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Doctor of Audiology

HEAR, HERE

A Newsletter Service of Premium Hearing Solutions



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PREMIUM HEARING SOLUTIONS

FALL 2010



HOLIDAY HOURS

Thanksgiving Break:

Thursday and Friday,
November 25 and 26.

Christmas Break:

We will be closing at noon
on December 24, 2010
and will reopen on
Monday, January 3, 2011.

Don't forget to schedule your routine clean and checks before we close! We don't want you to run out of batteries or supplies over the holidays. We do check messages during this closure, so if something cannot wait, please call and leave us a message.

HEARING LOSS HINDERS RELATIONSHIPS

In October, our office participated in the 3rd annual Senior Salute Health Expo sponsored by Senator John Pappageorge. Hundreds, if not thousands, came to the Royal Oak Farmer's Market to learn how to live healthier lives. Dr. Ward and Marge spoke with an incredible amount of people who knew they needed hearing aids but had not yet sought to purchase them. When asked why not, the reasons that were given were not surprising. They did not hear anything earth shattering: "If only I were 10 years younger"... "If only they didn't cost so much"... "If only the people around me wouldn't mumble"... "If only they weren't so noticeable"...

Of course we did our best to educate everyone about *the first and best reason for obtaining hearing aids when needed: Hearing instruments improve relationships!* A great illustration of this fact was found in a 2009 study conducted by Energizer Battery Company. Their survey explored how hearing impairment affects adult children and their parent relationships. The results were hard to swallow: Nearly half of adult children surveyed (45%) said a parent's untreated hearing loss has had a negative effect on the relationship they have with that parent. Nearly one in ten adult children said they don't communicate or share information with their parent as much as they would like because hearing loss gets in the way. Doesn't this information **TRUMP** any reason not to get help when needed?

While hearing devices do not restore "normal" hearing, they certainly improve our ability to communicate with those who are most important to us. The Energizer study indicated four out of ten adult children (44%) felt their parent needed hearing aids. Therefore, please do your part by encouraging your family members and friends to seek hearing help.

For this reason, Premium Hearing Solutions is holding a special event on Wednesday, November 30, for the friends and family members of our patients who need encouragement to address their own hearing needs. Please see the box on page 3 for details.

Darn Economy...

Thanks to our poor economy, we are no longer able to receive wax traps or ear buds at no charge from our manufacturers. Since there is a cost for us to purchase them, unfortunately we have to carry that cost to you. Wax filters and ear buds will now be \$5 per package.



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

HEARING LOSS SHOULD BE A FAMILY AFFAIR

Spouses or adult children often notice hearing issues in their loved one before the person with the loss realizes there is a problem. This is only one of the many reasons why we want a spouse, or other family member to come to your appointments with you. Whether you don't have hearing aids yet, or you've been wearing them for 20 years, family members play a vital role in successful hearing rehabilitation. During the appointment, we will take the opportunity to review your individual hearing loss with your family, and help them understand how the hearing loss affects your quality of life and communication abilities. We will also utilize the familiar voice during the adjusting of hearing aids, either existing or new devices, to ensure you can hear their voice. Family involvement is important through all stages of hearing rehabilitation. Below are two patient testimonials illustrating why.



"My husband is a patient of your office. He has been wearing hearing aids for the last few years, and recently I noticed he was not hearing as well as he normally does. I mentioned this to my husband, who was unaware that his hearing aid may need servicing – he had not noticed a problem. Since it

wasn't a battery issue and he was able to hear the chimes, he assumed that everything was fine. It was only when I said I was concerned, and thought he needed to go in, that he considered the possibility. Lo and behold, I was right! One of his hearing aids was malfunctioning and had to be sent in for repair."

Margaret M, Clawson

"When your office person told me about your new requirement of bringing a family member to my appointment, honestly, I was annoyed. I did not understand why this would be a requirement, especially when it had not been one in the past. Despite my annoyance, I asked my wife to come with me. She was not happy about it either. But once we got to the office, we quickly changed our minds about this new requirement. My wife learned an amazing amount that day. And it was definitely helpful to have her voice available while I tried out

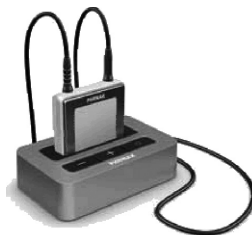
the new technology in the office. I could hear my wife from down the hallway at least 20 feet away! I could never do that at home with my old pair. Since this appointment, my wife is much more understanding of my hearing problems. Thank you for this new policy."

Robert L, Troy

Phonak TVLink - New and Available Now!

We are pleased to introduce the new Phonak TVLink, the ideal TV listening experience. With Phonak TVLink, it is easy to connect any Phonak wireless hearing system to a television via Bluetooth technology. TVLink offers the only binaural StereoSound TV viewing experience in the industry.

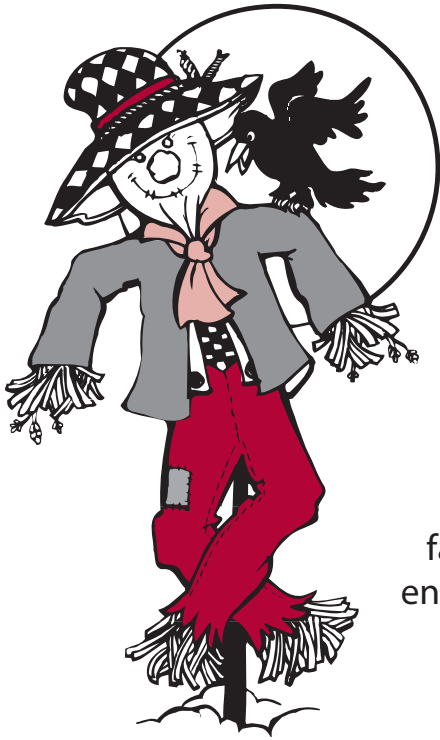
- StereoSound
- An amazingly short transmission delay ensures listening pleasure
- Transmission range of up to 90 feet guarantees freedom of movement
- Easy one-step set-up in just 60 seconds
- Easy volume adjustments



Call our office to schedule a time to learn more about the new Phonak TVLink system to increase your television listening pleasure!

GOVERNMENT STIMULUS PACKAGES FOR HEARING AIDS???

Before you get too excited, let's make something clear: THERE ARE NO GOVERNMENT STIMULUS PACKAGES FOR HEARING AIDS. If you are one of the thousands to receive something in the mail leading you to believe there is, than you are being misled. Believe me, if there was such a thing, we would have contacted all of you directly to let you know about it! Remember, if the offer sounds too good to be true, than it probably is! And if the discount offered is huge, the price was likely inflated in the first place. Yes, hearing aids are not inexpensive. So if you are seeing ads for digital hearing aids with deep discounts, you would most likely NOT be getting quality performance. Think about it – how many people do you know that purchased aids for \$699.99 each and actually loves them?



YOU ARE INVITED TO
Family and Friends Day!

at Premium Hearing Solutions

NOVEMBER 30, 2010

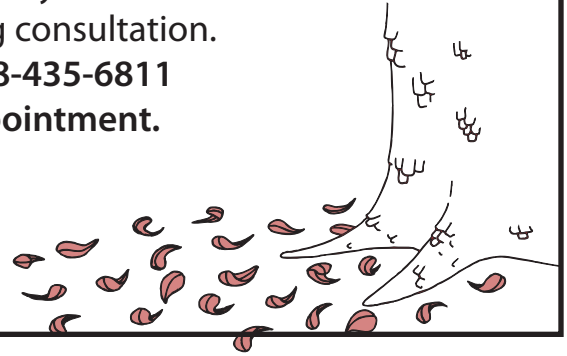
9:00 A.M. - 5:00 P.M.

We want to partner with you to help your family and friends hear their very best and stay engaged in life! Invite your family and friends for a complimentary hearing consultation.

Call our office at 248-435-6811
to schedule an appointment.



When your family member or friend makes an appointment to be seen on this special day, you both receive a \$20.00 Target gift card.



HELPFUL HINTS FROM A PATIENT

A dear patient of ours came in one day very frustrated. He has one dead ear, which cannot benefit from a hearing aid. He has put the very best technology available into the other ear, with the hope of getting the best hearing possible for that ear. However, he lives with someone who often gets frustrated that he cannot hear the way she can, even with his hearing instrument. He put this very insightful list of do's and don'ts for the person he lives with. We thought was a smart idea, and would be helpful for all of you to share with family members and friends.

- **Don't** think my hearing aid gives me normal hearing. It helps a lot, but it's not perfect.
- **Don't** think it is easy for me to hear you when a TV or radio is on in the same room.
- **Don't** think I can hear you well when you stand at the sink with your back to me and the water is running.
- **Don't** think I can follow the conversation when you continue to talk while walking out of the room or talk to me from two rooms away.
- **Don't** think I can hear the way you do when we go to a party or noisy restaurant.
- **Do** think you need to face me when speaking to me.
- **Do** get my attention when starting a conversation by calling my name first.
- **Do** remember that I remove my hearing aid at night before bed. So I cannot communicate the same then as when I am wearing the aid during the day.
- **Do** remember that hearing loss can cause me to feel sad, depressed, and out of touch with others.

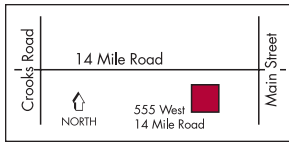
Discover all you need to know about Hearing Aids BEFORE you buy them at www.premiumhearingsolutions.com



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

PRSR STD
US POSTAGE PAID
CLAWSON, MI
PERMIT NO. 24

RETURN SERVICE REQUESTED



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

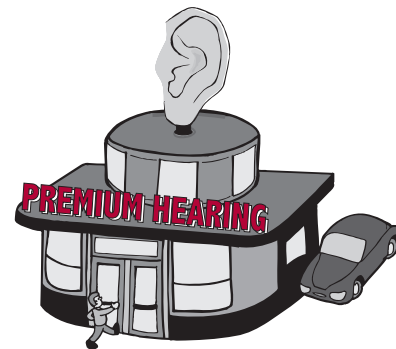
We are also available early mornings, evenings and weekends; just ask and we can set up an appointment. Most hearing aid insurance plans accepted.

Phone: 248-435-6811
Fax: 248-435-6855
www.premiumhearingsolutions.com
www.hearing-aids-clawson-mi.com

“Uh, Excuse me while I change my hearing aid battery...”

Batteries can stop working quickly and without much notice. Here are a few ways to prevent this from happening at an awkward time in your day.

- Know the average life of your hearing aid battery: Place the sticker from the new battery on the date on your calendar when you first put it in. Do this each time you change your battery. This way you will know how long it has been since you last changed the batteries and can quickly calculate the average life.
- If you wear two hearing aids, many find it easiest to change the batteries in both aids when one dies.
- Always carry spare batteries with you. Don't get caught with your batteries down. We have key chain battery holders available, which makes having spares with you easy.
- Remember, hearing aid batteries are activated by the oxygen in the air. Some battery companies say it can take a full 1-2 minutes for the battery to reach its full capacity once the sticker is pulled off the back.



DRIVE UP WINDOW? WELL, NOT QUITE...

We now have “walk-in” hours for simple problems, like a dead hearing aid or broken battery door or tubing changes. You can come without an appointment anytime between the hours of 3:30-5:00 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, than we do require you to schedule an appointment so we can dedicate enough individual attention to your issue.

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