



Scottsdale Medical Building
3271 N. Civic Center Plaza, Ste. 4
Scottsdale, Arizona 85251

*Your Hear & Now
newsletter has arrived!*

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Lunch & Learn

At the **Audiology and Hearing Aid Center**

Enjoy a delicious lunch on us!

**Call for reservations.
Reservations required.
Seats fill up fast**

12:00 - 1:00 P.M.

You know someone with hearing loss, balance problems or tinnitus.

Bring someone you know who will benefit from these topics.

Each Lunch & Learn will cover balance and dizziness disorders, tinnitus and ringing in the ears, and a update in hearing aid technology, presented by Dr. Cathy Kurth, Kristen Wells, and Cara Lefkowitz.

A great opportunity to have your questions about these important topics answered by the experts.

**North Scottsdale Office
(480) 451-0220**

9777 N. 91st Street, Suite 101

Dates

February 20
February 28
March 6
March 10

**Civic Center Office
(480) 941-0519**

3271 N. Civic Center Plaza, Suite 4

Dates

February 21
February 24
March 4
March 13

What do you do if your regular hearing aids go on the blink?

Many patients have asked about having a back up set of hearing aids, especially when they travel or are away for several months.

Receive **\$200 Off**

(\$400 off two hearing aids)

Analog hearing aids. Just in case!

This offer cannot be combined with any other offer, coupon, discount, or insurance benefit.

Expires February 28, 2003

BATTERY SALE



Buy two packs, get one pack FREE

All sizes available

Expires February 28, 2003

Ask About



Digital hearing aids worth asking about! Impressive Senso Diva features include:

- 15-channel sound processing
- Advanced feedback cancellation
- Revolutionary noise reduction system
- Fully automatic, 100% digital signal processing
- Directional Intelligence™ with the Diva Locator
- Advanced dual microphone technology (available in some models)

We thank the Widex Hearing Aid Company for their support and assistance in preparing this newsletter.

Hear & Now

Audiology and Hearing Aid Center News

Winter 2003

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\$200 OFF ANALOG



Cathy's Column

Digital Update —

What to look for in choosing a digital hearing aid

Did you know that digital hearing instruments accounted for over 40 percent of all hearing aids sold in the United States for the second quarter of 2002? I'm proud of the fact that so many of my patients have chosen the digital route in their selection of technology, especially over the older analog hearing aids they were wearing. And now with the introduction of basic digital hearing aids, which cost a lot less than premium models but still provide digital sound quality, nobody should be without digital.

As many of you know, I can't say enough about digital signal processing. In this issue of Hear & Now, I'd like to address some of the most important questions we are asked by those of you still considering this advanced technology.

Are more channels better?

In one word, Yes! The advanced hearing aids, such as the Senso Diva, come equipped with 15 separate channels and include an anti-smearing circuit. That means the hearing aid can be fine-tuned and enhanced for a variety of hearing needs because there is no overlapping of sound from one channel to another. Each channel is adjusted to provide comfortable hearing in the high-frequency, speech sound range while controlling the deeper, low sounds at the same time. Additionally, more channels allow for greater feedback management and noise reduction in each individual channel.

Do the today's hearing aids have more than one microphone?

Absolutely! Two microphones enable the hearing aids to track noise and unwanted

continued on inside - Cathy's Column

Fall Prevention Screenings

FREE

We can help!

FREE

February 15 - March 15, 2003

8:30 a.m. - 5:00 p.m.

Do you experience any of these symptoms?

Dizziness
Fear of Falling
History of Falling

Imbalance
Unsteadiness

Motion Intolerance
Feeling Lightheaded
Fullness in the Ears

Call for an appointment • (480) 941-0519

Appointment required.

At the Balance Clinic • 3271 N. Civic Center Plaza, Suite 4

Screenings do not guarantee that a fall will be prevented.
Screenings are offered to help determine if a potential problem exists.

Scottsdale

(480) 941-0519

3271 N. Civic Center Plaza
Suite 4

Phoenix

(480) 941-0519

5040 N. 15th Avenue
Suite 408

North Scottsdale

(480) 451-0220

9777 N. 91st Street
Suite 101

You may contact us
on the Internet at
www.azahac.com

Can Anyone Stop That Ringing?

By Kristin Wells, M.A., FAAA



Many people, at some point in their lives, experience a temporary ringing sensation in their ears. For most, it is simply a short-term annoyance. For others, however, the sounds can be so overwhelming that it seems to take over their life. Here are a few commonly asked questions about tinnitus.

What is tinnitus?

Tinnitus is simply the word for sounds that originate from within the ear or head. In other words, it is a sound that you hear that nobody else does. Some describe it as ringing, buzzing, hissing, or even like the ocean. Tinnitus is not a diagnosis; it is a symptom.

What causes tinnitus?

The exact causes of tinnitus remain somewhat of a mystery, but there are several things which can contribute. Hearing loss, particularly that caused by noise exposure, often brings

on tinnitus. Also, excessive use of caffeine, nicotine, alcohol, aspirin and diuretics can cause tinnitus. Ear infections can sometimes contribute, and even wax on your eardrum can make the ears ring.

Does tinnitus cause me not to hear well?

No, in fact it can be just the opposite. It is generally the fact that you are not hearing well that causes your ears to produce the tinnitus noises. That's why it's so important to get your hearing tested if you are experiencing tinnitus.

What can I do about it?

Again, the first step is to get your hearing tested. Also, you need to talk to your doctor or pharmacist about any medications you may be taking. It may require some lifestyle changes. We may recommend "masking" devices, which help cover up the sounds you hear. If tinnitus is a problem for you, make an appointment with your audiologist to have your hearing tested.

Hearing Aid Orientation

The hearing aid orientation classes held at Audiology and Hearing Aid Center offer a variety of useful information to help you adapt to your new hearing aids.

Held at:

North Scottsdale
(480) 451-0220

South Scottsdale
(480) 941-0519

1:30 - 2:30 P.M.

10:00 - 11:00 A.M.

9777 N. 91st Street

3271 N. Civic Center Plaza

Suite 101

Suite 4

February 24th

February 26th

March 24th

March 26th

April 28th

April 30th

Topics include:

- the basics of how we hear
- the causes and treatments of hearing loss
- the implications of your own hearing loss in everyday life
- the vital role of family and friends.

During class, loved ones are provided a demonstration of what it's like to hear with a hearing loss.

Hearing aid orientation class is an excellent opportunity to share and discuss your listening experiences and problems with others. Frequently, others in the group have had similar troubles and have found interesting and helpful ways to manage them.

Hearing aid orientation is a good experience for new as well as experienced hearing aid users.

It's your privacy It's our issue!

In the past issue of Hear & Now, we addressed patient privacy as it relates to pending federal rules and regulations under the Health Information Portability and Accountability Act (HIPAA). We have attended workshops to learn more about implementation and protection of your privacy rights. This is what we've learned so far. Number one, it is and will remain our commitment to keep your records private. It is important that you understand that we collect personal data from you for your treatment, billing, and communication with your family or other individuals such as your family physician. We also maintain your information in our computers so that we can remind you of checkups and other important mailings such as the newsletter. However, if you do not want to receive this newsletter, please notify us in writing and we will remove your name and address from this particular list.

Other important issues include:

- We will not sell your personal information to anyone at any time.
- We only disclose as much information about your hearing as necessary to order your hearing aids, earmolds, etc.
- You may authorize us in writing to disclose other personal information for a specific purpose during a specific timeframe, such as sending a report to someone other than your doctor.
- We will prominently display our Notice of Privacy Practices in each of our offices.

Thank you for your trust and confidence in us. We'll keep you posted on any further developments concerning patient privacy.

Balance problems

More common than you may think.

by Tina Proffit, M.S., CF-A, Balance Clinic Audiologist

Balance problems and dizziness are more common than most people think. In fact, an estimated seven million people per year will seek medical treatment and care for balance and dizziness problems. Left untreated, these problems often result in unexpected falls that may cause serious injury and hospitalization. Falls are among the leading cause of hip, elbow and shoulder injuries in the elderly, which only decreases one's independence. Many become home-bound after such an experience.

The recently opened Balance Clinic at the Audiology and Hearing Aid Center addresses balance concerns as well as treats disorders of the vestibular system, thus helping patients to regain their stability, mobility, and independence. Our clinic offers the most modern state-of-the-art diagnostic equipment such as Computerized Dynamic Posturography, which allows us to measure your sway and stability in less than 15 minutes.

We can also utilize a more involved videonystagmography test system to determine if a balance disorder exists. Additionally, we can determine the presence of a weakness in the balance system withing the inner ear. An estimated 85 percent of all balance disorders are related to problems involving the inner ear.

If you have feelings of dizziness, vertigo, imbalance or unsteadiness, or have a history of falling, you should schedule a diagnostic evaluation or a free fall prevention screening (details on cover of newsletter). Many falls resulting from balance disorders or dizziness could be prevented through vestibular testing and treatment. Please contact your family physician to determine if the VENG testing may be appropriate for you, or call the Audiology and Hearing Aid Center at (480) 941-0519 (Civic Center office), or (480) 451-0220 (North Scottsdale office).

Symptoms include:

Dizziness
Severe nausea and/
or vomiting
Motion intolerance
Imbalance

Unsteadiness
Feeling lightheaded
Fullness in the ears
History of Falling
Fear of Falling



Dry & Store Global is here!

Special price **\$99.95**



March and April showers bring May flowers, but they also bring humidity, a common cause of hearing aid failure. Before the hotter summer weather sets in, which tends to lead to another common cause of hearing aid failure-perspiration and excess moisture-you may just want to come in and ask about Dry & Store Global. The Global is ideal for patients who

travel from one climate to another, as well as anyone who takes advantage of our beautiful spring outdoor activities here in the Valley. Now you can choose from two state-of-the-art drying and maintenance devices: the traditional Dry & Store and the new, travel-size Global.

Features include:

- **Technology that captures and evaporates the tiniest moisture molecules, including the moisture in earwax-resulting in a significant reduction in repairs.**
- **Activated carbon in the desiccant blocks to keep hearing aids fresh.**
- **Easy, one-button operation.**
- **Factory warranty.**
- **Extended battery life in some hearing aids.**

continued from front - Cathy's Column

speech sounds from behind and alongside of you as you engage in conversation with someone. How many times have you sat in a restaurant and leaned forward toward the speaker because the background noise was interfering with your listening? The advanced dual microphone technology in today's digital hearing aids can increase or decrease the amplification if needed, and automatically switch from directional to omni-directional modes as needed.

How do you verify a comfortable fitting of hearing aids?

We have several different methods to objectively measure the fitting of hearing aids. One is called sound field testing; this test allows us to measure how much improvement in hearing sensitivity is provided by the hearing aids. Another test measures speech understanding in noise. A third test assesses comfort for soft, normal and loud speech levels; and, finally, we can place a probe microphone in the ear canal to measure

the sound produced by each hearing aid. The equipment we use at the Audiology and Hearing Aid Center provides us with extremely accurate measurement to ensure a precise fitting of your hearing aids.

Our audiologists are highly trained in all hearing aid technologies and diagnostic modalities, since they have each completed their master's or doctorate degrees in clinical audiology. They would be happy to introduce you, a loved one or your friends to the new world of digital hearing aid technology.

Call us for a free demonstration!

Sincerely,

Cathy E. Kurth