



Audio-Gram

Spring 2010

News from: West Michigan Hearing Services

25th Anniversary Celebration

As hard as it may be to believe (I know I certainly don't look or act old enough—ha ha), this year marks the 25th anniversary of West Michigan Hearing Services. It seems like only recently that we came to the Medical Arts Building with our two young children to begin a new adventure, and the journey has been filled with wonderful experiences. The physical location of our practice has moved, many of the familiar faces have passed on, but their spirit lives on and the mission continues. I sincerely thank each of you for your loyal patronage all these years, and, God willing, I look forward to many more years to work with you. Meanwhile, be on the look-out for some special events this year to mark this milestone. Hmm—could we have silver-plated hearing aids??



Lunch
&
Learn

West Michigan Hearing Services

invites you to join us on

Wednesday, June 9th for a free

Educational Hearing Seminar

10:30am - 1:00pm

Complimentary Lunch Included

Forest Hills Fine Arts Center

600 Forest Hill Avenue SE, Grand Rapids

Come and learn more about how our hearing mechanism works, the effects of hearing impairment, and all the latest treatments for hearing loss.

We encourage you to bring a friend or loved one! Seating for this event is very limited. If you are interested (and I can't imagine why you wouldn't be) call us today to reserve your spot.

Call to RSVP by May 31st 616.942.1818

Forest Hills Senior Health Day

Once again, we will participate in the Senior Health Day to be held on Wednesday, May 26 at the Forest Hills Fine Arts Center located at 600 Forest Hill Avenue SE. Please stop by our booth and say hello. We will be exhibiting some new and exciting hearing technology, and will have a raffle with valuable prizes. This event highlights some of the best products and services of interest to those of us who are getting older. (Wait a minute—I guess that's everybody!)

Tell your friends and family and come on down!

Hearing Technology—What's Up, Doc?

As usually happens every spring at the American Academy of Audiology conference, our Audigy Group hearing technology partners have introduced their latest series of hearing instruments, and there are some exciting developments. Significant strides have been achieved in two main areas.

Despite the availability of very tiny completely-in-the-canal hearing instruments for the past 20 years, there is still a clamor for "invisible" hearing aids. There has been some moderate success in this area with dispenser-inserted devices, but these are not customized for the user either in physical fit or in technical specifications. One of our manufacturer partners is introducing the AGXis—the world's first custom "invisible in the canal" device. This device takes the completely-in-the-canal system and puts it deeper in the ear than has ever been available before—you just can't see it from the outside! The technology in this product is first-class digital with no compromises in sound quality.

Another technology development introduces the next generation of wireless hearing solutions that deliver better speech understanding in noise while significantly reducing the user's listening efforts. Have you ever come home from work, or from a noisy party or restaurant, and just been plain exhausted from the strain of listening so hard? Wouldn't it be a relief to hear better and with more comfort as well? Well, the future is now. These new hearing instruments have a sophisticated wireless inter-aural communication system, allowing the two devices to analyze the "soundscape" around you in three dimensions, making the speech as clear as possible amidst the noise. These instruments take fatigue out of listening by supporting the brain's natural way of understanding speech. Sounds too good to be true? Why not come in for a listen?

Come in for your free
demo of the new

AGX
TECHNOLOGY

The ultimate user benefit:
better understanding,
more energy! Call today!
(616) 773-2370

www.westmihearing.com

Have You Visited Our New and Improved Website Lately?

We have taken great steps to make our website the most informative educational tool possible. Visit it to take a tour about how your ear functions, find information about hearing loss and technology, and learn about how you can get your own "Sound

Experience." This site is a great place for you to direct your family and friends. They can learn more about how to help others who have hearing loss, and they can learn ahead of time what to expect when visiting our office for a hearing evaluation. Our commitment is to educate our patients as much as possible so that they can get the most out of their hearing.

Are Your Hearing Aids Ready for the Warmer Weather?

Summertime. Sunshine. WARMTH! For most of us, we have awaited this weather for months. But summer conditions can be very challenging to your hearing technology. Moisture isn't good for any electronic device (well maybe your fish-finder is an exception!). Think about how many hours of use your hearing aids get every day, day in and day out. And the conditions under which they need to work effectively: a warm, humid, oily, waxy environment. The summer heat and humidity only make this more challenging.



So, what can you do? First of all, strive to keep your hearing aids DRY. No, you don't have to move to Arizona. But say you are going out to the pool...or working up a good sweat on your bike or on a nice run...or working out in your garden in the hot sun. Be careful! If you have an old spare set of hearing aids, consider using them in conditions such as this.

Next, dry your hearing aids out after use. Just as you can never be too rich or too thin, your hearing technology can never be too dry! For most people, just airing them out with the battery removed and the battery compartment open is sufficient. But taking extra precautions can enhance your hearing aid's performance and extend the life expectancy of the device. Manufacturers have told me that the use of a dehumidifying device reduce the repair rate and increase the life of your hearing aids by as much as 20%! One inexpensive tool is a DRI-AID kit. This small jar has high-tech desiccant crystals which absorb moisture from the hearing aids as they are stored during the night. The desiccant pellets are periodically "recharged" via a baking process to ensure a long and productive product life. A more advanced method is the use of a Dry & Store or other electronic dehumidifying device. Dry & Store combines a little heat with a gentle air flow and a desiccant to provide even more thorough drying.

Finally, keep your ears dry. No, we don't have a Dry & Store for your head. Simply wiping out your ear canal with a dry washcloth after showering or bathing can remove harmful moisture from your ears before it has a chance to harm your hearing aids.

Keep your hearing aids working efficiently and extend their life expectancy! Save 20% on any dehumidifier device.

Expires June 30, 2010!

So, use your hearing aids carefully and wisely, and you'll get more out of your investment in better hearing.

Tell Others How We Have Helped You



Our job has many rewards. Every week we learn from our patients how much our services have enhanced the quality of their lives: friendly voices heard and understood; church services that can renew their spirits again because now they actually know what is going on; food that tastes better because the restaurant conversation is understood better. We are grateful for the opportunity to touch people's lives in such a significant way. And we believe it is our mission to spread that blessing to as many people as possible. I've mentioned before how reluctant I am to use traditional advertising methods. You know what I mean. --Those big newspaper ads

with exaggerated claims. --Those flashy and yet insincere TV commercials. But we still have to fill our appointment book with new patients. The old saying is true—you are either growing or you are dying! Believe me—we want to keep growing! And, year in and year out, YOU are our greatest source of new patients. Because we appreciate your referrals and recommendations, here are a few suggestions about how you can help others get more out of their lives through better hearing.

- Speak positively and enthusiastically to others about how our services have helped you, and urge them to call us.
- Make sure to tell people whom you refer to mention your name so we know that you are the source of the referral.
- Put your thoughts down on paper in the form of a testimonial that can be copied to our website. Which factors encouraged you to choose us to assist you with your hearing care? Explain how you believe the treatment process we used made it possible for you to achieve your own hearing goals. Be specific so that others can relate to your own experiences. Send us your testimonial, and we can post your comments on our website or here in our newsletter. Be an ambassador for good hearing!

If you have questions about how you can implement any of these suggestions, please let us know. We really do welcome your comments and questions.

Are You In the Loop Yet? For the past several years, every time we have recommended new hearing aid technology to our patients, we have strongly urged you to get devices equipped with telecoils. This option rarely increases the cost of the device (although there are limits as to the style of technology that can be equipped with telecoils). But the utility of the hearing aids can be dramatically increased with the telecoil option, because now you can be linked to hearing loop systems. Hope College professor Dr. David Myers, a long-time proponent of hearing loops both here in west Michigan and across the country, has described the benefit of using a loop system to be *like having miniature loudspeakers right in your ears!*

Maybe your church, or the theater or community center in your neighborhood has a loop. Hearing loops have become much more common over the past few years, and now, there are new ways for you to use this technology right in your own home. Wouldn't it be great to hear the TV clearly at a volume level that your spouse likes? Wow, what a big improvement that would be for most folks. Well, you can get a simple, easy-to-install home loop system for a very reasonable price. If you need help with the installation, we can refer you to qualified people to do it for you.

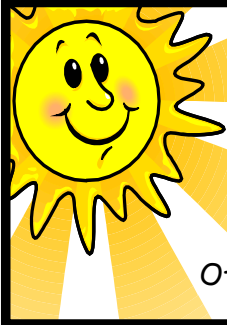
Don't want to have to install a loop system? Well, now we have a wireless loop system called My-T. A small box that picks up the signal from your TV and creates a loop that will be picked up by the telecoils on your hearing aids. The My-T is completely portable --take it from one room to another or one house to another! So, don't be left out of the loop!

Purchase a new hearing system and get a FREE one room home loop device!!

Offer limited to purchases between May 1 and June 30.

Call for an appointment & more details.

616.773.2370/ 800.875.6567



Holiday Hours

Office Closed Friday May 28 and Monday May 31 for Memorial Day

Office closed Friday July 2 and Monday July 5 for 4th of July

Office closed Friday September 3 and Monday September 6 for Labor Day



Hearing Health:

It's a Family Affair

Hearing loss isn't just a condition affecting older Americans. All members of the family are encouraged to take

advantage of free hearing screenings.

Listen Up America Week® May 10-14, 2010

Call us today for your screening appointment.

616.942.1818 or 800.875.6567

a member of

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Grand Rapids, MI 49512