



**Joan McCormack, Au.D.**  
990 Paradise Road, Suite 1G  
Swampscott, MA 01907  
Phone: 781-581-1500

## Holiday 2009 Newsletter

Welcome to the 2009 Holiday edition. We're keeping you informed about the latest services and news at Atlantic Hearing Care and getting you ready for to hear your best for the Holidays!

**Here are suggestions to get the most benefit from your aids:**

### **Maintain your aids:**

Call for an appointment for your six month clean and check when you get the recall postcard. Clean your aids daily with a soft cloth. If you have a brush clean the sound port.

### **Wear your aids all the time:**

You need to consistently stimulate the hearing area of your brain by wearing your hearing aids full time to get the most benefit. People who keep them in a pocket for "special occasions" often have difficulty adjusting to the amplified sound because they keep changing the signal they give to the brain. Even if you are having a quiet day at home there are plenty of sounds around you for listening practice.

### **Wear two aids:**

Hearing with both ears gives us the best possible hearing ability, especially in noise. The listening parts of the brain are wired for sound from both ears, that's how we can tell where sound is coming from. Binaural hearing is a more natural sound and helps to pull foreground (what we want to hear) from the background. Many of today's advanced digital hearing aids communicate with each other, synchronizing the sound received at each ear for best performance, just like our natural hearing! People report that hearing is much clearer with two aids and consequently they are less fatigued at the end of a busy day.



**Give the gift of better hearing:**



**TV Ears are in stock  
and make great holiday gifts.**

**The next time someone complains that everyone is mumbling encourage them to come in for an evaluation.** Hearing loss happens gradually and it may genuinely seem like everyone is mumbling. Start by creating an awareness of the hearing problem. By not saying anything you reinforce the perception that they are functioning just fine. Try enlisting the help of other family members or your physician to encourage getting the hearing evaluation as a first step toward better hearing. Often people have misinformation about the process or are afraid of the image of wearing hearing aids. Technology has improved dramatically, so even if someone has been unsuccessful with hearing aids in the past encourage them to try again.

### **BATTERY SPECIAL**

Buy one  
Get one free,  
Up to 3 packs.  
6 packages for \$18.00  
*Call or come in*

## **2009 Patient Satisfaction Survey Results:**

**93%** *would refer a friend to us*  
**91%** *would recommend hearing aids  
to a friend*  
**93%** *report good to great  
improvement in their quality of life*

### **Consumer Reports**

In a test of hearing aids in the July 2009 issue of *Consumer Reports* Audiologists found that two thirds of the aids tested were mis-fit, amplifying too little or too much. The article notes that

***Choosing a good provider  
is a critical step.***

Thank you for recommending us to your family and friends. The greatest compliment we can receive are your referrals!

**Refer a friend and receive  
a year of batteries as our way of  
saying thank you!**

As we come to the end of the year and look forward to 2010 we'd like to wish you and yours a very

**HAPPY NEW YEAR**