



IS YOUR TECH KEEPING UP?

Did you know your hearing changes a little every year? Aging and exposure to loud noises are the main culprits. Indeed, after about four years, there's a strong chance your hearing devices no longer meet your needs. That puts stress on your brain.

But the good news is that hearing devices get more and more sophisticated — yet easy to use — every year as well. They're better than ever at filtering noise, pinpointing sounds, and focusing on the person you're talking to.

What's more, now you can send the audio from a mobile device right to your hearing aids. Video calls and telehealth appointments are so clear, it's like your hearing aids are headphones! With some models, you can even use an app to contact your provider remotely for programming adjustments — no appointment necessary.

Schedule a hands-on tech demo today — see if your devices are truly keeping up!

610.628.1676

Stay **CONNECTED** With CaptionCall®

Call loved ones without missing a thing.

Free, federally funded CaptionCall provides you a phone that displays your loved one's words on an easy-to-read screen. Or use your iPad® 2 (or later) with the CaptionCall mobile app!

To qualify, you need high-speed cellular or Wi-Fi internet, a landline or iPad, and a completed Professional Certification Form.

With CaptionCall, you also get:

- ◆ Free delivery and setup of the CaptionCall phone
- ◆ In-home instruction by a CaptionCall trainer
- ◆ Free captioned telephone service
- ◆ Customer support whenever you need it

Call to schedule a consultation today!

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5 TIPS FOR COMMUNICATING WITH CONFIDENCE

- 1. Coach loved ones.** Most people without hearing loss never learned how to effectively communicate with someone who has hearing difficulty. They'll appreciate the input.
- 2. Be strategic.** Choose a spot with good light (for lipreading) that's away from any music and isn't surrounded by people.
- 3. Turn it down.** TV, radio, and other sounds can get in the way of the conversation, so be sure to limit background noise.
- 4. Look at the person speaking.** Some of today's tech focuses on sounds in front and filters out noise elsewhere.
- 5. Ask for rephrasing.** The most common hearing loss type involves loss of clarity, not volume. If you miss something, ask the speaker to rephrase it.

Spring Cleaning HEARING HEALTH EDITION

March is upon us once again, and so is that ol' spring-cleaning urge. We're all familiar with throwing open windows, moving furniture, and clearing corner cobwebs — but what does hearing health spring cleaning look like?

CLEARING OUT OLD NOTIONS

Hearing loss isn't about aging or clunky hearing aids. Plenty of infants, tykes, and teens experience hearing loss, too. Plus, today's hearing tech is discreet and sophisticated.

BRUSHING UP ON KNOWLEDGE

Informed hearing care is successful hearing care. Our website and many other reputable sites such as HearingLoss.org are packed with information. And don't hesitate to ask us questions!

LOOKING THROUGH DRAWERS

Do you have hearing aids sitting in a drawer unused? Bring them in — let's work together to see how we can optimize that investment in better hearing.

Stay connected to all that's important. Why not start with a clean and check of your hearing technology? Call us to schedule an appointment — get started on your spring cleaning today!

Sincerely,

Friends & Family CERTIFICATE

Pay to the
order of **Center for Audiology Services**

Two hundred fifty dollars and no cents

Present this certificate to **Center for Audiology Services** and receive **\$250 off** an AGX® two-device hearing system at your next appointment.
Cannot be combined with any other offers. Not valid on previous purchases. Offer expires 6/30/21.

Recipient name: _____ Referral name: _____

IN THE AMOUNT OF
\$250

Center for
Audiology
Services



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Buy one pack, get one free.
Cannot be combined with other offers.
Offer expires 6/30/21.

FREE Clean & Check



Cannot be combined with other offers.
Offer expires 6/30/21.

Center for Audiology Services

Your Experts in Hearing Care



Dr. Janet Westlund, Audiologist • Dr. Laura Grinstead, Audiologist
Jennifer George, Audiology Assistant • Stacy Wambold, Patient Coordinator
Linda Minnich, Patient Coordinator • Megan Palmer, Office Intern

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5 Silent Benefits of Better Hearing

Healthy hearing is crucial in ways you'd never expect. In fact, a wealth of studies highlight how healthy hearing supports a healthy life. Could one of these inspire you to optimize your hearing?

1. IMPROVED PHYSICAL HEALTH

When you treat your hearing loss, you gain a greater sense of independence and are more likely to be active. Indeed, in a study from *The Hearing Journal*, some participants attributed their better physical health to treating their hearing loss.

2. IMPROVED COGNITIVE FUNCTION

With hearing loss, your brain uses extra energy to understand sound, leaving less brainpower for thinking and memory. But per a recent study in the *Journal of Clinical Medicine*, hearing aid use actually improved participants' cognitive function.

3. IMPROVED QUALITY OF LIFE

In a study of U.S. adults by the Seniors Research Group, respondents who'd treated their hearing loss reported improvements in their family relationships, self-confidence, social life, sense of independence, mental health, and other psychological and functional dimensions.

4. INCREASED ABILITY TO MAINTAIN BALANCE

You use sound as a reference to help you balance. Hearing loss robs you of reference points, so balance suffers. Treating your hearing loss gives you more auditory landmarks and could improve your balance.

5. INCREASED INCOME STABILITY

A study in *The Hearing Journal* reported that those with untreated hearing loss make up to \$30,000 less annually than those without hearing loss. Hearing aids, however, mitigated that income loss substantially — up to 100% for those with mild hearing loss.

Already have hearing devices? Your hearing changes over time, and new technology is always emerging. If it's been a while since we last saw you, schedule a hearing check today!

Kochkin S. MarkeTrak VIII: Patients Report Improved Quality of Life With Hearing Aid Usage. *The Hearing Journal*. 2011;64(6):25-32. Seniors Research Group. The Consequences of Untreated Hearing Loss on Older Persons. <http://users.cla.ufl.edu/mcolburn/Web-links/SPA4321/National%20Council%20on%20Aging.pdf>. Accessed Dec. 2, 2020. Rumilla K. The Effect of Hearing Aids on Postural Stability. *Laryngoscope*. 2015;125(3):720-723. Sarant J, et al. The Effect of Hearing Aid Use on Cognition in Older Adults: Can We Delay, Decline, or Even Improve Cognitive Function? *Journal of Clinical Medicine*. 2020;9(1):254. Kochkin S. MarkeTrak VIII: The Efficacy of Hearing Aids in Achieving Compensation Equity in the Workplace. *The Hearing Journal*. 2010;63(10):19-26.

