

Atlantic Hearing Care Provides High Tech and High Touch

Audiologist Dr. Joan McCormack warmly welcomes both new and former patients to her office in the “Gold Building” in Vinnin Square, Swampscott. With 25 years of experience and hundreds of satisfied patients she knows that each hearing loss and lifestyle is unique. That’s why Atlantic Hearing Care takes the time to provide the right balance of technologically advanced solutions with the utmost in personalized care. This includes professional hearing evaluation, selection of appropriate products and ongoing patient and family support.

“People often wait until they are having tremendous difficulty before getting a hearing test” notes Dr. McCormack, “They think everyone is mumbling or that nothing can be done. Or maybe they tried a hearing aid unsuccessfully several years ago from a retail sales person.” Consumers should know who they are working with and understand what their level of training and expertise is. Audiologists are university trained professionals with a minimum Masters degree and often a Doctoral degree. Audiologists are experts in comprehensive hearing assessment and rehabilitation

as well as hearing aids and assistive listening devices.

The high tech/high touch balance is evident in all services at Atlantic Hearing Care. “We work with the whole person, not just the pair of hearing aids” notes Dr. McCormack. Performing a hearing evaluation in a sound proof booth is the first step. If necessary, referrals are made back to the primary care physician or an ear specialist for medical intervention. Most people are surprised to learn that hearing aids DO help nerve deafness. In fact, according to Dr. McCormack, the majority of people who wear hearing aids today have some form of nerve deafness. In the next step Dr. McCormack asks for examples of hearing difficulty and turns them into goals for improvement with hearing aids. Often it is as simple as hearing the minister or rabbi during services or hearing your spouse at dinner.

Today’s digital aids are available in a wide range of styles with features to meet a variety of needs and budgets. The digital circuit and directional microphones help people hear better in background noise.

The new open canal mini-hearing aids reduce the perception of the wearer’s own voice. “High technology hearing aids can connect to your TV, remote microphones, and even your iPod or stereo. Bluetooth® connections to cell phones mean people can hear the cell phone through their hearing aids in both ears – a huge advantage” says Dr. McCormack.

Atlantic Hearing Care is the first private practice in the area to use the Verifit Speech Map Fitting System to objectively evaluate and adjust hearing aids. The Verifit uses a probe microphone in the ear canal to measure actual output from the aid and compare it to a prescription or “speech map”. Aids are adjusted so that soft speech is heard as soft, average speech is clearly audible and loud sounds remain comfortable. This is also helpful when deciding if an existing aid needs to be adjusted or replaced.

The final high touch service is a hearing help class developed by Dr. McCormack called C.A.R.E.: Classes for Aural Rehabilitation and Education. Individuals and their families who attend aural (hearing) rehabilitation are more

successful with hearing aids. In this program she presents the facts and myths of hearing loss and how to get the most from hearing aids and other communication strategies. New, experienced and potential hearing aid users, as well as family and friends are encouraged to attend. Registration is by phone, the class is open to the public.



Dr. McCormack encourages people to come in for testing as soon as they notice difficulty, or if they need a check up of existing hearing aids. Ideally adults should get a baseline hearing test when they turn 60. Call for an appointment at 781-581-1500.