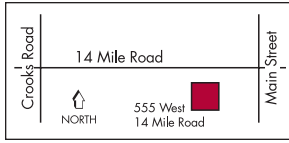
We now have "walk-in" hours for simple problems, like a dead hearing aid or broken battery door or tubing changes. You can come Monday-Friday anytime between the hours of 3:30-4:30 for first come, first served assistance. Just be prepared to wait in case someone got to us before you did. If you believe your hearing aids need to have the sound adjusted, then we do require you to schedule an appointment so we can dedicate enough individual attention to your issue.



555 West 14 Mile Road, Ste. 2-A  
Clawson, Michigan 48017

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**RETURN SERVICE REQUESTED**



**HOURS:**  
Monday - Friday  
9:00 a.m. - 5:00 p.m

We are also available early mornings, evenings and weekends; just ask and we can set up an appointment. Most hearing aid insurance plans accepted.

Phone: 248-556-2124  
Fax: 248-435-6855  
[www.premiumhearingsolutions.com](http://www.premiumhearingsolutions.com)  
[www.hearing-aids-clawson-mi.com](http://www.hearing-aids-clawson-mi.com)

## FIVE THINGS YOU NEVER KNEW YOUR CELL PHONE COULD DO

**1. Help you in an Emergency.** The Emergency number worldwide for Mobile is 112. If you find yourself out of the coverage area of your mobile network and there is an Emergency, dial 112 and the mobile will search any existing network to establish the emergency number for you, and interestingly, this number 112 can be dialed even if the keypad is locked.

**2. Help you get your locked keys out of your car.** If you lock your keys in the car and the spare keys are at home, call someone at home on their cell phone with your cell phone. Hold your cell phone about a foot from your car door and have the person at home press the unlock button on your spare keys, holding it near the mobile phone on their end. Your car will unlock.

**3. Hidden battery power.** You forgot to charge your cell and have to make important calls. To find the hidden battery power, press the keys \*3370#. Your cell phone will restart with this

reserve and the instrument will show a 50% increase in battery. This reserve will get recharged when you next charge your cell phone.

**4. Disable your stolen cell phone.** If your phone is stolen, you can call your service provider and give them a 15 digit code that is unique to your handset. To find this code, key in \*#06# on your keypad. The 15-digit code will appear on your screen. Write this down, and provide it to the cell phone service provider if the phone is stolen. The cell phone provider can then render your cell phone totally useless.

**5. Free directory service for cells phones.** Cell phone companies are charging us \$1.00 – 1.75 or more for 411 information calls when they don't have to. Simply dial 800-FREE411 or 800-373-3411 for free information service.

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