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Spring 2008 Newsletter

Welcome to the first edition of our newsletter! We want to keep you informed about our services and new developments at Atlantic Hearing Care.

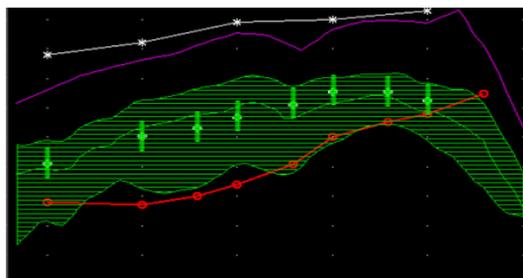
Real Ear Measurement



Hearing Instrument Fitting System

We are pleased to announce the addition of advanced state of the art hearing aid measurement to the Audiology and Hearing Aid Services available at Atlantic Hearing Care.

The Verifit Speech Map Fitting System provides accurate and objective information for the Audiologist to evaluate and adjust hearing aids for maximum audibility and overall patient satisfaction. The Verifit uses a probe microphone in the ear canal and live speech as the signal to measure output from the hearing aid compared to a prescription or “speech map”.



This picture confirms good benefit by showing that soft and average speech (the green speech map) will be heard and loud sounds will remain comfortable (purple). **We are one of the first private practices in the area to have this advanced equipment.**

C.A.R.E

Classes for Aural Rehabilitation and Educationstarting in April!! Experience has shown that individuals and their families who attend at least one session of aural (hearing) rehabilitation are more successful with hearing aids. In this free two session program we will discuss 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 invited. Please call to sign up! Flexible times are available.

Patient Satisfaction Survey

Survey of individuals who purchased hearing aids from Atlantic Hearing Care through 12/31/2007:

- **95% are satisfied to very satisfied overall with their new hearing aids:**
 - 82% wear their aids six or more hours/day
 - 86% report improved hearing in background noise
 - 100% are satisfied with the appearance.
- **100% would recommend us to a friend with hearing loss**
- **100% report good to great improvement in their quality of life**

Overcoming Objections

Hearing loss usually happens gradually. Many people with hearing loss genuinely do not realize how their hearing loss impacts those around them. They may not acknowledge that they have stopped doing activities or seeing people they once enjoyed because they can not hear clearly.

Success with hearing aids is more than the actual product. Choosing a licensed, university trained Audiologist for hearing testing insures that you will receive a comprehensive hearing evaluation, the accuracy of advanced diagnostic testing in a sound proof booth, professional selection and adjustment of appropriate products and ongoing patient and family support.

Audiologist Dr. Joan McCormack offers these suggestions to encourage a loved one to have a hearing evaluation and to try hearing aids if they are recommended:

Create an awareness of the hearing problem. By not saying anything you reinforce the perception that they are functioning just fine.

Enlist the help of other family members or your physician to encourage getting the hearing evaluation as a first step toward better hearing.

Discuss why he or she is unwilling to take action and discuss their objections in a supportive way. Often people have misinformation about the process or are afraid of the image of wearing hearing aids.

Accompany your loved one to the evaluation to understand what is involved in the process toward better hearing. Listening to a familiar voice when trying hearing aids will reinforce the benefit.

Be patient, supportive and above all maintain your sense of humor!

Refer a friend for a hearing evaluation and receive a year of free hearing aid batteries!!

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