

# HEAR/SAY

# Hearing Resources

A Division of Ear Nose & Throat Center

*Welcome* to our *Fall/Winter edition of Hear/Say!*

We have had a busy and eventful year so far. We have all felt privileged to work with you, our wonderful patients. We are always looking for ways to make your Hearing Resources experience better for you! You are the reason we exist -- and we love to get feedback from our patients. Remember – you can always contact us via our website: [www.myhearingresources.com](http://www.myhearingresources.com) with your comments and suggestions.

We like to think that we are different from many other hearing businesses. We are not a store front, we are not a big box store with literally thousands of items for sale. Our sole focus is your hearing health and as part of a long-standing and trusted ENT practice we have the medical attention your ears or balance system may need – literally, right down the hall. We work hand-in-hand with our physicians in the prevention, identification and treatment of hearing health problems.

Hearing Resources also works with over 100 insurance companies and does direct billings for you.

As audiologists, we work to earn your confidence and trust by providing the latest in hearing aid technology designed to fit your particular lifestyle, hearing loss and budget. We aim to be the complete resource for your hearing health.

**Fall/Winter 2012  
Volume 6 • Issue 8**

**Inside this issue:**

Welcome  
Thinking Ahead  
One of Life's Little Problems  
Staff Changes  
Q & A  
Holiday Hours  
Special Offers



## THINKING AHEAD: Countdown to the end of 2012

Are you in need of new hearing aids? Have you reached your insurance deductible for 2012? Do you have pre-tax dollars or a Health Savings Account? These dollars may be used for the purchase of new hearing aids. Call us at 575-1213 to be sure to get you hearing aids ordered in 2012.

Are you thinking ahead to next year and want to decide how much money you need to put into the account to help pay for hearing aids in 2013?

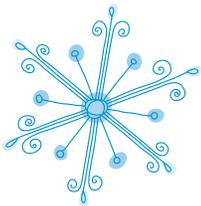
Our audiologists are happy to see you now in order to help you select your new hearing aids for next year. This way you'll have a much better idea of the amount of money you will want to put into your pretax or HSA accounts. Call 575-1213 to schedule your appointment.



contributed by  
DR. MARK WINKLE

# One of Life's Little Problems

Everyone has wax in their ears, though some people may seem to have more than others. With that in mind many people have asked the question: just what is it, why do I have it, and why do some people have so much of it?



First and foremost, ear wax isn't really wax. It is actually a substance known as "cerumen" that is created by many small glands located in your outer ear. These glands operate in the same way that the "oily" sebaceous glands on the skin create a greasy sensation or sweat glands cool us when our body temperature rises. The "wax" is simply a sticky liquid generated by our bodies that, although it may feel similar to that of a candle, is in reality much more akin to a concentrated sweat drop.

Despite the fact that many people may find it quite unpleasant to deal with cerumen, it actually has a number of useful applications for our body, particularly with its ability to protect our ears from foreign substances. Our ear canals are submitted to a number of foreign objects on a regular basis, including dust, pollen, bacteria and fungi. Cerumen acts to shield our ears from these substances and slowly push them out of our ear canals, thus protecting our hearing.

As for why some people tend to have more of an issue with ear wax than others this typically comes down to a simple matter of biology and genetics. Just as many people tend to sweat more or less than their peers or have either drier or oilier skin the same holds true for cerumen production within the ear canal. While it may

seem like an inconvenience, ample cerumen generation is a perfectly natural process that many people discover to be an issue at an early age. Using Qtips or even regular use of some hearing aids can cause cerumen to get impacted deep into the ear canal. Thankfully it has no major side effect (aside from perhaps some troubles hearing should it build up too much or plug the receiver on your hearing aid) and can easily be removed through any number of means.

Many people have heard of or have tried "ear candling." Unfortunately, studies have shown this method to be very ineffective. Softening agents such as mineral oil, hydrogen peroxide, or commercially available products like Debrox may be helpful to break up hard, impacted wax, but it will still need to be removed. Flushing is often done by some at home or in doctor's offices, but extreme care must be made not to use too much pressure and not be used if there is a hole in the eardrum. The safest and most controlled way is to remove it under a microscope by a professional audiologist or ENT physician. The physicians at the Ear, Nose, and Throat Center work closely with the audiologists at Hearing Resources to make sure your ears stay healthy and (relatively) wax free.

*Thank you to Dr. Winkle, one of our ENT physicians, for this information.*

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## Staff Change at the South West Office

**Blanca Hulsebus** has done a wonderful job for the past 4 years taking care of both office duties and hearing aid needs for Hearing Resources. She is now leaving to spend more time at home with her very busy family. THANK YOU BLANCA for a job well done.



**Sue Snyder** has been with ENT Center for many years working with the medical side of the practice and helping out on occasion with Hearing Resources. She will now be working at the SW office. Sue loves working with patients and helping to solve those pesky issues that can come up with one's hearing aids. Sue and her husband Jim have been married for 20 years and have a son Ryan who is a student at Grace Bible College. Ryan is on the soccer team at Grace and Sue and Jim love attending all of his games. Sue's family also loves to travel and spent quite a bit of time in Hawaii last year. WELCOME SUE.

# Questions & Answers

**Q: How can I get my hearing aid needs taken care of when I'm out of state?**

**A:** If you're a snowbird heading out to Florida, Arizona, Texas or maybe South Carolina to avoid winter coats, shoveling snow, or driving on icy Michigan roads – don't fret. We're happy to provide the name of a reputable office in another location where you can get superior hearing aid care. When traveling out of state you may also like to use the Internet to find a location. Just Google the name of the manufacturer of your aids and then enter your zip code. The result should give you the name of a hearing aid office located near your winter address.

**Q: Why do my batteries only last 3 day's while my friends batteries last 2 weeks?**

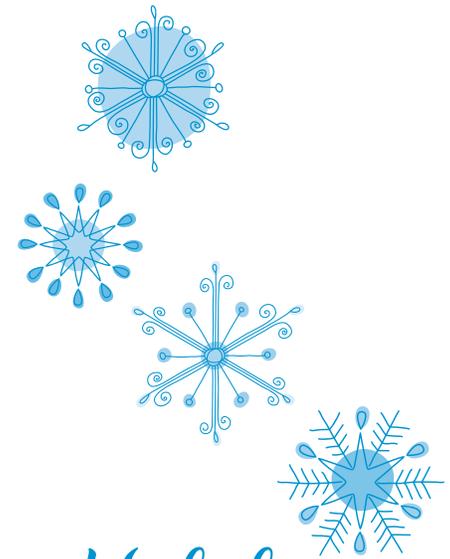
**A:** There are many different sizes to hearing aid batteries, which will vary the length on the life. Also how much you wear the hearing aid, whether you wear your hearing aid for 16 hrs a day or 3 hrs a day. Another factor is how much power you have coming out of the aid. Someone with a more mild hearing loss will not require as much amplification and so their battery will last longer. There are also many new options connected to hearing aids -- such as Blue Tooth capabilities -- which significantly decrease the length of battery life. Some of you will need to change your batteries twice a week -- and that would be considered "normal," while others won't need to change their batteries for up to two weeks -- and that is also considered "normal."

**Q: I have pretty good hearing in one ear but am definitely handicapped when it comes to the other. My audiologist recommended that I purchase two hearing aids. Why?**

**A:** Most all patients with a difference in hearing levels between ears will refer to the better hearing ear as "... my good ear". This does not automatically mean the "good ear" is normal. That is why we test each ear independently just as your optician or ophthalmologist tests each eye separately. Each hearing aid will be set to correct the loss for that particular ear.

**Q: I need new hearing aids or I need to have my hearing aid repaired but I can't afford it. What are my options?**

**A:** We now offer Care Credit with 0% financing for up to 12 months. If you need payment options just let us know and we can inform you of your choices.



## Holiday office hours

### **KENMOOR OFFICE:**

**Closed Thursday, November 22**  
for Thanksgiving Day

**Open Friday, November 23**  
from 8:30 am until 2:00 pm

**Open Monday, December 24**  
from 8:30 until noon

**Closed Tuesday, December 25**  
for Christmas Day

**Open Monday, December 31**  
from 8:30 am until 2:00 pm

**Closed Tuesday, January 1**  
for New Years Day

### **SOUTH WEST OFFICE:**

**Closed Thursday, November 22**  
for Thanksgiving Day

**Closed Friday, November 23**

**Open Monday, December 24**  
from 8:30 am until noon

**Closed Tuesday, December 25**  
for Christmas Day

**Closed Monday, December 31**

**Closed Tuesday, January 1**  
for New Years Day



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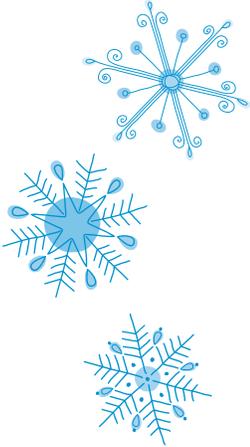
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Phone: 616.575.1213

Email: [susan@entcentergr.com](mailto:susan@entcentergr.com)

Website: [www.myhearingresources.com](http://www.myhearingresources.com)



## At Last!

The fall  
half price  
battery sale.  
Stock up in  
November &  
December.



*Great  
stocking stuffers!*



Stop-in to have your  
hearing aid cleaned  
and checked.

Pick-up a **FREE** wall calendar  
or pocket calendar  
courtesy of Hearing  
Resources.



Just the ticket to help you  
remember your appointments with  
us at Hearing Resources!