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## Fall 2008 Newsletter

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

### Keep Your Aids Tuned Up



Hearing aids should last four to six years. Routine maintenance includes regular cleaning and checkups to extend the life of your aids. Take advantage of your 6 month recall to keep your aids working in top condition. If you have not been in for a while or are having any difficulty please call for an appointment.

**2 for 1**  
**Hearing Aid Batteries**  
Regular price \$6/8 pack  
Limit 6 packs expires 10/31/08

### Stay Connected

Staying connected with family and friends is easier with today's digital hearing aids. The advanced digital circuit combined with directional microphones reduces background noise and provides a more comfortable listening experience. The new open ear mini-hearing aids provide a more natural sound quality and reduce the perception of the wearer's own voice. Advanced technology hearing aids connect to your TV, remote microphones, and even to your iPod or stereo. Blue tooth connections allow you to hear the cell phone through your hearing aids in both ears—a huge advantage! If you are interested in a free demonstration and trial of this technology please call for an appointment.

Hearing aids have been proven to improve quality of life, supporting family communication and reducing isolation. How many people do you know who suffer in silence or refuse to go to movies or parties because they cannot hear? Please encourage them to come in for a check up. We think everyone should come in for testing as soon as they notice difficulty. Ideally adults should get a baseline hearing test when they turn 50.

## Customer Referral Program

Refer your family and friends for a hearing evaluation and receive a year's supply of free hearing aid batteries as our thank you.

## C.A.R.E

### Classes for Aural Rehabilitation and Education

We have gotten rave reviews about our hearing help classes! In this program we discuss how we hear, 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.

## Go Green!

Bring your used hearing aids batteries in for recycling when you next come for an appointment or to purchase batteries. Or better yet, try one of the new rechargeable aids. Never purchase batteries again!!



## Practical Hearing Tips for Noisy Restaurants (or at Family Gathering):

### Dine out early, late or mid-week.

You'll probably have much less noise to deal with. Most maitre d's are happy to accommodate you if you mention that someone in your party has hearing loss.

**Choose restaurants with lots of fabric and better acoustic design.** Brick walls, ceramic tile, and hammered tin ceilings are acoustic disaster areas. Look for carpeting, heavy drapes, fabric wall hangings and acoustic ceiling tiles.

### Where you sit can make a difference:

The noise level in the middle of any room can be twice as loud as the sides or corners. If you have directional (two) microphones on your aids always sit with your back to the noise, facing the wall or corner. If you wear aids with only one microphone or do not wear aids sit with your back to the corner or wall, a corner booth is best.

**Don't underestimate the advantage your eyes give you.** Even if you don't think you read lips, you are getting a lot of information from watching when people talk. Sit near a window or well lit area with the light on the speakers face.

### Choose who you sit next to carefully.

Even under the best circumstances it is unrealistic to expect to hear anyone seated more than a seat or two away from you. Sit next to the person you most want to converse with or the person with the softest voice.