



3071 Payne Ave
San Jose, CA 95128
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Keeping our patients informed of the latest news in hearing health care...

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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.



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FREE
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VALUE!**

Expires 01/31/2013

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Winter 2013 | www.earassociates.com

CLINIC NEWS

We are pleased to announce that Karina Aguilar has rejoined the team at EARS as a Medical Assistant. Karina is a San Jose native who graduated from Lincoln High School in 1995 followed by Bryman College in 1998. She has extensive experience with assisting in pediatrics and otology.

By working with the staff at EARS, Karina is able to combine her love of pediatrics with her knowledge of ear related problems. Karina is fluent in both English and Spanish. She has a 5 year old daughter who she enjoys spending most of her time with outside of work.



HEARING ONLY HALF YOUR WORLD

TransEAR is a new, non-surgical option to single-sided deafness (SSD). The device consists of 3 parts:

- A small behind the ear digital hearing aid worn on the side with no hearing and is joined by
- A thin flexible connector wire to the
- Transfer Unit – a small custom acrylic half-shell which contains a small vibrator



By using bone conduction, the vibrations are conducted across the skull via the bony portion of the ear canal to the good cochlear on the other side. Because the oscillator is so efficient the vibrations cannot be felt in the ear or even in the hand while holding. Rather, the "invisible" oscillations speed through the bones of your skull faster than sound can travel through the air, sending the information you've been missing to the good ear for processing.

Candidates for this device include anyone with a normal ear canal and pinna plus no hearing in one ear and near normal hearing through 2kHz in the good ear. Typically, a high frequency hearing loss in the good ear will not pose a problem. However, you may even wish to wear a traditional, open fit hearing aid in the good ear to maximize your hearing potential. The TransEAR device has similar sophisticated features that are employed in premium digital hearing aids. These features allow the audiologist flexibility and control through its programming interface, ensuring an effective and comfortable fit.

The primary difference from other such direct bone conduction devices, including headbands and the surgical procedures, is that TransEAR uses the osseous portion of the ear canal to directly conduct oscillations from its vibration transducer through the skull to the good ear. The distance is therefore shorter, and the efficiency of the force transfer is limited only by the very thin (0.2mm) layer of skin in the canal.

Many users report that they are able to locate the direction sounds are coming from. Some will experience this benefit immediately, while others go through a period of gradual improvement, as the brain learns what it is like to receive input from both sides once again.

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HOW TO MAXIMIZE YOUR HEARING BENEFITS



Finding the Perfect Fit:

THE ART OF HEARING DEVICE SELECTION

With the cost of hearing devices ranging from \$2000-\$7000 a pair, patients often ask us "What's wrong with the less expensive ones?"

The answer is nothing. In fact, budget hearing devices could be the perfect choice for you. The only way to find out which is best for your hearing lifestyle is to partner with an audiologist who understands both the art and science of selecting and fitting hearing devices.

The advanced technology of today's hearing devices means you have more features from which to choose. These added features, while providing added benefits, also make a hearing device more expensive. However, depending upon your unique requirements, more may not be necessary.

Think of it this way: If you were a serious athlete planning on running a marathon and you decided to purchase a treadmill to do some off-season training, you might choose a \$4500 model on which you could run full speed at varying degrees of inclines, all while the machine kept track of your heart rate and tracked your progress. You would probably also want to have a personal trainer, experienced in achieving the highest possible performance to assist you in getting the most out of your investment and workouts. However, if you just wanted to take an occasional walk and perhaps lose a few pounds, a \$500 treadmill might just do the trick.

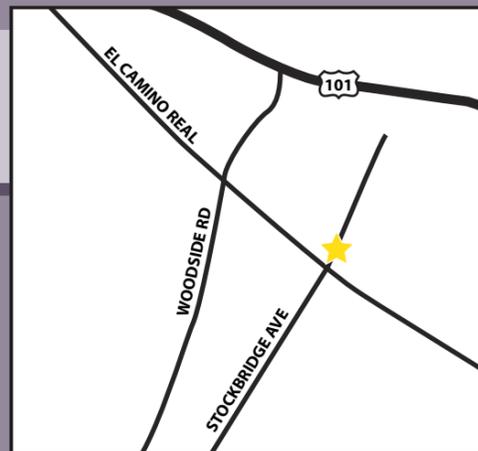
The same considerations are true when it comes to selecting appropriate hearing devices. If you are very active, live in a variety of noisy environments and don't want to be bothered adjusting volume, then you will probably be happier with hearing

devices which include advanced features such as directional microphones, feedback cancellation or automatic adjustments. In conjunction with this, you will be most satisfied with your results with the involvement of an experienced audiologist to tailor the features of the device to your personal needs and achieve maximum benefit. If you live a quiet life and don't mind making manual adjustments, then a more economical hearing device might be perfect for you. In short, it is the art of selection and fitting combined with the science of technology that will have the most direct impact on your level of satisfaction.

Our audiologists are skilled at matching your needs to the most appropriate technology and fitting the devices to provide maximum benefit. We have been trained to make recommendations for the type and style of hearing devices based upon five important criteria:

- Your personal lifestyle
- Your level of hearing loss
- The physical characteristics of your ear canal
- Your cosmetic preferences
- Your budget constraints

Our audiologists ask many questions, because we want to get to know you. We believe by investing time into understanding what your life is like and what is important to you, we will be able to ensure your optimal hearing while providing you the best value.



EARS Inc. - Atherton

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Our office in Atherton offers the same services and is accepting new (and existing) patients! If this location is more convenient for you, please ask our wonderful front desk staff about scheduling here! We would love to see you!

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Follow These Guidelines to Maximize the Benefits You Receive from Your Hearing Devices

Your hearing devices may be the most technologically advanced device you own, but technology alone cannot guarantee long-term satisfaction. To maximize the benefits you receive from wearing hearing devices, it is important to follow these hearing health and maintenance guidelines.



Maintaining Your Hearing Health

1. We recommend you have an audiogram every two years. By comparing the results of a new audiogram with an older one, we can determine if your hearing loss has worsened. If it has, your hearing devices can be reprogrammed to compensate for the additional loss.
2. Wear your hearing devices daily to allow your brain time to relearn sounds you may have been missing.
3. Do not miss a regularly-scheduled check up. We need your consistent feedback to keep your hearing devices performing as they should, as well as the opportunity to clean them or to replace plastic tubing.
4. Do not wear someone else's hearing devices. They have not been programmed for your listening lifestyle.

Taking Care of Your Hearing Devices

1. Clean your earmolds daily with an audiowipe (an FDA approved antimicrobial cleaning wipe) to remove any buildup of earwax.
2. Hearing devices should not be submerged in water so be sure to remove them before taking a shower or going swimming.
3. Do not expose your hearing devices to hair spray.
4. Do not expose your hearing devices to radiation from x-rays, so remove them when going through security at the airport or while at the dentist office.
5. Do not try to repair your own hearing device.
6. Do not use alcohol or cleaning fluid on any parts.
7. Regularly check the plastic tubing on your hearing device. Remove debris per the instructions provided by your audiologist.



Battery Care

1. Replace batteries routinely. Battery life is determined by the type of hearing device and how long it is worn each day. The average battery life is 7-10 days.
2. Memorize the battery size your hearing device requires. It is also helpful to know the tab color of the package your batteries come in, as battery sizes are color-coded across all brands. A #10 battery can be identified by a yellow tab; a #13 battery by an orange tab; a #312 by a brown tab; a #675 by a blue tab and a #5 by a red tab.

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