



Life is Worth Hearing!



Winter 2018

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Staff Corner:

This issue does not feature a specific manufacturer's hearing aid like in the past. Why? Because our office works with the top 4 hearing aid manufacturers to find the hearing aid that is most appropriate for the individual patient. In addition, we wanted to focus more on the improvements across the board in the hearing aid industry. So whether you enjoy utilizing the extra features with your cell phone or just want to hear without any fuss, we have the right hearing aid for YOUR needs.

We also want to remind you to have your hearing aids cleaned and checked by our staff every few months to ensure they are in top operating condition. This service only takes about 15 minutes and is done at a walk in visit. Please keep in mind that condensation as a result of the coming cold weather will affect your hearing aids' internal electronics and also zap your battery life. So do not store your hearing aids or their batteries in your vehicle for any length of time in the cold weather and ensure you are still using your hearing aid drying unit nightly.

We hope everyone has a safe winter and a happy holiday season. We have enjoyed working with everyone over the past year and look forward to another great year of being your hearing care provider.

Sincerely,

Peninsula Hearing Services, Staff



Three Ways to Save!

1. Buy a Renew Hearing Aid Dryer and save **40%** on Rayovak batteries
2. Buy a Dry Caddy and save **30%** on Rayovak batteries
3. Buy a mini Dehumidifier and save **20%** on Rayovak batteries

*Offer only good through December 31, 2018

What's New in Hearing Aids?

Over the last several years a lot has changed within the hearing aid industry. As society has transitioned into a more wireless universe, Made for iPhone (MFI) hearing aids have opened up a lot of avenues for the hearing instrument wearer. MFI hearing aids allow the patient more flexibility for personalizing their hearing aids in challenging listening environments, greater enjoyment listening to music & better understanding on the phone by streaming directly into the hearing aids.

Rechargeable hearing aids are finally in the mix with excellent results. Rechargeable hearing aids have an extended battery life with fast charge options as well as portable charge options for travel. If you have difficulty handling small batteries, either due to poor vision or dexterity, or want the convenience of not having to change out your batteries, then rechargeable hearing aids are perfect for your needs.

There is also a hearing aid recently released that has the ability to track your physical fitness much more accurately than a wrist worn device. In the future, the hearing aid will be able to detect if you fall and will alert someone via your phone if you do not get up. We can see the future of the hearing aid to becoming more than just a hearing aid, but a health monitor too, how exciting is that?

These options are exciting for hearing aid users, however none is more exciting (nor more important!) than the quality of hearing that today's technology can provide to the user. Our patients have reported that they are hearing better than ever as forgotten sounds are now being heard. It is very exciting to be able to help patients' hear those sounds that are most important to them, like grandchildren. If you've been considering upgrading your current hearing aids or contemplating whether or not you are finally ready to be fit with your first pair, then contact our office to schedule an appointment for more information. There is a lot of new technology among all of the top hearing aid manufacturers, so schedule to find out what is most appropriate for you. Life is worth hearing, so don't wait to find out what you're missing.



Santa's Wish List

- *Box of Batteries
- *Renew Hearing Aid Dryer
- *Travel Hearing Aid Dryer
- *EarGear hearing aid covers
- *TRU hearing protectors for concerts, sporting events, travel, etc...
- *SoundGear electronic hearing protectors

Call or stop by our office for more gift ideas on hearing aids and hearing health. Batteries and travel dryers make great stocking stuffers. Hearing protectors are great for those who like to go to sporting events and concerts. If you have an avid hunter in your family explore electronic hearing protectors!

When should you be fit with hearing aids?

Once there is a diagnosis of hearing loss from an audiologist with the recommendation for hearing aids there are always concerns the patient has in mind. *Will people notice that I have a hearing loss? Will hearing aids be visible? Do I need to be fit with hearing aids now, or can I wait?* These are all viable concerns and can easily be addressed.

Will people notice that I have a hearing loss? Most likely they already do. Constantly asking people to repeat, answering misheard questions incorrectly, and increasing the volume on the television, radio, etc.... are all telltale signs that you have a hearing loss. Hearing aids, when properly fit, can reduce the "symptoms" of hearing loss so it is less apparent to others.

Will hearing aids be visible? NO! Modern hearing aids have been designed to be as cosmetically appealing as possible, meaning they are not easily visible to others.

Do I need to be fit with hearing aids now, or can I wait? This question is best discussed with your audiologist based on your particular diagnosis. Although you may wish to wait a year or more, the sooner you address your hearing loss and take the steps to manage it, the easier it will be to adjust to amplification. Even though our ears pick up sound, hearing takes place in the brain. The brain is like a big muscle that maintains its peak performance when in use. However, if the muscle is used incorrectly (i.e. filling in parts of speech not heard) or not used at all (not getting access to sounds) then it tends to misinterpret and forget sounds and loses its ability successfully process the information. The longer it takes to get proper hearing amplification, the longer it takes for the brain to re-learn how to process sounds. Therefore, the sooner you take action with your hearing loss, the easier it will be for you to adjust to your new world of sounds.



Happy Holidays!



In the past, our office handed out bean soup mix and recipes during the holiday season. Although we no longer provide the beans, we thought we might pass along the recipe! This is a thick, hearty soup, good for those cold snowy, windy Alaska days!

Alaska Special Soup: Use ½ bag of store bought mixed beans for soup. Wash beans, cover with water and add 2 TBS salt. Soak overnight. In the morning, drain and add 2 quarts water.

Add: Ham hocks or browned hamburger	Carrots (diced)	Shredded cabbage	1 bay leaf
1 large onion (chopped)	Celery (chopped)	1 teaspoon chili powder	1 tsp lemon juice
1 extra large tomato (diced)	Potatoes (chopped)	1 clove garlic (optional)	salt and pepper

Simmer 2 hours (or all day in crock pot.) Great served with fresh French or sourdough bread!

The Cost of Hearing Aids in a Clinical Setting Explained

Hearing aids have always been associated with the preconceived notion of high cost. Because of this, many patients find themselves turning away from a qualified hearing professional to turn their hearing care over to wholesale or discount stores in the hope of saving a few extra dollars. Is this necessarily a bad thing? No. However, there is a difference in quality and care when hearing aids are obtained through a wholesale or discount store versus the professional setting and most professional clinics can also fit hearing aids with comparable pricing.

Are hearing aids generally more expensive in a professional clinic? Yes, *but* this is due to the professional's access to be able to fit hearing aids with the highest levels of technology which allow the hearing aid to provide the most comfortable sound and successful overall experience. This does not mean that the professional setting does not have hearing aids that are within a fixed budget. Almost always if you tell the audiologist or hearing instrument specialist where your budget is, they can find a hearing aid that will work for you. You might still wind up paying a little more, BUT you are getting the professional's experience, education, and training at your disposal. You also receive services from the highly trained staff for routine hearing aid cleaning and maintenance and supplies.

Why are hearing aids more expensive at a professional clinic? Hearing aids tend to have a higher cost in a clinical setting for a couple of reasons. First, the professional has access to the most current hearing aids from the manufacturer with all of the best features. Hearing aids that are distributed to wholesale and discount stores tend to consist of older technology that has been de-featured to warrant the lower cost. Secondly, large corporate stores are able to purchase a large volume of hearing aids at a single time which can get them a lower cost. A professional in a clinical setting cannot be afforded that luxury, nor would they want to! Most professionals work with a variety of hearing aid manufacturers to determine what works best for each individual patient and do not want to fit a hearing aid simply because they have the stock and regardless of the patient's needs. And yet, they can still find a hearing aid to work with your budget.

If you're concerned about the cost of hearing aids, have an open conversation with your hearing care professional. They will go over all of your options with you, some will even offer no or low interest financing options to make it easier on your bank account and can find a hearing aid within your budget restraints. Although professionals will of course provide their best recommendation based on their education, training and experience with the products, you can still always ask for a second or third option based on your needs. If you do not ask the questions, you will not get the answers you need. Life is worth hearing, so contact your hearing care provider and to discover what options you have to hear the best of it.

It's the Holiday Season: Tips on how you can hear better during holiday gatherings and events

The holidays are here again and if you haven't started your shopping...well, we can't help you with that! But we can provide you with some good tips to help you hear better during the holiday season. This is typically the time of year for large family and social gatherings, and other special events which all include noise, noise and noise! These gatherings are fun, but competing noise does make it difficult to understand what is being said in a conversation, even when you do not have a hearing impairment. You can help by decreasing the distance between you and the speaker (no, you cannot hear someone from across the room!), try to move to a quieter spot in the room, and actively look at the person to whom you are speaking. If you're eyes are wandering around the room, that takes your focus away from the person whose speaking and it will be more difficult for you to understand what they are saying.

If you have been given a second program in your hearing aids for noise management, you will want to access that program in those types of environments. If you have a remote control or are able to utilize your phone app (for certain models only) you will want to take advantage of these accessories at noisy holiday gatherings. The holidays are meant to be enjoyed, so be aware of your limitations and make the most to ensure you are enjoying the conversation as best as possible!