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www.earassociates.com

Keeping our patients informed of the latest news in hearing health care...

Call Today to experience the difference

Phonak ComPilot the all-in-one accessory

Phonak ComPilot is your perfect companion, offering true convenience and wireless freedom. ComPilot provides easy wireless access to TVs, MP3 players and phones to name but a few. Now sound streams directly through your hearing devices. The built-in remote control is designed for ease of use with convenient program and volume changes.

Come and experience the difference

We invite you to come in for a brief demonstration. Feel free to come alone or to bring a loved one so you can hear a familiar voice even more clearly. Please call us to schedule an appointment.



Phonak ComPilot

Present this newsletter
and receive a
FREE
ComPilot
with the purchase
of compatible
Advanced or Premium
hearing devices.

**A \$500
VALUE!**

Expires 06/27/2012

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SOUND Advice

from the professionals at EARS Associates



Spring 2012
www.earassociates.com

CLINIC NEWS

EARS Inc is a part of a clinical trial of Med El Vibrant Soundbridge for conductive hearing loss. There are still a few spots open for patients with a conductive loss. For more information or to determine if you qualify for the study, **please contact our staff at 408.426.5009.**

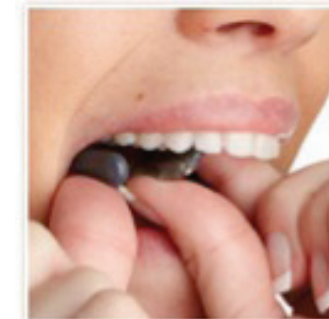
Based on popular demand EARS Inc. will be sending out **electronic updates** on the latest in hearing health, surgical/non surgical developments and hearing device technology to keep you state-of-the-art. If you are interested in receiving emails from us please send us your contact information at newsletter@earassociates.com if you'd like to receive future updates. Your information will be strictly used for news updates.



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Introducing the SoundBite Hearing System



The SoundBite Hearing System is the world's first non-surgical and removable hearing solution that uses the bone conduction system to transmit sound through the teeth. The SoundBite Hearing System is a non-invasive, non-surgical device designed to help people with single sided deafness and conductive hearing loss hear better and reconnect to the world in background noise.

The SoundBite Hearing System consists of a behind-the-ear (BTE) device that houses the receiver, wireless transmitter and microphone and a discreet, removable in-the-mouth (ITM) hearing device. An inductive charger unit is provided to charge the BTE unit and ITM hearing device. The SoundBite detects sound using a tiny microphone placed in an open-fit dome within the ear canal of the impaired ear. The nearly invisible microphone is attached by a thin tube to the transmitter in the BTE device. Sound is processed by the BTE digital audio device and then transmitted wirelessly to the removable ITM device, which is custom made by a dentist. The ITM hearing device in turn uses advanced technology to produce imperceptible sound vibrations that are transmitted via the teeth and through the bone to the inner ear. The device can be removed or left in during meals. Healthy, natural back molars are required for successful use of the device.

Please feel free to talk to our staff about the new SoundBite Hearing System.

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Call today to set up an appointment - 408.426.5009



UNTREATED HEARING LOSS CAN CAUSE AN INCREASED RISK OF DEPRESSION

New evidence shows a strong link between the debilitating and dangerous symptoms of depression and hearing loss. The National Council on Aging (NCOA) conducted a study showing those older than 50 who suffer from hearing loss are more likely to report feelings of anxiety, anger, frustration, emotional instability and paranoia. Studies in Italy and Australia both showed similar results.

“When left unaddressed hearing loss can lead to isolation and other emotional conditions that can affect both quality of life and mental health,” said Sergei Kochkin, Ph.D., Executive Director of the Better Hearing Institute.

Even more alarming, the NCOA study showed those who suffered from hearing loss were also less likely to join social activities. Because depression affects nearly one in every 12 people in America and can lead to much more grave situations, it's important to realize and respond to the link between depression and effective treatment of hearing loss.

The impacts of hearing loss treatment on mental health shouldn't be underestimated as shown by researchers in the Archives of Gerontology and Geriatrics. They found in just three months of hearing device use every single patient in the study showed significant improvement in psychosocial and cognitive condition.

“By raising awareness of the connection between untreated hearing loss and depression we hope to make a difference in people's lives and mobilize individuals to address their hearing loss,” said Kochkin.

While it can be difficult to seek treatment when depressed and to encourage those who may be suffering to find help, mental health is important to keep a close watch on because it affects so many other areas of a healthy lifestyle. The evidence is clear that those who suffer from even mild hearing loss are at greater risk from a wide

range of negative emotional experiences. The first step is to seek corrective treatment from a hearing care professional.

The American Speech-Language-Hearing Association recommends seeking help for a complete hearing evaluation if a loved one consistently has:

- Difficulty understanding speech, especially when background noise is present
- Isolates themselves from social gatherings and public situations
- Watches television or listens to the radio at a much louder volume than normal
- Often asks for people to repeat themselves

Source: http://www.betterhearing.org/press/news/Depression_mental_health_and_hearing_loss_pr0913.cfm



New 'looping' technology ENHANCES SOUND CLARITY for patients with hearing devices

A POPULAR HEARING LOSS SOLUTION used in Northern Europe for decades is finally gaining traction in the United States – and it doesn't cost you a dime. **Many museums, theaters, stores, banks and noisy ticket counters are beginning to install hearing loops.** The technology involves a thin strand of copper wire that radiates electromagnetic waves which can be picked up by most hearing devices and cochlear implants. The copper wire inside the hearing device, called a t-coil, delivers the audio content directly to the hearing device, and allows the person to hear the content without background noise.

Many hearing advocacy groups are now pushing for a complete renovation in all public spaces to enhance the benefits of hearing devices in loud environments. Some say the installation of the hearing loops is about disability rights and good customer service. Hearing loss in the U.S. is on the rise as there are more environmental risk factors impairing the ability to preserve strong hearing.

As more and more hearing loss is diagnosed and hearing devices with a t-coil switch become standard, the motivation for businesses to jump

on the hearing loop bandwagon will increase.

This means good things for those who suffer from hearing loss. As looping installation becomes more prevalent hearing device users will experience an entirely new level of ease in everyday life.

Source: http://www.nytimes.com/2011/10/24/science/24loops.html?_r=1

The go-it-alone route in hearing care can be a DANGEROUS OPTION



More and more people are starting to find solutions to their hearing loss without consulting a trained hearing professional, however this trend is more than just a bad idea. Oftentimes over-the-counter generic hearing devices or hearing devices bought on the internet will provide little improvement in hearing. **This means you'll be spending money for no real benefit while still suffering the wide ranging negative social and health impacts of hearing loss.**

“Today's state-of-the-art hearing devices should be programmed to the individual's specific hearing loss requirements in order to provide good levels of benefit and customer satisfaction,” Executive Director of the Better Hearing Institute Sergei Kochkin said. “The process requires a complete in-person hearing assessment in a sound booth.”

Many studies show untreated hearing loss can lead to concerning psychological conditions such as feelings of isolation, depression, anxiety and frustration. It's also shown many of the hearing devices purchased online or over-the-counter provide very little patient satisfaction, yet can cost hundreds or thousands of dollars. **Many people will not even buy a new pair of shoes on the internet without trying them on, so why would it make sense for such an expensive and important device?**

“The training and skills of a credentialed hearing health care professional in order to prescriptively fit the hearing devices using sophisticated computer programs and appropriate in-person follow-up and counseling is paramount,” Kochkin said. “This is not possible when consumers purchase one-size-fits-all hearing devices over the internet or elsewhere.”

Source: http://www.betterhearing.org/press/news/Internet_direct_mail_hearing_aids_pr10122011.cfm

Poor heart health takes toll on hearing health



Eating junk food and leading a sedentary lifestyle may not immediately get you thinking about hearing loss; however, new evidence is showing it should. The inner ear is extremely sensitive to blood flow and some research proves the good health of a person's heart, arteries and veins has a positive effect on hearing.

A review of research spanning the past six decades consistently showed impaired cardiovascular health negatively impacted both the peripheral and central auditory systems. The same review, recently published in the American Journal of Audiology, also showed with heart health improvement came hearing health improvement.

The close connection between cardiovascular disease and hearing relates to the cochlea, a fluid-

filled tube located in the inner ears which translate sounds into nerve impulses. If the cochlea becomes damaged or is negatively affected by blood flow, the ability for the hearing organ to function properly becomes greatly diminished. One large scale study showed that of the 1,600 participants with a history of cardiovascular disease, 54 percent were more likely to have impaired cochlear function.

Blood flow is essential to the health of most of the body's organs including those essential to good hearing. Many doctors are recommending preventative heart health lifestyle changes not only to increase the number of healthy years, but also to reduce the likelihood of hearing loss from cardiovascular issues. Eating healthier,

losing weight, quitting smoking and lowering blood pressure are all steps you can take right now.

Those with a hearing loss should consider a heart screening to determine if there is a greater potential health threat. The opposite is also true, patients with cardiovascular disease may benefit from having their hearing evaluated. Hearing loss can disconnect you from family and friends so if you or a loved one has a history of heart-related illness, consider including a hearing evaluation in your health assessment.

Source: http://www.betterhearing.org/press/news/Heart_and_hearing_health_WHD_pr09272011.cfm