

# hearingnow

Summer News 2013 - 2014



## Holiday Trading Hours

### Kew

24<sup>th</sup> Dec 9:00 AM - Noon

Closed Christmas & Boxing Day

27<sup>th</sup> Dec 10:00 AM - 4:00 PM

30<sup>th</sup> Dec 9:00 AM - 5:30 PM

31<sup>st</sup> Dec 9:00 AM - 5:30 PM

Closed New Years Day

Trading as usual from 2<sup>nd</sup> Jan

### Other Clinics

Closed until Jan 2014

### Camberwell

Closed 24<sup>th</sup> Dec

Reopens 13<sup>th</sup> Jan 2014

### Malvern

Closed 24<sup>th</sup> Dec

Reopens 13<sup>th</sup> Jan 2014

### Ashburton

Closed 23<sup>rd</sup> Dec

Reopens 20<sup>th</sup> Jan 2014

## Introducing Donna McDowell



Donna joined the Ear & Hearing Australia administration team in 2013 and works across the Kew, Camberwell and Ashburton clinics. Donna brings the skills gained in her previous 25 years of nursing to her current position, and thoroughly enjoys meeting our clients.

When not working, Donna enjoys spending time in the garden, doing a little bit of patchwork and getting lost in a good book.

## A note from the Principal Audiologist Moh Dadafarin



Welcome to our Summer edition of *hearingnow*. As the year is coming to an end and you are all busy planning for the Festive Season, remember that with a hearing loss, this time

of year can make you or those around you feel nervous and isolated. Rest assured as Natalie, one of our Audiologists, shares with you some tips to ensure stress-free communication for all those family and social gatherings.

Also in this issue, we share with you a fascinating study completed by *Johns Hopkins University School of Medicine* that details the link between hearing loss and dementia.

On behalf of the team at Ear & Hearing Australia, we would like to thank you for your ongoing support this year. We wish you and your family an enjoyable festive season and a safe and Happy New Year.

Sincerely,  
Moh Dadafarin  
Principal Audiologist

## Seniors Card Survey: How's Your Hearing 2013

Recently, we conducted a survey through the Seniors Card Program to better understand the reasons why hearing loss sufferers do not seek treatment. As part of the survey, we offered respondents the chance to win 1 of 2 \$500 Gift Cards. We would like to congratulate *Gerald H.* from Armadale and *Dee M.* from Hawthorn for each winning a Gift Card for their entry.

Thank you to everyone who took part in the survey, each contribution has been vital for our study.

## Go green and win 1 of 2 \$100 vouchers!

*Hearingnow* will soon be available in a digital format. Protect the environment and go green with us by providing your email address & contact information to: [hear@ear-hearing.com.au](mailto:hear@ear-hearing.com.au) or call 9853 3828.

Two lucky winners will receive 1 of 2 \$100 Coles Myer Gift Cards. Winners drawn on 31/01/2014 and will be notified via Telephone.



## Your Friendly Reminders

### Hearing Aid Insurance

Unfortunately, accidents do happen and sometimes your hearing aids become chew-toys for the pet dog, get lost in the garden, water-logged by the tides or spun through the cycles of your washing machine.

Hospital visits, overseas holidays and a heavy foot may all result in the unfortunate loss or extensive damage of your much needed hearing instruments.

Insure your hearing instruments under your existing house and contents policy and save money today.

### Batteries

Don't forget to stock up on batteries to ensure you do not run out over the holiday period.

You will find the trading hours for each clinic on the front page of the Newsletter.

### Refer a Friend

Do you have a friend or family member who you think may benefit from seeing us?

Refer them to us and as a thank you, you will receive a 12 month battery supply and FREE maintenance.\*

Simply quote your friends name to our friendly staff at the time of booking.

\*Conditions apply



# Communication Tips: Make the most of your Holidays



Here are some great tips provided by one of our Audiologists Natalie to keep in mind when catching up with friends and families in the coming Summer months.

#### 1. Positioning:

Try to ensure you face the speaker and can see their visual expressions clearly as this will help you differentiate between similar words such as 'Run, Sun, Fun.'

#### 2. Minimise background noise:

Choose restaurants or meeting places with soft furnishings that absorb irrelevant noise. Also, try to seat yourself in such a way that the unwanted noise is mostly behind you.

#### 3. Inform friends and family of your hearing difficulties:

Avoid the frustration of asking for repetition by explaining that you have hearing difficulties and require the speaker to face you and gain your attention first before speaking.

#### 4. Plan ahead:

Anticipating the topics of conversations or thinking through topics that may be discussed can help you use context to help fill in the gaps of key words. Letting people know exactly what parts of conversation you missed can be helpful. E.g. "I heard you mention the weather, but I did not hear what temperature you said it was going to be?"

#### 5. Relax:

Try not to focus on every single word people say as this intense concentration can lead to fatigue and frustration. Try to follow the flow of conversations and if you miss a word do not stress about it as nobody hears everything all the time. Try thinking of other possibilities and when appropriate, check and confirm with the person speaking.

# The effects of Untreated Hearing loss: A Growing Epidemic

## A new study has found a troubling link between *hearing loss & dementia*

Hearing specialists from Johns Hopkins University report that hearing-impaired adults between the ages of 75 and 84 were more likely to experience cognitive and memory problems than those in the same age range with normal hearing. In fact, those study participants who had hearing problems experienced cognitive decline 30 to 40 percent faster than those with normal hearing.



"[People have thought] hearing loss in older adults is an inconsequential part of getting older," said Frank Lin, senior study investigator and an otologist and epidemiologist at Johns Hopkins. "But hearing loss has very real consequences and could lead to cognitive decline."

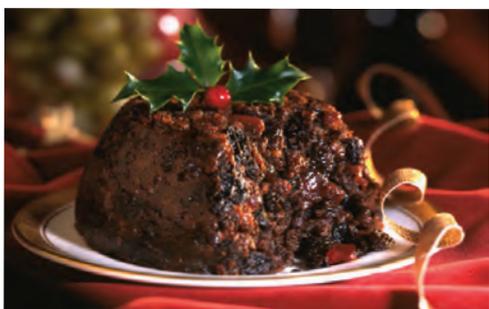
The study's close to 2,000 participants were in good health when the study first began in 2001 -- researchers excluded those people who could have experienced hearing loss due to other causes. Hearing and brain cognition tests were administered over six years. **Researchers found that the level of brain functioning was directly related to hearing loss, with those suffering from hearing loss dealing with "significant cognitive impairment" 3.2 years sooner than those whose hearing remained at normal levels.**

### But just how are hearing loss and cognitive impairment connected?

"Your inner ear has to take in a complex sound and convert it into a signal that goes into the brain," Lin explained. "When we say that people have hearing loss, it means the inner ear is no longer as good at encoding those signals with accuracy and fidelity. So the brain gets a very garbled message -- you can hear what's being said but you can't quite make it out. It takes a little more effort to hear what that person said."

As a result, **"the brain has to rededicate sources to help with hearing and sound processing," Lin said. "That comes at the loss of something else."** And that something else appears to be brain functioning. MRIs have shown the prefrontal cortex being activated in those experiencing hearing loss to help auditory processing, taking away from the part of the brain focused on "working memory." It is suggested to use hearing aids to correct hearing loss as soon as it occurs.

*Study: Johns Hopkins University School of Medicine Study 2013.  
Article Source: Huffington Post 23<sup>rd</sup> Jan 2013*



## Traditional Christmas Pudding

Enjoy this traditional family recipe from Teena, one of our Customer Service team members. Teena suggests adding more exotic dried fruit such as dried cranberries, goji berries, strawberries, blueberries, sour cherries, etc in the fruit mix and a liqueur or spirit of choice for soaking the fruit to give the recipe a more personal touch.

### 1/ Fruit mix:

- 1 kg mixed dried fruit
- 1 grated granny smith apple
- 1 cup of brown sugar
- 1 tbs of grated orange rind
- 1 tbs of mixed spice
- ½ cup of orange juice
- ½ cup of orange liqueur

Mix and place all ingredients in a container with a tight lid.

### 2/ Pudding mix:

- 250 gms of melted butter
- 4 cups of stale bread crumbs
- 1/4 cup plain flour
- 3 beaten eggs

Add the prepared soaked fruit mix to the pudding mix ingredients. Place in a prepared pudding cloth or basin and cook in a large pan of boiling water for 4 hours replenishing the water as required.

Stand for 10 minutes before serving.

# Share Your story!



## YIN T

"The first evening when I had my hearing aid on, I sat down to listen to music and was totally blown away with the depth of music that I could hear. I could say it's almost comparing watching a 2D vs 3D movie.

I could distinguish the directions the various instruments were being played from. I just wished that right there and then I had purchased my hearing aid much earlier.

When walking in the park, I now know which direction the birds are. Whereas before my hearing aid, I would have to scan and turn around to find out which directions the bird songs were coming from.

In my office, I now can tell when my phone is ringing. It's definitely worthwhile getting my hearing aid. I now encourage my work colleagues and friends with hearing loss to get their ears checked as I fully understand what audio deprivation means. Thanks again."

***Thank you to the team at Ear & Hearing Australia. Life is much better for me now that I can hear.***

## DR GARRY W

"I am especially happy with the extended service and excellent customer care that Ear & Hearing Australia has continued to provide after getting my hearing aids nearly a year ago.

The staff is happy to give extra time and attention to answering my specialised questions, and also offered a Hearing Workshop which I just attended and it exceeded my expectations in depth of coverage and insights shared with all participants. I heavily recommend Ear & Hearing Australia to all seeking the best products and service possible."

## MR CHRISTOPHER K

"I can now hear my two grandchildren playing in the garden when I am inside and also when they talk softly to me. I can hear the birds outside and have good conversations with my friends.

Watching TV now means the whole street doesn't have to

listen to what I am watching. And most of all I feel safer in my home because I can now hear everything. Thank you to the team at Ear & Hearing Australia. Life is much better for me now that I can hear."

***I heavily recommend Ear & Hearing Australia to all seeking the best products and service possible.***

## JOHN C

"I am hearing sounds such as birdcalls, breezes, and leaves underfoot, pedestrian crossing alerts, and general 'life' noises, which I did not know existed. Even whilst playing golf, I am now able to hear comments and even the club contacting the ball.

I'm comfortable with conversations and have improved confidence that I am correctly responding."

After attending a performance at the retirement village, John exclaimed "I just heard piano playing and singing with greater pleasure than since my hearing was damaged more than 50 years ago"

To read more stories from our clients, visit our website: [www.ear-hearing.com.au](http://www.ear-hearing.com.au)