

SUMMER 2014

## INSIDE THIS ISSUE:

LETTERS FROM OUR PATIENTS

STUDY LINKS SLEEP APNEA & SUDDEN DEAFNESS

TIPS FOR BETTER HEARING

Q & A

WHY CHOOSE HEARING RESOURCES

## Yes, we do...

... have the latest hearing aids made for use with your iPhone®. Both the GN ReSound LiNX™ and Starkey Corporation's Halo™ models are new products specifically designed to pair with Apple's iPhone 5® and iPad® mini technologies.\*

Now your phone can act as a remote control to change volume, pitch and microphone settings to give wearers optimized hearing in multiple environments. Your phone calls are streamed directly to both of your hearing aids for excellent clarity and volume while keeping what you hear completely private from anyone in your immediate area.

You can also send your favorite music directly and wirelessly from your phone to your hearing aids. There is even an App available that helps you locate your hearing aids when they are lost. (We audiologists have been suggesting that function for years!)

Even apart from the iPhone 5 compatibility, these aids have met with overwhelming acceptance by the hearing aid wearing public.

Hearing Resources is pleased to work with both of these companies and to offer free demonstrations of this new technology during the month of July. Just call 575-1213 and Marie or Jill will be happy to set up an appointment.

\*ReSound LiNX and Starkey Halo are compatible with iPhone 5s, iPhone 5c, iPhone 5, iPad Air, iPad (4th generation), iPad mini with Retina display, iPad mini, and iPod touch (5th generation) using iOS 7.X or later.



If you would like to receive newsletters, reminder cards, or appointment reminders sent to you via email, please send an email to the Hearing Resources office at either one of these addresses:

[marie@entcentergr.com](mailto:marie@entcentergr.com)

[jill@entcentergr.com](mailto:jill@entcentergr.com)

You can also use either of these email addresses to order batteries for your hearing aids!



## Hearing Resources



SUMMER SIZZLER MONEY-OFF COUPON

### Does Your Aid – Need Aid?

During the months of July and August take...

**\$75 off** the price of repairing any hearing aid.

# We get letters ...

from time to time we receive letters written by our patients

We thought we'd like to share, with his permission, part of a letter received from **Richard C. Deming** of Cedarville, Michigan.

There are occasions, admittedly few and far between, when good hearing is not a benefit. One example came recently during a conversation with my 7 1/2 year old grandson. We were having breakfast one day when he asked, "Grandpa, how old are you?"

"Hey, that's a good question, Moose (I call him Moose because he is so much taller than other kids his age — in fact his pediatrician even says his mom and dad will be lucky if he stops growing at 6'5"). So I said, "Well, how old do you think I am?"

He thought about it for five seconds and then said, "Ninety-five?"

"Moose, that's not even close," I said. "Try again."

"O.K.," he said. "How about sixty-three?"

The real answer is sixty-five, but when he said sixty-three I told him that was close enough. "So Moose," I asked, "Why do you think Grandpa is sixty-three?"

Not five seconds of thinking on this one. "Well," he said, "You have lots of gray hair and your face is all wrinkly."

Talk about psychological trauma. My ego was wrecked for the day, all the product of good hearing!

This letter came to us from **Lorraine Schultz** of Grand Rapids:

I recently had a loop system installed in my den where the TV is located and where everyone congregates to watch. Having a home loop has opened up a whole new dimension to my television viewing enjoyment — just by making a quick adjustment to the T-coil setting on my hearing aid.

With the loop it is now much more enjoyable to watch TV with friends and family. They no longer complain that the volume is turned up too high. We can also carry on a conversation very comfortably.

I truly wish everyone with a hearing deficiency could experience the joy and improve the quality of hearing with this wonderful device. I tell as many people as I can what a benefit this has been to me.

Thank you!

**SUPER SPECIAL**

Home loop systems for TV are available through the month of July for \$249 with professional installation included.

## Study Links Sleep Apnea and Sudden Deafness

A news story from Reuters Health suggests that sudden hearing loss might be tied to an underlying sleep disorder that interrupts breathing. This study was made in 2011 in Taiwan.

Consulting a large health insurance database, researchers found that people who had suffered sudden deafness were more likely to have a previous diagnosis of sleep apnea than a comparison group without hearing loss.

The absolute difference was small: 1.7 percent of those with hearing loss had sleep apnea, compared to 1.2 percent without hearing trouble.

"If there is sudden hearing loss, I would investigate the presence of apnea as well, given that it's easy to diagnose and it's easy to treat," said Dr. Seva Polotsky, a sleep apnea researcher from Johns Hopkins University School of Medicine in Baltimore, MD, who wasn't involved with the study.

"Obviously we don't know from this study whether treating apnea will reduce hearing loss or the chance of having hearing problems in the first place. For now, he said, "There are more questions than answers."

Polotsky added, "It's possible that sleep apnea, which is known to increase the buildup of plaque in blood vessels, could affect vessels in areas of the brain that control hearing, or vessels that feed the nerves responsible for hearing."

But he said more research will be needed to find out what could be behind this link — or whether something besides the apnea, itself, might explain an increased risk of deafness.

There are about 4,000 new cases of sudden deafness each year in the United States, according to the National Institutes of Health, and there are many possible causes, including infections and head injuries.

Typically the deafness only occurs in one ear, and most people regain their hearing over a period of weeks, sometimes aided by steroid treatment. Occasionally the hearing loss becomes more serious.

Source: <http://bit.ly/AgF7gE> Archives of Otolaryngology - Head and Neck Surgery, January 2012

PS. Any case of sudden deafness demands an appointment with an ENT physician as soon as possible. Be sure to make the receptionist aware if you are experiencing a sudden loss.



# Tips for Better Hearing

by Allison Pelton MA,  
Hearing Resources Audiologist

Have you ever felt that if people would just talk more clearly you would be able to hear them better? Well, you're not alone! We want to give you a few tips to pass along to your loved ones that may help them when they are trying to communicate with you!

## Speak more slowly

We often get into a hurry to say what we want to say and end up speaking very quickly. The faster we talk the harder it is for the hearing impaired person to process what we're saying. As that person ages it may take up to an extra ten seconds to comprehend what is being said! As persons get older they eat slower, walk slower, and sometimes it takes them a few extra seconds to mentally process what people are saying to them.

## Reduce the amount of background noise

Ambient background noise is the number one complaint of people with hearing loss. It is also the number one problem that people have when they try to understand what is being said to them. When possible, remove yourself (and the hearing impaired person) from the noisy area. If you are by the TV and it is running, hit the mute button on the remote or turn it off before attempting to have a conversation. If you are in the kitchen and the noisy dishwasher is running, then walk out of that room. If the window of your car is cracked open, roll it up tightly to cut out the wind noise. If you are in a restaurant and you have an option of picking where to sit, ask to be put in a corner or towards the side of a room and not directly in the middle of it.

## Look at people directly — face-to-face — when you are speaking with them

It is so much easier to understand what is being said when you can see the person to whom you are talking. This is true for anyone -- not just those with a hearing loss. Don't walk away while you are talking, or ask a question if the person is in another room. Whoever started the conversation should get up and move into the same room as the person with whom they are talking. Sit directly across from the person, not next to him or her.

## Repeat the details of what you heard

Always verify what you heard the person say when you are getting specific details about something. For example, if you are meeting someone for dinner at a specific time and place, repeat that information you heard in order to verify that what you heard was correct.

## Rephrase a sentence

Hearing loss can affect one's ability to clearly understand speech. You may find yourself repeating a sentence three times and still the person did not understand what you said. Try rephrasing it. If you are saying, "Wendy is sick" and the person still doesn't understand, try saying, "Wendy is ill," or "Wendy doesn't feel well."

When people come into our Hearing Resource offices they often say that if everyone talked like we do they wouldn't need a hearing aid! Well now you are aware of the "tricks of the trade" of communicating that we use when we have an appointment with you. We hope that these tips will help you and your loved ones to also communicate more clearly.



Allison Pelton has worked as an audiologist at Hearing Resources since 2001. She received her Bachelor's Degree from Michigan State University and continued her education at Western Michigan University where she received her Master's Degree in Audiology.

Allison loves working with the hearing impaired and enjoys being able to help persons achieve the best hearing possible. She finds using new technology both challenging and fun. She loves being able to teach patients how easy it is to use their hearing aids with phones, TV's and other devices.

Outside of work, Allison enjoys spending time with her husband, Bob, and her three school-aged boys, Walker, Bishop and Reid. If there is any time left over from her family or work, she loves to pick up a good book and read, and/or drink a glass of good wine!

# Hearing Resources

A Division of Ear Nose & Throat Center

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## Questions & Answers

**Q** **With all the rapid changes in today's technology, how long should I expect my hearing aids to last before they are obsolete?**

**A** *The average life of a hearing aid is 5-6 years. Some patients will replace their hearing aids earlier and some patients will keep their aids over 6 years. If your aid is even 2-3 years old, the newer aids will have more advanced technology.*

**Q** **Is it possible to repair a hearing aid that is over five years old?**

**A** *Yes, it is possible to repair older hearing aids if the parts are available. Depending on the repair and the age of the hearing aid, it may be more advantageous to put the money into new technology. Your Hearing Resources audiologist is the person who can best help you with that decision.*

## WHY CHOOSE HEARING RESOURCES?

- We serve you with a professional staff of four audiologists with an adjacent Ear Nose and Throat physician's office (Mark Winkle, Sherm Sprik and John Kosta).
- We pay prompt attention to patient needs.
- Hearing Resources verifies eligibility and bills your insurance company directly for your hearing aid benefits.
- We offer a personalized diagnosis and personalized treatment plan for hearing loss.
- Our audiologists are attuned to serving the needs of people with hearing loss; each professional has a minimum of 15 years experience.
- Our patients see the same service provider each time they visit the office.
- Adjustments to hearing instruments are made until a patient is happy.
- Hearing Resources provides accurate and efficient hearing aid experiences in addition to comprehensive hearing health care
- We have two convenient offices to serve our patients: one at 655 Kenmoor SE, and the other inside the Mercy Health Southwest Center in Byron Center.