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# HEAR, HERE

A Newsletter Service of Premium Hearing Solutions



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PREMIUM HEARING SOLUTIONS

SPRING/SUMMER 2011

## NEW: Oticon ♦ ConnectLine REMOTE MICROPHONE



*Remote Mic and Streamer: send speech to aids*

Hearing aid technology has improved dramatically, but many people with large hearing losses continue to struggle in noisy environments. The new ConnectLine Microphone is one approach to this problem that is small and easy enough to actually be useful in the real world.

So how does it work? Speech is picked up by the remote microphone (worn on the speaker's lapel or on a neck loop), unwanted noise is filtered out, then the speech is then sent to the streamer worn around the neck of the hard-of-hearing person.

The streamer then sends the audio signal to a pair of Oticon hearing aids. The sound is then processed through the hearing aid technology. This process takes milliseconds, and there is no perceptual delays.

The ConnectLine Microphone is a wonderful solution for conversation while driving in the car, when in a noisy restaurant, speaking with a very soft talker (children), or talking to someone at a distance (15-20 feet). Call our office today to schedule an in-office demonstrations of this new great communication option.



*Lapel mic worn on the shirt*

### 3 Is NOT a Crowd!

As many of you have learned, we are now requiring you bring your spouse or close family/friend along with you to any appointment that involves re-evaluating your hearing or considering new hearing technology. This requirement is truly for your own benefit as well as ours; you benefit because it is vital your family understand your hearing issues, get their questions answered, and can contribute valuable information during the appointment (they often notice things you don't know you are not hearing). We also want a "familiar voice" along so that we can make sure you can hear that voice from a distance and in noise.

We benefit because we can better educate both of you, which leads to a higher satisfaction with hearing instruments. Wait – you benefit from that as well! And as a thank you for bringing someone with you, you will receive a gift certificate to Dairy O, our local ice cream shop on Main Street. So thank your spouse/family or friend for coming with ice cream!



#### IN THIS ISSUE

Oticon ConnectLine .....	1
3 Is NOT a Crowd.....	1
Hearing Loss and Alzheimer's.....	2
PHS Coupon .....	2
Not a Revolving Door.....	3
I Can't Hear.....	3
Referral Rewards.....	3
A Change in the Alphabet.....	4

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## HEARING LOSS AND THE ALZHEIMER'S CONNECTION

According to the Alzheimer's Association, a startling 5.3 million people in the United States suffer with Alzheimer's Disease. In this disease, the brain is attacked and everyday functions become extremely difficult (if not impossible) to do. The Alzheimer's Association identifies ten challenges that may indicate the beginning of Alzheimer's:

1. Memory loss that disrupts everyday life.
2. Difficulties planning or solving problems, like trouble following a familiar recipe or keeping track of monthly bills.
3. Challenges completing daily tasks like how to drive to a familiar place or the rules of a favorite game.
4. Confusion with time or place: may lose track of dates or forget where they are.
5. Trouble understanding visual information: difficulty reading, determining colors/contrast.
6. Problems with finding the correct spoken or written words, trouble following a conversation, calling things by the wrong name.
7. Misplacing things and losing the ability to retrace their steps to find them. May accuse others of stealing.
8. Decreased or poor judgement, like spending money unwisely or having poor hygiene.
9. Withdrawal from social outlets, activities, hobbies or sports.
10. Personality changes, confusion, suspicious, depressed, fearful or anxious.

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Many of the above symptoms of Alzheimer's Disease center around the inability to communicate effectively. Many times Alzheimer's patients seem to be in their own world, often not responding to others within their environment. Conversations go on without them, questions are asked but remain unanswered, in fact much of the time the Alzheimer's patient seems completely unaware that questions or discussions are even occurring around them.

A person with significant hearing loss will behave very similar to the Alzheimer's person. With untreated hearing loss, questions also go unanswered, conversations remain very much one sided, and the caregivers would find it difficult, if not impossible, to communicate with the person.

## HEARING LOSS TREATMENT IMPROVES ALZHEIMER'S PATIENTS' QUALITY OF LIFE

Diagnosing a hearing loss in someone with Alzheimer's can be a huge relief for both the sufferer and their caregivers. Hearing loss compounds the Alzheimer patient's inability to communicate. This decreased communication is often completely attributed to Alzheimer's, when it is often a separate, treatable hearing loss.

According to the Better Hearing Institute (BHI), research shows that hearing loss can significantly and negatively impact an older person's declining cognitive function. When hearing loss and Alzheimer's are found together, the issues are most often blamed solely on the Alzheimer's.

The use of hearing aids, along with other services, decreases the Alzheimer patients suffering with the following:

- Depression
- Passivity
- Negativism
- Disorientation
- Anxiety
- Social isolation
- Loss of independence
- Decreasing cognitive function

With the increase in Alzheimer's, as well as a rapidly growing senior population, it's vital that possible hearing loss is addressed when cognitive decline starts to be noticed.

**FREE OTICON CONNECTLINE MIC**  
**when 2 hearing aids are purchased**  
**or**  
**\$300 OFF a pair of Hearing Aids**



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

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## NO, WE ARE NOT A REVOLVING DOOR

Over the last 9 months, we have had a lot of new faces join our staff, but not stay very long. We have very high standards for our employees, and although all the people we bring on are wonderful in many ways, they are not always the right fit for us. Recently, Kim left and Linda joined us; Tia left and Jackie joined us, and Colleen left but has yet to be replaced. Dr. Jeanne, Dr. Melissa, Marge, Teri, Debbie and Beth are still here to stay!

Linda Vassallo joined our PHS family in March 2011. Along with her contagious laugh, she brought her fun-loving attitude and strong technology knowledge to our team. Linda most recently worked as an outside representative for Oticon, one of the world's best hearing aid manufacturer's. Oticon was the first hearing aid company to develop Bluetooth capabilities in hearing devices, and therefore Linda has a wide breath of knowledge in this area. Prior to working with Oticon, she worked in a variety of clinical settings. We are thrilled to add her 20+ years of knowledge in the hearing industry to our staff. Linda lives just a mile away from our office in Clawson, and has a "canine kid" named Dakota.

Jackie Brown is our full-time Patient Recall Specialist, and joined our office in April 2011. She is responsible for staying in touch with our patients on a regular basis. Jacquelyn will contact you when it is time to come back to the office for your routine check ups and annual hearing tests, and inform you when something new and exciting has happened in our industry. She comes to us with a varied customer service background.



*Linda Vassallo (left) and Jackie Brown*

### I woke up this morning and can't hear! What do I do?

Sudden hearing loss (SHL) is defined as a significant drop in hearing that occurs over 3 or more pitches within 72 hours or less. SHL can occur at any age, however, is most frequently seen between 30-60 years old. Although called sudden, it seems unlikely that hearing loss is abrupt but rather it probably evolves over a few hours.

SHL is usually unilateral (that is, it affects only one ear) and often is accompanied by tinnitus or vertigo or both. The amount of hearing loss may vary from mild to severe, and may involve different parts of the hearing pitch range. About one third of people with SHL awaken in the morning with a hearing loss. SHL may be temporary or permanent, however, about 50-60% of people do experience hearing improvement within the first two weeks of the event.

Causes of sudden onset loss are wide and varied. Some causes including viral disease, vascular disorders, autoimmune issues and toxic medications.

Should you or anyone you know experience a sudden decrease in hearing, immediately contact an Ear, Nose and Throat specialist and schedule an appointment as soon as possible. Steroids are often administered for SNL, and are most effective within the first few days of the loss.

**Referral Rewards** . . . In April, you should have received a letter from us introducing you to our improved referral reward program. Thank you to everyone who responded by referring friends and family! We had record high referrals in April, and all of you who referred someone will have a \$25.00 credit on your account. If your referral had hearing loss, and chose to pursue hearing help by purchasing hearing aids, you also will receive a gift certificate for a local store in the mail as an additional thank you.

The highest compliment we can get is the referral of your friends and family. **THANK YOU FOR YOUR TRUST!**

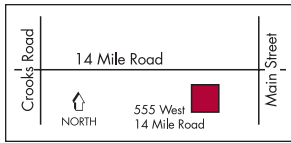
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**HOURS:**  
Monday - Friday  
9:00 a.m. - 5:00 p.m

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: 248-435-6811  
Fax: 248-435-6855  
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[www.hearing-aids-clawson-mi.com](http://www.hearing-aids-clawson-mi.com)

**A** is for apple, and **B** is for boat, That used to be right, but now it won't float! Age before beauty is what we once said, But let's be abit more realistic instead.

**A**'s for arthritis; **B**'s the bad back, **C**'s the chest pains, perhaps car-d-iac? **D** is for dental decay and decline, **E** is for eyesight, can't read that top line! **F** is for fissures and fluid retention, **G** is for gas which I'd rather not mention. **H** is for hearing loss—don't talk so low; **I** is for incisions with scars you can show. **J** is for joints, out of socket, won't mend, **K** is for knees that crack when they bend. **L** is for libido, what happened to sex? **M** is for memory, I forget what comes next. **N** is neuralgia, in nerves way down low; **O** is for osteo, the bones that don't grow!

**P** is for prescriptions, I have quite a few, just give me a pill and I'll be good as new! **Q** is for queasy, is it fatal or flu? **R** is for reflux, one meal turns to two. **S** is for sleepless nights, counting my fears, **T** is for Tinnitus; there's bells in my ears! **U** is for urinary; big troubles with flow;

**V** is for vertigo, that's "dizzy," you know. **W** is for worry, NOW what's going 'round?

**X** is for **X**ray, and what might be found. **Y** is another year I'm left here

**Z** is for zest that I still have – in my mind.

*I've survived all the symptoms, my body's deployed, and I am keeping twenty-six doctors fully employed!!!*

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