

HearingNow



A note from the Principal Audiologist, Moh Dadafarin



The year 2008 has already been one of many changes here at Ear & Hearing Australia. Amongst these changes has been the upgrading of almost all our equipment to the highest standard. We are now equipped with the most advanced instrumentation.

Another change has been the addition of Mona Sadeghi to our growing team of clinical staff. With a Master in Clinical Audiology she specializes in hearing assessment and hearing aid fitting and rehabilitation. She also has degrees in Commerce and Science from Monash University, but after making the decision to help those with hearing impairments, she undertook the Master of Clinical Audiology. Mona's recent qualifications mean that she is cognisant with all the latest research and products- knowledge which will allow her to assist clients to attain the most modern and appropriate assistance with their hearing loss.



“We continue to offer the most professional and the best level of personal care in the field..”

We also have new additions to our administrative staff - our senior client service officer, Graeme Franklin, has recently been joined by two new client service officers.



We are happy to welcome Teena Burgess and Dale Helms to our Kew and Camberwell clinics. Coincidentally, both ladies live locally, are former teachers - Dale with a degree in Education while Teena has a Science degree - and have extensive backgrounds in the administration of local community organizations.

We anticipate that these changes, and those still to come, will enable us to continue to offer the most professional and the best level of personal care in the field.

Free Newsletter & other hearing information

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

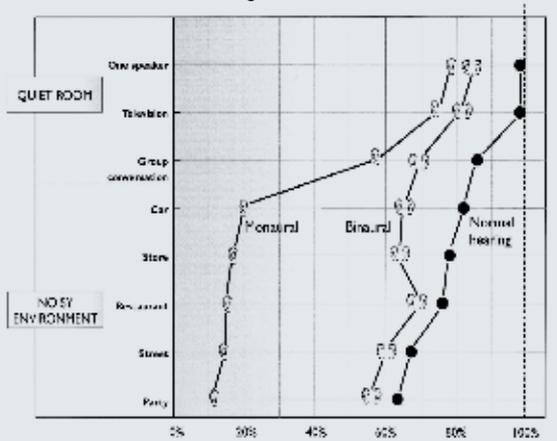
Contact Update

If your addressing details changed or are about to change please call us on:

1300 761 667
to have our record updated.

Two ears are better than one

Benefits of Binaural Fittings



We have two ears for a very good reason. They work together! Two ears allow us to locate the source of a sound, which is important for safe and effective communication. We need to know where a danger might exist or to know which person is speaking.

Two ears allow the brain to function more effectively to minimize competing sounds interfering with the communication process. Two ears working together are better in helping us focus on a particular sound or speaker than one ear alone.

It is important that we do not deprive one ear from hearing. Studies have shown that an unaided ear's ability to understand speech may decline if it is not stimulated. Fitting two ears with hearing aids should be the rule rather than the exception.

- We need two ears to locate the source of a sound.
- Two ears help us hear clearly in background noise.
- Listening with two ears is better than listening with one.

NEW PRODUCTS

New Vigo and Vigo Pro Offer More . . . Performance, Choice and Value in Attractively Priced Hearing Instruments

Oticon, just introduced Vigo Pro and Vigo, two full product families of premium performing hearing instrument sat price points that enable cost-conscious clients to benefit from state-of-the art hearing technology.



These aids are based on Oticon's ultra-fast RISE platform, delivering more bandwidth (8 kHz) and significantly higher levels of processing power. The combination of more high-end features, better sound quality, and more discrete style choices set a new standard in the mid-price segment and set Vigo Pro and Vigo apart from any other product family in their class.

Vigo Pro's advanced technology outperforms "last generation" premium and all mid-priced hearing instruments.

Vigo Pro's TriState Noise Management system uses the voice-detection technology "VoiceFinder" to detect and prioritize speech with great accuracy, even in the presence of noise. It automatically reduces unwanted noise without reducing the volume of speech, allowing for a very comfortable listening experience. In addition, Vigo Pro features automatic VC

Learning that "remembers" the user's volume preferences in different sound environments and automatically adjusts to specific situations.

The Vigo family, set at a lower price point, ensures that cost does not prevent price-conscious clients from enjoying the benefits of advanced technology and superb sound quality.

Vigo Pro and Vigo are available in a broad range of colors and a full range of styles from small CICs to slim BTEs. Both families offer a new discrete RITE style providing users the best options for natural sound quality.

For more information about Vigo Pro and Vigo, please call 1300 761 667.



Ask yourself

If you sometimes say or think:

I need to turn up the television. I can't hear a thing.

People mumble and do not look at me when they are talking.

It is difficult to follow a conversation when people walk away while talking.

It is a bad habit shouting from another room. It is very difficult to hear clearly.

I like standing face to face with the person I am talking to.

Jokes are not funny anymore.

I am not so fond of parties or being together with a lot of people. It is as if all the sounds melt together.

I am very tired at the end of a meeting, having said, "excuse me" or "what", all the time.

Sometimes I answer without knowing the exact question.

...Then you might be suffering from a hearing problem. You may need to have a hearing test.

(Source: hear-it.org)

Ear & Hearing Workshop, another way to enhance your communication skills...

We are known for the best ongoing client support and believe hearing aid fitting should only be the initial part of a Hearing Rehabilitation Program and it should be followed up with effective training and adjustments. As part of our exclusive hearing rehabilitation program we have designed a workshop to assist our clients in adapting to their hearing loss and help them develop skills that will enable them to obtain the full benefit of their hearing aids. The workshop, which is designed to assist our clients obtain the full benefit of their hearing aids, focuses on helping our hearing aid users, and their family and friends.

At present, the workshop is conducted on Saturdays as a 3-hour session, dates available on application to our administrative staff.



Topics covered in the workshop include:

- hearing and hearing loss;
- handling difficult listening situations;
- audio-visual listening;
- relaxation techniques;
- building confidence in everyday situations.

The workshop is run by Lisa Dyer at our Kew office at 2 Cotham Road . Lisa is a highly qualified Speech Pathologist with post graduate studies in counselling with extensive experience in all areas of hearing loss management and tinnitus counselling. Entry into the workshop is complementary for our VIP clients (private clients or those who have been fitted with Top/Up hearing aids).

For more information about Ear & Hearing workshop please call 1300 761 667.

A reminder !

If you pay tax, remember to claim a rebate for your hearing aids if your medical expenses (including your hearing aids) exceed \$1500 in this financial year!

Hearing among elderly getting worse

Hearing loss is spreading at alarming rates in all age groups because of our increasingly noisy lifestyles, but aging is still the number one factor.

Fully one quarter of the population over the age of 65 in most industrialized nations, and perhaps more in the rest of the world, suffer from hearing loss. Over the age of 75 years, half of us suffer from hearing loss. Over the age of 85, four out of every five of us have trouble hearing. As serious as the numbers are, the prevalence of hearing loss among the elderly is expected to rise as the North American baby boomer generation and the similarly large post-war generations in other parts of the world enter old age in the coming decades.

Already, hearing loss is the third most common chronic condition in elderly Americans after high blood pressure and arthritis.

Hearing loss, reports the National Academy on an Aging Society, can have a profound impact on an individual's emotional, physical and social well-being. People with hearing loss are more likely to report symptoms of depression, dissatisfaction with life, reduced functional health and withdrawal from social activities. Yet, according to a major recent study published in the Journal of the American Medical Association, most elderly patients are not assessed or treated for hearing loss.

Two thirds of hearing impaired elderly people refuse or fail to seek the treatment that could help, even though they are often urged to do so by relatives and studies show that the use of hearing aids can reverse some or most of their loss of quality of life.

Source: Journal of American Medical Association.

Hearing aids perform better than expected

Hearing aid users report greater improvement in their quality of life than they anticipated when they received their hearing aids.

Hearing impaired patients rarely imagine the difference hearing aids can make in their daily life. They often underestimate their loss of hearing and its effects and believe that they can get by without hearing aids. Only after they have completed the process of being treated with hearing aids do they truly realise the difference.

A study published by the Quality of Life Research journal indicated that hearing impaired people estimate their hearing to have improved 100 percent when treated with hearing aids. This is in contrast with their belief before being fitted with hearing aids that their hearing was adequate.

Improved quality of life

The researchers conducting the study asked 98 people with hearing loss how they perceived their quality of life and their hearing ability before and after they received hearing aids. The study confirmed earlier surveys indicating that people with hearing loss report improvements in their quality of life when they receive hearing aids.

After their hearing aid fitting the subjects were asked how they remembered their situation before the treatment. Their recent experience with hearing aids led them to estimate in hindsight that their hearing ability without the hearing aids was 35 percent worse than they used to believe. The change was primarily due to a change in their perception about what constitutes adequate hearing and what they were actually able to hear before they received their hearing aids.

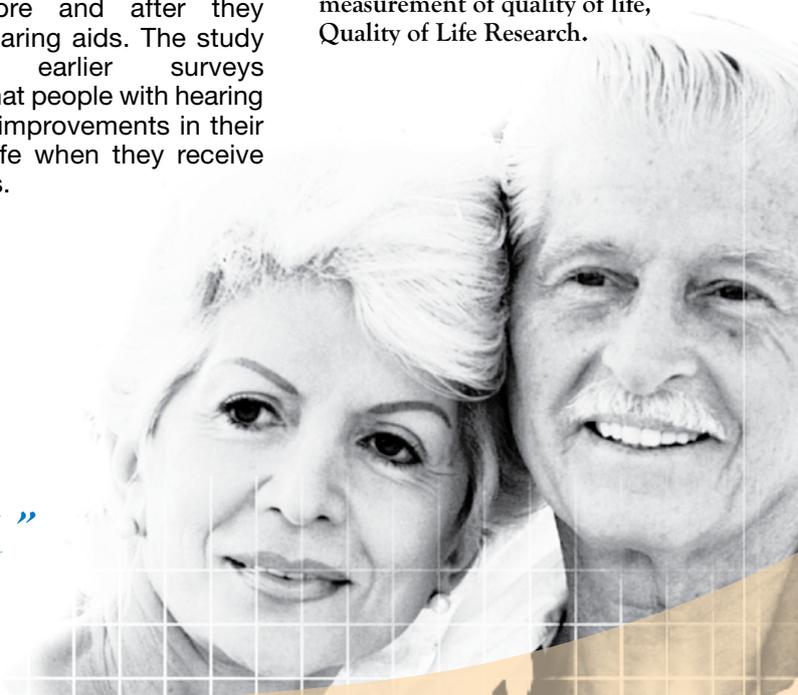
More could benefit from hearing aids

Many hearing impaired people underestimate their hearing loss and believe that they can manage without a hearing aid.

Other studies have indicated that just one in five, who could benefit from wearing hearing aids, uses one, even though hearing aids have been shown repeatedly to improve the quality of life.

Source: Response shift in the measurement of quality of life, Quality of Life Research.

*"Better hearing
for better life"*





Would you believe that I am wearing hearing aids in my ears, and can still wear my hair as in the photo.

I can now communicate with my grand children and not ask their mum what they said to me.

This morning I put on some music and left the room. I put my hearing aids in and was amazed at the quality of sound.

I certainly missed out on sound for a long time. Deafness sneaks up on you slowly.

Now I feel that I have a second lease on life and hear every day noises that I remember from years back. "Have a go"

M Watson 86, ASHBURTON

I must say that I am very pleased with my hearing aids. I am now able to hear TV quite clearly and at a suitable volume for non-deaf people, appreciate music once again and with the telephone option, am able to speak on the phone without any trouble. Nor do I have any problems now at social functions where there is considerable background noise and find I can join in the conversation quite naturally.

Ear and Hearing has been most thorough and have given a great deal of attention to the fit and fine tuning of my hearing aids. At all times I have found the service and after-service has been carried out most efficiently and courteously.

Derek M. Burr, CROYDON NORTH

When sounds of expected clarity lose their keen,
And friends become insistent and then unseen
or strange dogs present a bark of uncertain strife;
Then such a time is a warning of lost life.

So present I knew as one deserving short shrift
For not heeding the lessening of a heavenly gift,

While clarity had gone as with the notes of a seraphine
'til returned with the skill and care of Mr Dadafarin.

So if there is a wish to enjoy the wild avifauna,
Or dread the rustling sweep of autumnal flora;

Then I wish to sing out – as per better hearing –
That Mr Dadafarin has my confidence
without any fearing

W.D. Cooper, CLARKEFIELD

I would like to express my appreciation of the thoughtful and kindly staff of Ear & Hearing Australia – Camberwell – during the testing of my hearing. Also what a tremendous, beneficial difference the wearing of the aids has made to my life.

M Forrest, HAWTHORN

“ *I am now able to hear TV quite clearly and at a suitable volume for non-deaf people, appreciate music once again...* ”

Monitoring your hearing loss.

Hearing loss is very common as we get older. In Australia one in three over the age of 60 years have trouble with their hearing. The age of onset, the degree by which it continues to drop and the severity of hearing loss are impacted by several factors, including noise exposure, genetics and medical history. A recent study has shown that as we age our senses begin to change. Typically, the beginnings of change in the five senses are as follows.

- Hearing – the mid 40's
- Vision – the mid 50's
- Touch – the mid 50's
- Taste – the late 50's
- Smell – the mid 70's

In most cases a person may not realize the change in their hearing, due to the very slow rate at which hearing levels drop. This allows us to make adjustments to counter it without even realizing we are doing so. Such adjustments include lip reading, filling in the gaps, shortening of distance between themselves and the speaker and often withdrawal from situations where it is hard to hear.

It is important to be aware that our hearing, like most things, continues to change with age. For this reason it is important to monitor your hearing with annual or bi-annual hearing assessments to see how much your hearing has changed and to ensure that your hearing aids are meeting your needs and adjustments can be made accordingly.

