



# SOUNDNEWS

VOLUME 3, ISSUE 2 • SUMMER 2010

## Tinnitus | *The Sound Heard Alone, Around the World*

*From slightly annoying to very disturbing, Tinnitus can be treated.*

If you suffer from Tinnitus, you're not alone. The American Tinnitus Association, an organization committed to finding a cure for Tinnitus, estimates over 50 million Americans suffer from Tinnitus; worldwide, the number is said to be 250 million. It's a non-discriminatory condition: men, women, and children all can get it. And although Tinnitus afflicts many people, its sounds—often continuous and loud—are heard alone.

Tinnitus, referred to as “ringing in the ears,” is the presence of sound in one or both ears or in the head when no external sound is present. Some people hear hissing, roaring, whistling,

chirping, clicking, or pulsing in the ear.

Although there isn't a single cure for Tinnitus, your AudigyCertified™ professionals are experienced at providing individual solutions on a case-by-case basis. After completing a hearing test, you may be referred to an otolaryngologist (ear, nose, and throat specialist) for further examination. Treatment options can vary, from the use of AGX hearing technology, Tinnitus Retraining Therapy (TRT), lifestyle changes.

In addition to working closely with Tinnitus experts, here are five ways you can personally take charge and help manage your condition:

1. Keep track of what triggers your Tinnitus.
2. Be informed and read the latest developments about the condition.
3. Stress often makes Tinnitus worse, so find ways to reduce stress in your life.
4. Protect your hearing and avoid loud places (or wear earplugs).
5. Remain positive and consider joining a support group; remember that some treatments take time to succeed.

The good news is Tinnitus is usually not a sign of a serious medical condition and it can be relieved or managed. For more details, talk with your AudigyCertified™ professional.

## When the Heat is On

How to take care of your hearing devices during the summer

Knowing how to use and care for your hearing device in the heat and glare of a summer's day can save you expensive repair or replacement costs, and protect your hearing technology investment. They are sensitive pieces of technology—hearing instruments can be easily damaged by heat, moisture, dust or dirt.

For example, any drastic change in temperature, such as going from an air-conditioned house to the hot—and possibly humid—outdoors creates condensation within the device. And such dampness can prevent a hearing device

from working properly. That's why it's especially important during the summer to keep your device dry.

Fortunately, there are easy-to-use tools available that can take care of this for you overnight while you are sleeping. The Dry & Store® drying conditioning system, for example, is an electrical appliance that removes moisture, kills germs, dries earwax and deodorizes the hearing instrument.

**For a limited time, receive 20% off a Dry & Store system during our summer Patient Appreciation Days! (See back.)**

## Patient Corner

How has your life changed since receiving a hearing system? We would love to hear from you! Send us your success story and we may publish it in a future newsletter.

Please send your information to [info@audiologyassociatesinc.com](mailto:info@audiologyassociatesinc.com)

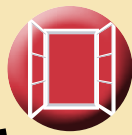


# I'll Have the Scallops and Hold the Loud Noise

## Maximize your listening experience while dining in a restaurant

When you dine out with friends, you don't expect to find yourself in the middle of an echo chamber. But that's often what happens to those with hearing difficulties, especially in restaurants with sleek hardwood floors, high ceilings, wall-to-wall windows, and, of course, the loud music playing in the background better suited for a rock concert than a dining experience.

Here are the five main areas to avoid when eating out.



### OPEN WINDOWS

Chirping birds may be nice, but noise from passing cars and sidewalk traffic can be an obstacle to better hearing.



### KITCHEN

Even in the quietest of restaurants, the kitchen is still one of the loudest areas. Avoid sitting near the kitchen door and you'll enjoy much more of your dinner conversation.



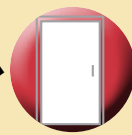
### RESTROOMS

The most heavily trafficked area of a restaurant is often the hallway to and from the public restrooms.



### WAITER STATION

The clink of glasses and dishes can easily be a distraction when you're seated next to the waiter station.



### FRONT DOOR

With each new customer walking in the door comes more noise and another distraction from your own dinner conversation.

## So, Where Should You Sit?

Public places present a challenge for the hearing device user. Here are some tips to help you hear your best so you can enjoy dinner out with friends and family.

- Don't be shy. Tell the host, waiter and your dining companions you have a hearing loss, and request they slow down their speech, speak a little louder and face you directly while talking— you'll be glad you did.
- If your hearing devices are set to "directional," remember to sit with your back to the main source of noise.
- Remember, noisy environments affect everyone's hearing, even those without hearing difficulties.
- Find carpeted restaurants with rolling chairs, plants and sound-absorbent materials on the tables and walls.
- Choose less busy days and times to dine out.
- Dine with a smaller number of people.
- Request that the staff turn down background music.

# Communication is a Two-Way Street

**Conversation is a collaborative effort between speaker and listener. The following suggestions will help both the normal hearing (in this case, the speaker) and the hearing impaired (the listener) understand each other better:**

## **SPEAKERS**

### ***Speak in a slightly louder normal voice.***

Do not shout. Shouting distorts not only the voice quality, but also the lip movements. Speak at a slightly slower rate. Do not exaggerate lip movements.

### ***Be visible.***

First, attract the hearing impaired person's attention (e.g., tap them lightly on the shoulder). Remember to sit close to the person, preferably 4-6 feet away, at eye-level when speaking.

Proximity may be the single most important thing you can do to help the conversation's success. Avoid eating, gum chewing, or covering your mouth when speaking. In addition, adequate lighting should be available.

### ***Use facial expressions.***

This can help the listener remain on-topic and pick up on cues of the conversation. Appropriate gestures, if not overdone, can be helpful. Try to avoid too many visual distractions.

## **LISTENERS**

### ***Inform others.***

Do not hide the fact that you wear a hearing instrument or that you depend on speech reading to understand conversation. By letting others know about your situation, you will make communication easier for all involved.

### ***Select your setting.***

If possible, avoid communicating in a noisy place. The best environments for conversations are those free of background noises. When convenient, turn off the television, radio, stereo, dishwasher or other background noises, and shut windows and doors to enhance communication.



### ***Learn speech reading.***

Consider taking a course in lip reading or practice it on your own. Speech reading can't replace a hearing instrument, but it can supplement your use of a device and will make conversations easier to understand.

**For more tips on communicating with hearing loss, contact your AudigyCertified™ professional.**





633 East Sioux Avenue  
Pierre, SD 57501



Watch our educational video on hearing at  
[www.audiologyassociatesinc.com](http://www.audiologyassociatesinc.com)

## JULY 15–AUGUST 15 DOG DAYS OF SUMMER

Call today to take advantage of our special summer offers!

UP TO **\$500** PATIENT APPRECIATION CREDIT

toward a new AGX9 two-device hearing system.  
Offer expires August 31, 2010.  
Cannot be combined with any other promotional discount.

**3 + 3 + 3**

YEARS FREE BATTERIES | YEARS LOSS & DAMAGE INSURANCE | YEAR WARRANTY

on AGX5, 7 & 9 two-device hearing systems.  
Guaranteed in writing.

**20% OFF** DRY & STORE<sup>®</sup> CONDITIONING SYSTEM

with the purchase of an AGX two-device hearing system.  
Offer expires August 31, 2010.

TRADE-IN CURRENT DEVICES for up to a **20% CREDIT**

of your original price toward the purchase of an AGX5, 7 or 9 two-device hearing system.  
Offer expires August 31, 2010.

As always, 75-day trial and 100% Service Satisfaction Guarantee in writing on new technology solutions.

Chamberlain (Mid-Dakota Clinic)  
Miller (Hand County Hospital)  
Winner (Winner Regional Hospital)

Outreach Clinics • 888.355.4879

633 East Sioux Avenue  
Pierre, SD 57501

Local Pierre Phone • 301.4115