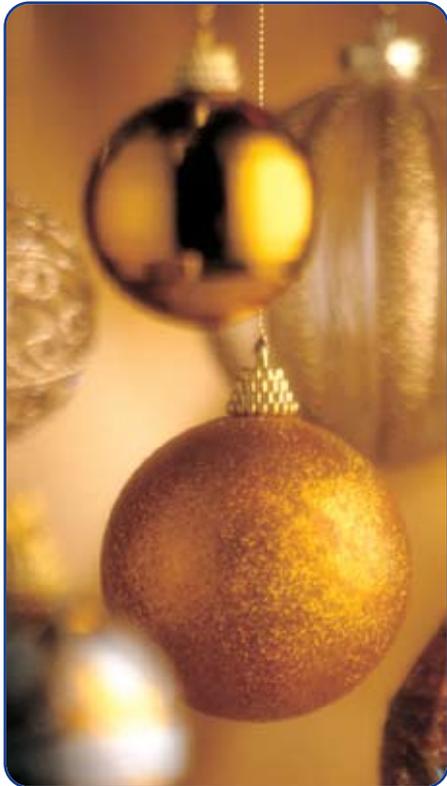


HearingNow

Newsletter of Ear & Hearing Australia VOL 1, Summer 2007



SEASONS GREETINGS

On behalf of the entire team at Ear & Hearing Australia, we thank you for your continued support over the last twelve months, and would like to wish you and your families a very happy holiday season.

This is the time of year where we enjoy being with family and friends. Let's hope that we have made it easier for you to join in conversations with them. If you think your hearing loss might still limit your ability to communicate with ease, then discuss it with us and we may be of assistance to you.

We hope you have a safe and happy holiday season and we look forward to seeing you in the New Year.

HOLIDAY TRADING:

Christmas and New Year closing times :

Kew Office

Closed Christmas Day, Boxing Day and New Year's Day

Camberwell Office

Closed Christmas Day through to Monday 7th January 2008.

For all urgent matters during that period please call 1300 761 667



A note from the Principal Audiologist, Moh Dadafarin:

For almost a decade, we at Ear & Hearing Australia have had the pleasure of helping more and more people improve not only the way they hear, but also the way they live.

We have always strived to provide our clients with the best service and treatments available. Thanks to our clients' appreciation, we received the **"Australian Achiever Award"** for the best customer service in the last year.

As we reflect over this year we are also proud to announce that in 2007



Ear & Hearing Australia won the **"Professional Development Award"**, for excellence in hearing care after joining over 800 of the world's expert hearing care professionals at the recent 2007 International Oticon Business Alliance Conference in Mexico.

The award recognises leaders in audiological care who show dedication to the industry and display a commitment to using new technology to improve the lives of the hearing impaired. This award was a tremendous honour for our dedicated and hard working team. Ear & Hearing Australia's commitment to the best level of service and implementation of new

technology, ensures that our clients receive the best support for their hearing needs, have access to superior hearing device technology, and are aware of the latest changes in hearing related technologies.

This newsletter is an extension of our support to you. It will be produced on a regular basis. We hope that coming issues of this newsletter will provide you with both information and enjoyment. Your comments will be appreciated and, some at least, reported in future editions.

Thanks
to our clients' appreciation, we received the "Australian Achiever Award" for the best customer service in the last year.

Have you insured your hearing aids?

...talk to your insurance company about having your hearing aids listed as specified items.

Hearing aids are wonderful devices that help restore hearing for millions of people with hearing loss. Yet they are also small, fragile and sometimes downright difficult to hang on to!

Hearing aids can usually be covered as part of your home and contents insurance. You should talk to your insurance company about having your hearing aids listed as specified

items. That way, whether your hearing aid is lost, broken, stolen, swallowed, crushed or flushed, you won't have to pay full price to replace it.

You may not think it will happen to you, yet every year thousands of hearing aid owners accidentally lose or damage their hearing aids. With an appropriate protection plan, you can be confident you're covered.



Symptoms of hearing loss

Most cases of hearing loss develop gradually so the symptoms are often difficult to recognise. The first step in the treatment of hearing impairment is to realise that there is a problem. And it often takes time to accept that you suffer from hearing loss.



If you experience some of the following symptoms, you should contact your audiologist and have your hearing tested:

- It sounds as if people are mumbling to you
- Difficulties in hearing television - or people say that your television is turned up too loud
- Difficulties in hearing someone calling to you from behind or from another room
- Difficulties in communicating in a small group of people, for example at meetings
- Communication difficulties in noisy environments, for example in a car, bus or at a party
- A frequent need to ask people to repeat themselves
- You no longer hear your watch ticking, water running or birds singing

- Difficulties in hearing the doorbell or the telephone ringing
- Family, colleagues and friends say that you might be suffering from hearing loss
- You have to lip read the people who talk to you
- You feel that you must really concentrate to hear someone talk or whisper

If you suffer from hearing loss, you may feel that your social life is suffering too because of hearing and communication difficulties. You may even be tempted to avoid social gatherings and other social situations where you run the risk of misunderstanding or not hearing what other people say.

(Source: www.hear-it.org)

Free Newsletter

If you know of anyone who may be interested in receiving the "Hearing Now", please forward their names and contacts to us by calling: **1300 761 667**

Contact Update

If your addressing details have changed or are about to change in the near future, please call us on **1300 761 667** to amend your records.

Hearing Aid Technology Enters the Wireless Age

(source: HealthyHearing.com)



Wireless technology is everywhere. In cell phones, PDAs, GPS systems – it's everywhere. We're no longer bound by landlines and cable hook-ups. It's wireless all the way – except maybe in the hearing health industry.

That's changing rapidly, however, with the introduction of Oticon's Epoq – a wireless hearing device that improves overall hearing quality and equips users to stay on the forefront of the wireless world.



BINAURAL SOUND

Binaural sound is basically stereo – using two ears to capture and process sound. The hearing aid industry has now added wireless technology to cutting edge devices that employ the latest in wireless technology.

In cases of people who prefer to wear two hearing aids, wireless technology enables the two devices to instantly share sound-based data – wirelessly. This capability improves what professionals call localization – the ability to pinpoint the sources of sounds. In practical terms, built-in, wireless technology improves the wearer's ability to hear a speaker, even in extremely noisy

environments. This is accomplished by creating a wireless connection between the two hearing devices, causing them to act as one device delivering realistic binaural sound.

WIRELESS CONNECTIVITY

Oticon's Epoq, can also use an external device to pick up wireless transmissions from cell phones, PDAs and other wireless devices. An outboard receiver called the Streamer, picks up wireless Bluetooth signals and instantly transmits them directly to the Epoq units. People with hearing loss can "plug" themselves into the wireless world more easily, more naturally.

Wireless hearing aid technology is no longer a far horizon vision. It's an engineering fact of life using wireless technologies such as Bluetooth and the Oticon Epoq to improve sound quality and to stay connected using the expanding menu of wireless devices.

Hearing aids improve quality of life

A scientific review of a large number of surveys shows that the use of hearing aids causes significant improvement in the quality of life of hearing impaired people. The results of all studies reviewed are remarkably consistent.

The review is published in the scientific report, "Evaluation of the Social and Economic Costs of Hearing Impairment". The report presents the results of a comprehensive study of almost all scientific research on social and economic impacts of hearing loss in Europe, Australia and the United States.

Key points about the impact of the use of hearing aids on quality of life of the hearing impaired include:

- Hearing aids improve overall quality of life for most users.
- Hearing aid users enjoy better overall health than non-users.
- Hearing aid users are perceived by their families to have better cognitive functioning than non-users and to be less introverted.
- The most beneficial effects of hearing aids are found in the users' social lives, taking part in group activities, and family relationships.
- People with hearing aids have greater self-confidence, stronger self-image and better communicative functioning, resulting in overall higher self-esteem, than those without aids.



- Hearing aids help to reduce deterioration in psychological functioning as a result of hearing impairment.
- Hearing aids can reverse social, emotional and communication dysfunctions caused by hearing impairment.
- Hearing aid users are more likely than non-users to engage in activities involving other people.
- Hearing aids improve most aspects of emotional life and hearing aid users have greater warmth and less negativity in personal relationships than non-users.

Source: "Evaluation of the Social and Economic Costs of Hearing Impairment", October 2006, Hear-it AISBL



Clients' Comments

“Even with long standing hearing impairment and an elder sister with more profound hearing loss and dependency on hearing aids, the choice I made to purchase hearing aids was not an easy one. It was the right one though. My hesitancy in terms of feeling 'different' and 'stared at' was quickly cast aside as I, and all those around me, noticed the vast improvement in my hearing and ability to communicate.

Not without some 'wearing-in' difficulties (which were all explained beforehand and treated with extreme compassion and understanding upon review), the simple, taken-for-granted things like the ring of a telephone, the doorbell and the chirp of birds have now become part of my life again.

I feel I can communicate in groups once again - opening up doors that were once seemingly bolted shut. A very professional team at Ear & Hearing Australia - enormous thanks to all.”

Dr S. Down

“From the outset my mind was to go to this organisation. They were organised, courteous and able to answer all my questions about deafness. For a long time I was not prepared to accept such a thing called “A HEARING AID” but as time was passing me by it was decided that I should wear one.

Never felt better, more confident and able to converse with the quietest speaker, - now it is real and I like it. I have been talking to other people who are in the same position as I was and I am only too pleased to tell them of my better hearing and lifestyle. No more yelling, missing bits and pieces in conversations and no more headaches caused from concentrating too hard. The service and back up were exceptionally good and on going. “That song” “What a Wonderful World applies to me today and in the future.”

J Moore

“My hearing loss originally dates back to my flying duties during the war. I have been using hearing aids for a long time. A few months ago I left the Audiology provider I had been with since I was first with a hearing aid and transferred to Ear & Hearing Australia in Camberwell.

From my first visit I have been impressed with the care and level of service. My new hearing aid is much better than any I had previously.

The after care has been excellent and I only wish that I had made the change earlier. Many Thanks for your help which has made a big improvement to my ability to enjoy day to day activities.”

Dr J Nicholls

“When I suddenly lost my hearing at age 39, I discovered I lost more than my hearing.

I began to feel very isolated and started withdrawing from social gatherings and friends. I also felt I had lost my dignity. People would assume that because I couldn't hear, I must also have something mentally wrong and was often treated as “simple”. I began to feel very paranoid, thinking that people were talking about me; I couldn't even hear my husband when he spoke on the phone, which fed into my paranoia. I often felt frustrated and alone.

It wasn't until about four months later, when I had an appointment with Moh, my audiologist from Ear and Hearing Australia that I could actually regain most of my hearing through the use of hearing aids. I heard my first few words for months! How I felt was indescribable. My depression lifted instantly and I couldn't resist throwing my arms around Moh and giving him a big hug!

Ear and Hearing Australia and Moh made it possible for me to return to a normal life and I can't thank them enough.”

J Reece

“As the wife of a quite deaf person I also must state my delight at the many benefits of my husband's hearing aids”.

Where once I repeated everything three times at least, talking in the car was impossible, as was talking at social functions, not to mention being blasted out of the lounge by the television – all of the above, whilst unavoidable, was frustrating for both of us, so I too am appreciating the change wrought by Ear and Hearing Australia.

There is a very nice relaxed atmosphere for the person left waiting in Reception and I found Graeme to be very friendly and helpful”.

D Burr



Helping people hear better for life

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