



633 East Sioux Avenue
Pierre, SD 57501



Watch our educational video on hearing at
www.audiologyassociatesinc.com

MAY IS
BETTER HEARING MONTH

PATIENT APPRECIATION DAYS

Spring is here and summer is right around the corner.
Call today to take advantage of our exclusive offers!

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

toward a new AGX9 two-device hearing system.
Offer expires May 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 May 31, 2010.

3 + **3** + **3**
YEARS FREE BATTERIES : YEARS LOSS & DAMAGE INSURANCE : YEAR WARRANTY

on AGX 5, 7 & 9 two-device hearing systems.

As always, 75-day trial and 100% Service Satisfaction Guarantee 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

MAY IS
BETTER
HEARING
& SPEECH
MONTH

CELEBRATE YOUR HEARING *health*

Since 1927, May has been recognized by Americans as Better Hearing and Speech Month. In the 83 years since its inception, these 31 days in spring have been a time to not only raise national awareness of hearing and speech-related health issues that impact the quality of life of so many of our friends and neighbors, but also to make you aware of the additional tools and resources available

to enhance your life as a current hearing device user. In celebration of Better Hearing Month, Audiology Associates is offering month-long specials, including a **\$500 credit on new hearing instruments**. See the back side for details. Come in and find out how to make “Better Hearing” a continual part of your life.

Why is Hearing Healthcare Important to You?

The professionals and staff at Audiology Associates are dedicated to providing our patients with top quality hearing health care. We evaluate our patients using the most advanced technology and provide them with the proper treatment options, referrals and state-of-the art hearing technology.

Our Services

Audiology Associates began serving Central South Dakota in 1979 with a full range of audiologic testing and hearing instrument fittings.

Adults

- Audiometric Evaluations
- Tympanometric Evaluations
- Otoacoustic Emissions Screening
- Electronystagmography Testing
- Auditory Brainstem Response Testing
- Canalith Repositioning Therapy
- Hearing System Fittings with Real Ear Verification
- FM System Fittings
- Annual OSHA Testing for Industrial Companies
- Auditory Processing Evaluation

Children

- Audiometric Evaluations
- Tympanometric Evaluations
- Otoacoustic Emissions Screening
- Electronystagmography Testing
- Auditory Brainstem Response Testing
- Auditory Processing Evaluations
- Canalith Repositioning Therapy
- Hearing System Fittings with Real Ear Verification
- FM System Fittings



4 Things You Should Know

About getting the right assistive hearing technology

There are many Hearing Assistive Technology (HAT) devices available to assist you. Below are some tips to help determine your device needs and options. Before you begin you should know the extent of your hearing loss and what type of device you are wearing. It is also necessary to determine your individual communication needs unique to your life.

1 Always put safety first.

Every person, no matter how well they hear, has the right to be safe.

Alerting devices appropriate to your hearing function for alerting you to a fire, the telephone ringing, the doorbell and wake-up systems are a must. You should also have a system for enabling you to summon help in case of an emergency.

2 Always live according to your personal preferences and not your hearing ability.

Attend to the parts of your life that you enjoy and enhance the quality of it.

These may include assistive listening systems for public places, as well as staff training in those places, appropriate travel and leisure aids, telephone capabilities, text telephones, amplified phones, voice carryover, conference accommodation, room listening systems or personal listening systems.

3 Everyone deserves to feel competent and dependable.

What devices do you need to allow you to do this?

These might include appropriate telecommunication devices, meeting/conference accommodation, staff communication training and people interface enabling devices (vibrating alarm clocks and watches, super-ringers, flashing lights, personal listening systems).

4 Discover how you can benefit from assistive hearing technology – for free!

Enhance your telephone communication at no cost to you.

The statewide Equipment Distribution Program provides accessible telecommunications equipment to hearing and speech-impaired individuals who face difficulties communicating on the telephone. Special equipment such as text telephones, phone signalers and amplified phones are available at no cost to South Dakota residents. Call us for more information and for assistance in applying for an assistive hearing device that is right for you.

Keeping Your Ears in Good Shape

We all know that exercise is good for keeping our bodies in good shape. A number of studies in the United States and abroad have demonstrated that individuals with hearing loss in both ears, who only use one hearing device, tend to maintain or improve their ability to understand words in the ear with the hearing device. Due to auditory deprecation, the speech understanding ability of the ear without the device tends to decline. This decline is not a change in hearing sensitivity, it is a gradual decrease of the ability to process the complex speech signal, due to the lack of use. There are several

reasons for this phenomenon:

1. **The ear without the hearing instrument is not being “exercised” very much, and**
2. **The area of the brain involved in hearing is not being used and becomes less effective at processing speech information.**

This gradual decline in speech recognition ability usually reverses itself once the ear gets more stimulation (normally through the use of a hearing device). However, research suggests that many of the effects of long-term auditory deprecation are not reversible. What does this mean for someone with hearing loss?

1. **The longer a hearing loss is ignored, the greater the effect.**
2. **The sooner a hearing loss is treated, the easier the adjustment.**
3. **In almost all cases, two hearing instruments are better than one (two hearing instruments will keep both ears and both sides of the brain actively involved in hearing).**

Just like exercising our bodies, improving hearing may take a little time and patience, but in the end, the hard work and dedication you put in always pay off.





SOUNDNEWS

VOLUME 3, ISSUE 1 • SPRING 2010

Excellent Service Redefined

A 700 square foot expansion and a partnership that raises the bar on your expectations

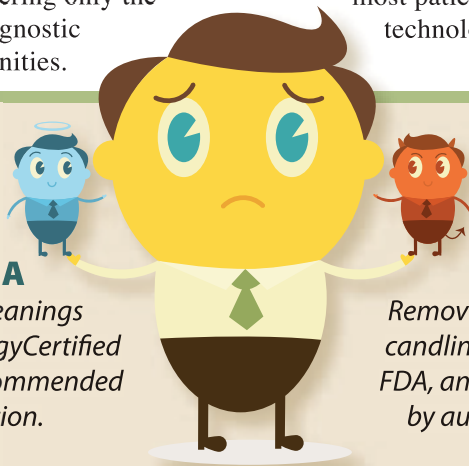
If you've been in our newly remodeled Pierre office lately, you have seen not only a more inviting and comfortable space, but also probably heard about our proud accomplishment of becoming AudigyCertified™. I wanted to share a bit more about this partnership with you. Audigy Group is comprised of the most elite private practices across the country. We joined together because we share the same set of core values when it comes to patient care. We are proud to be locally owned and operated. Our partnership through Audigy enables us to raise the bar when it comes to delivering only the best in hearing and diagnostic services to our communities.

It is through our collaborative efforts we are able to bring the AGX private-labeled brand to our patients. Did you know there are over 1,200 different types of hearing technologies available today? Do you ever feel like hearing aid advertising is misleading or too muddled to allow you and your loved ones to make informed decisions?

We felt there had to be an easier way to get our patients the information and solutions they deserve. So, we invested the time and money into researching ALL brands and providing only the most patient-friendly, advanced technologies under the AGX

brand name. You can find details on each of the AGX products in the 15th edition of *The Consumer's Guide to Hearing Aids*. For a copy of *The Consumer's Guide to Hearing Aids*, call our office at the number on the back.

The most important aspect of AGX technology is that it comes with a 100% Service Satisfaction Guarantee. We consistently provide a comprehensive treatment process and results to each and every patient. Please feel free to ask us for more information about AGX technology or how you can find an AudigyCertified professional in locations throughout the country.



GOOD IDEA

Regular ear wax cleanings performed by an AudigyCertified professional is the recommended and safest solution.

BAD IDEA

Removing ear wax through ear candling is not approved by the FDA, and is deemed a health risk by audiologists nationwide.

Ear candling, a homeopathic medical treatment, is claimed to relieve sinus pressure and pain, cleanse the ear canal and improve hearing, among other things. However, audiologists and hearing specialists have come down hard on the practice stating at the very least it's totally ineffectual, at the most a risk to your health.

For more information on ear candling, go to www.audiology.advanceweb.com.

Our Patients Say it Best!

"In my 28 years of wearing hearing instruments, I've had several audiologists in several states. None of them have been able to keep my instruments tuned and adjusted as well as Susan." – B.K.

We encourage you to email or mail us your success story – we may even publish it in a future newsletter! Email us at info@audiologyassociatesinc.com.

CHECK OUT
our Patient Appreciation offers on back!