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HEAR, HERE

A Newsletter Service of Premium Hearing Solutions



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PREMIUM HEARING SOLUTIONS

SUMMER 2010



**100% INVISIBLE
100% AMAZING!**

Think hearing aids should be heard, not seen? OtoLens, Starkey's new invisible-in-the-canal (IIC) hearing aid, might just be your answer. OtoLens is the only custom fit IIC available. It's both completely invisible and packed with Starkey's industry-leading technology, including the world's best feedback canceller and the smartest noise reduction and speech clarity system ever developed. Talk to a us to find out if OtoLens is right for you!



DID YOU KNOW HEARING AIDS CAN IMPROVE YOUR LOVE LIFE?



Australia is known for its beer, its bar-bies, kangaroos, koalas and lovers. Lovers? According to a recent Australian report, the country is hot-to-trot thanks to advances in hearing aid technology. Yep, all those sweet nothings have to be heard to have the desired effect, and if you can't hear it, well, you're missing out on some fun – and maybe missing out on some love, as well.

How hearing aids can turn your love life around: The news comes from an opinion poll conducted among 300 Australians who use hearing aids to address hearing loss of varying degrees. The numbers speak for themselves:

- More than 50% of respondents believe that hearing aids have improved their social lives. *(That's a good start. VERY good start.)*
- 66% of those who took part in the poll revealed that their hearing aids helped them to better; more easily connect with family and friends.
- 70% of responders live with their partners so hearing aids make a good thing even better.
- One in 10 poll takers reported improvement in their love lives (whoopee!)
- 84% reported easier communications with loved ones.
- 75% stated that their loved ones no longer had to shout to be heard (nothing like shouting "sweet nothings" at your sweetie to set the mood, eh?)
- Not a single respondent reported any negative effects of hearing aid use to their social activities.
- The report, conducted by *The Galaxy Research for Deafness Forum*, makes it pretty clear that hearing aids have a dramatic impact on overall quality of life – and living life to the fullest.

Marriage and hearing loss... the two do NOT go together like a "horse and carriage." In fact, when a family member experiences hearing loss it has an impact on all the other members of the family. It's not just about you. It's about the impact your hearing loss has on loved ones.

A British study clearly shows that hearing loss has a negative effect on even the happiest of marriages. It's not a love thing. It's an ear thing.

- 44% of British respondents report hearing loss had a negative impact on their marriages.
- 69% report that hearing loss made them less able to engage in family activities.
- 34% of those involved in the study report losing contact with friends.
- Almost half stated that hearing loss is the worst part of growing old.

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PREMIUM HEARING SOLUTIONS
Hearing health care...the way it was meant to be.

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

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The emotional impact of hearing loss: People with unaddressed hearing loss are less likely to engage in social activities and when they do, they enjoy them less.

So do other family members. Let's face it, shouting to be heard takes the fun out of having fun, don't you think? Those who experience hearing loss grow more and more isolated, even from those with whom they live. In turn, this isolation leads to depression, anxiety and stress in the home – the one place where we should all feel at ease. But when a family member denies that s/he has experienced hearing loss (46% of us do), there's a ripple effect that impacts every member of the family, friends, co-workers and the people we talk to every day.

Hearing aids to the rescue: So, hearing loss can be a downer if left untreated and numerous studies back that up. Fortunately, you don't have to live with hearing loss and neither does your family. Today's hearing aid technology delivers features that were unimaginable just a few years ago.

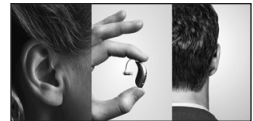
Today's hearing aids are digital computers designed to improve the quality of life and the quality of love in any home. Here's how:

- **Hearing Comfort.** Today's hearing aids deliver a more natural sound. Many employ "open ear" technology to allow for the most natural hearing experience you can get. Today's hearing aids deliver the full range of sounds, improving quality of life for you and everyone you know.
- **Hip and Cool.** Today, hearing aids come in a variety of styles, from completely-in-the-canal (CIC) to newly designed compact receiver-in-the-ear (RITE) hearing aids that are very pleasing to the eye and hard to see when worn. You choose the type of hearing aid that delivers the most comfort to suit your hearing needs and your preferences.
- **Hands-Free.** Today's ear computers are designed to be hassle-free, programmed to fit your hearing needs in a variety of listening settings. You no longer need to have manual controls, unless you want them!
- **Advanced features at all levels.** Features that were once only available in the most expensive hearing aids now come standard even at entry level pricing. For example, automatic whistle management comes standard, directional microphones (to reduce background noise) and noise reduction to name a few. The most sophisticated hearing aids now actually "learn" what your listening preferences are based on adjustments you make and consequently adapt overall settings to your liking. Hey, let the machine handle it! You got better things to think about.

Reprinted from www.healthyhearing.com
Monday, January 18, 2010

WANT TO HEAR THE WHISPERED 'SWEET-NOTHINGS' IN LIFE?

Come hear the Oticon Agil Pro
and stop missing
what life has to offer!



Agil Pro, from Oticon, is like no other hearing device on the market. It is the result of over 10 years of research and development, and can separate speech from background noise better than any other hearing aid. The processing inside Agil Pro is super fast, which means it can separate speech from other sounds quickly and efficiently. This fast response permits you to use less mental energy to understand, remember and participate.

There are four unique features that work together to make Agil Pro the most advanced hearing device on the market today.

1. Spatial Sound 2.0: This feature mimics your natural hearing ability, supporting the brain's natural process of understanding speech. Instead of a "wall of sound", you will be able to hear the voices that are speaking to you and shift attention to other voices as you choose.

2. Spatial Noise Management: Because the two hearing aids act as a single unit by sending wireless signals back and forth, the hearing aid that receives the best speech signal is emphasized and the opposite hearing aid signal is reduced, allowing you to focus on speech in a noisy place.

3. Speech Guard: The Agil Pro is constantly guarding the integrity of speech sounds by recognizing the primary speech cues in the most prominent voice, while keeping competing noises or voices from distracting you.

4. Connect Plus: This feature allows you to connect to Bluetooth devices for improved TV, landline phone, cell phone and music enjoyment.

The Agil Pro comes in a "mini" size, which is 30% smaller than Oticon's previous high end instruments. **Call us today to schedule your Agil Pro demonstration!**



Sharon Kirchner, Royal Oak, proud wearer of Agil Pros: "Hearing in noise is really great because they automatically squelch down the non-conversational voices so I can hear what the people near me are saying. My previous hearing aids were also digital and top-of-the-line when I got them, but they were not able to do the squelch thing. These are just great!"

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

GOODBYE TO OLD FRIENDS...

Last month we had to say goodbye to two integral members of our PHS family. Margaret Moss and Tim Kennedy.



Margaret and her husband, Ron

Margaret, known for her cheerful smile and warm chatter at the front office, has moved on after 8 ½ years at our office. Margaret and her husband Ron were blessed with a joint job opportunity – they are now managing an apartment complex in Birmingham, Michigan. This job opportunity came as a huge blessing to the two of them and allows rent-and-utility-free living in the comfort of downtown Birmingham. We miss her cheery presence but are excited for this new chapter in her life.

Tim “the Toolman” Kennedy, our talented Audiology Assistant, also has moved on to write a new chapter in his life. Dr. Dee Seghal, a good friend of Dr. Jeanne’s, was in dire need of additional help and Tim decided to join his staff and be his right-hand man. While Tim was an integral part of our office, his skills will be put to better use at Hearing Rehabilitation Center in Commerce, MI.



Tim

TIPS FOR BETTER LISTENING

- Move closer to the speaker. Position yourself so that the speaker’s face is well lighted and you can see it clearly.
- Don’t strain to hear every word. Even people with normal hearing miss words and “fill in” based on what they did hear.
- Watch the speaker’s face, lips and gestures for clues to what’s being said.
- Don’t be afraid to start the conversation. This way, it’s easier for you to understand the topic. But don’t forget to let others talk, too.

...HELLO TO NEW ONES

While saying goodbye to good employees is never easy, the loss opens doors of opportunity for new talent to come in. We are pleased to announce the addition of three excellent new staff members; Teri, Kim and Tia.

Teri Carson joins our staff as our full-time Patient Care Coordinator (the new smiling face at the front desk). Teri comes to us with over 20 years in the home health care field and has a proven track record of excellent patient care. Providing quality care to all patients and their families is truly her “joy” in life. Although we can never replace “our Margaret”, Teri brings many “Margaret-like” qualities to this position. So please give her a warm welcome the next time you come in!



Teri, Tia and Kim

Kim Milner is our new full-time Licensed Hearing Instrument Specialist (HIS). Kim grew up “in the biz” as her mother co-owned a local hearing aid office, Maico of Medical Village in Beverly Hills. As a result, Kim has been working with hearing aids for over 27 years. As a licensed and national board certified hearing instrument specialist, Kim is able to troubleshoot, prescribe and fit hearing instruments for any hard-of-hearing person. She brings a wide breath of talent and knowledge to this position, and in a short amount of time, has already proven to be a tremendous asset to our rapidly growing practice. She has had invaluable training by some of the leading hearing aid manufacturers, both here in Michigan, as well as across the country.

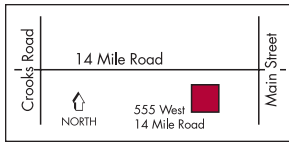
Tia Thames is our new full-time Patient Recall Specialist. She will be responsible for staying in touch with our patients on a regular basis. Tia will contact you when it is time to come back to the office for your routine check ups and annual hearing tests, and inform you when something new and exciting has happened in our industry. Tia comes to us with a background in medical assisting and telemarketing, and is looking forward to helping all our patients get the most out of their hearing devices.



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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

RULES FOR A HEARING PERSON WHEN COMMUNICATING WITH A HARD-OF-HEARING PERSON

1. Get the person's attention before you speak.
2. Do not put obstacles in front of your face.
3. Do not have objects in your mouth such as gum, cigarettes or food.
4. Speak clearly and at a moderate pace.
5. Use facial expressions and gestures.
6. Give clues when changing the subject.
7. Rephrase when you are not understood.
8. Don't shout.
9. Avoid noisy background situations.
10. Be patient, positive and relaxed.
11. Talk **TO** a hard-of-hearing person, not **ABOUT** him or her.
12. When in doubt, ASK the hard-of-hearing person for suggestions to improve communication.

ENJOY CAPTIONED MOVIES

Many movie theaters have assistive listening devices to use with or without your hearing aids. Ask at the service desk what is available. If you prefer captioned movies, you can go to www.captionfish.com for a list of theaters, schedules and movie titles that are captioned.



"Dear Lord," the preacher began with arms extended and a rapturous look on his upturned face, "without you, we are but dust..." He would have continued, but at that moment, one very obedient little girl (who was listening carefully), leaned over to her mother and asked quite audibly in her shrill little voice, "Mommy, what is butt dust?" Church was pretty much over at that point.

Premium Hearing Solutions Mission Statement

Premium Hearing Solutions is dedicated to becoming a trusted ally with each and every patient who seeks our services. In order to obtain the trust of our patients, we place a high priority on ethics, patient education, and outstanding service. The "team" approach between the patient, family and Doctor of Audiology is emphasized.

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