

# Hear the News

*A Hearing Awareness Newsletter*

*Spring 2011*

Hearing  
Institute  
Atlantic   
*Trust the experts who listen.*



## When Did Hearing Aids Become So Cool?

At Hearing Institute Atlantic, we've always believed that helping people hear is rewarding, inspiring, and yes... even cool! Yet, due to the look and feel of older hearing aid devices, our clients didn't always agree.

Today's hearing aids are far more sophisticated, discreet and stylish than ever before. Bluetooth capabilities and digital technology have changed everything. Now patients have devices that sound clearer and connect them

directly to TVs, cell phones, stereos, computers and more.

So, when did all this happen? The product demands of baby boomers have shaped the world in general, and the same is true in the hearing industry. Boomers are driving the demand for better, more stylish and smaller devices, and manufacturers are responding with some truly beautiful, high-performance hearing aids. Suddenly hearing aids are exciting and yes, cool!

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# Have You Heard?

May is **Speech and Hearing** month. As hearing health care professionals, we've taken the opportunity to raise awareness about hearing loss and communication disorders.



During the month of May, we'll be speaking with doctors, nurses and caregivers to increase their awareness of how hearing loss affects individuals, families and co-workers. Although this problem is often ignored, it affects more than 3 million Canadians and is completely treatable.

**See our Sound Advice section for more information.**

[www.hearinginstitute.ca](http://www.hearinginstitute.ca)



**Yes, we're on Facebook!**

Hearing Institute Atlantic recently joined the exciting world of social networking and we already have over 100 followers... and counting! Facebook is a great way for us to communicate important hearing health issues to friends, family, patients and physicians.

There's always something happening online for our Facebook friends! Follow our updates to learn more about fun contests, special pricing and savings.

**"Like us" today!**



## Technology and You!

### Oticon Launches Chili

The solution for severe to profound hearing loss



Until recently, people with severe to profound hearing loss were limited when choosing hearing aids... but not anymore! Oticon has launched a new hearing aid for people with severe to profound loss, called Chili.

Chili comes in three levels of technology, has enhanced speech understanding and connectivity features that allow the wearer to hear TVs, cell phones, stereos and more through their hearing aids. Our patients love this hearing aid!

SAVE up to  
**\$1,000**

on a pair of Chilis,  
valid to August 31, 2011

**Call our audiologists to arrange for your FREE consultation to see if this product is right for you.**

## SPECIAL OFFER

# Battery Sale

Trust the Purple... the purple package, that is!

Our most popular batteries are on promotion until August 31, 2011.

Drop into any of our locations to purchase 5 packages of premium label hearing aid batteries and get 5 packages for FREE.

**Sale \$40.00** (regular \$64.00)

## Better Hearing Health CROSSWORD CONTEST

WIN A  
PAIR OF  
HEARING  
AIDS!



### Across

1. External ear
3. Three tiny bones of middle ear make up the ossicular \_\_\_\_\_
5. Hearing loss affects quality of \_\_\_\_\_
7. Used to view ear canal/eardrum
12. Clean your hearing aid \_\_\_\_\_
13. Ringing in ears
18. Follow us on \_\_\_\_\_
20. \_\_\_\_\_ Million Canadians have hearing loss
22. Hearing test is also called

### Down

2. Hearing Health Professional
4. Newest hearing aid technology
6. Hearing Institute Atlantic has \_\_\_\_\_ locations
8. Tympanic Membrane
9. Hearing aid circuit
10. Today's hearing aids are more \_\_\_\_\_
11. Trust The Experts Who \_\_\_\_\_!
14. Causes hearing loss
15. We guarantee 100% customer \_\_\_\_\_!
16. Inner ear
17. Refer a friend and get \_\_\_\_\_
19. We hear with our \_\_\_\_\_
21. Can become impacted in ear canal

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

**Drop off your completed crossword to any of our locations to be entered into a draw to win a pair of hearing aids. One entry per person, draw date May 31, 2011. Value \$3,700. The first 50 people will also receive a \$10 gift card from Chapters!**

## You Care Referral Program

Welcoming new patients to our practice is an experience we accept with great pride and commitment. If you know someone who has hearing loss, wears a hearing aid or needs their hearing evaluated, show you care by referring them to us. To thank you for the referral, we'll reward you with a gift card of your choice.



## Thank You!

to our patients who already refer their friends and family!

# Frequently Asked Questions



Sarah Williams, Audiologist  
Hearing Institute Atlantic, Dartmouth location

**“I have been diagnosed with hearing loss, how long can I wait to wear hearing aids?”**

I often get this type of question from my patients and it opens up a discussion about the effects of hearing loss on the brain. Sound is received by our ears and transmitted to our brain where it is processed. If hearing loss is present, there is decreased stimulation to the brain resulting in auditory deprivation.

For a patient who has been diagnosed with hearing loss, the pathways involved in hearing weaken and the brain starts to lose its ability to effectively process sound. The longer the brain goes without auditory stimulation, the more challenging it is for the brain to adapt once hearing

aids are worn. Patients who address hearing loss sooner often have better outcomes.

In addition to the effects of auditory deprivation, hearing loss also impacts different aspects of daily living including depression, anxiety, insecurity and decreased social activity. Research has consistently shown that wearing a hearing aid dramatically improves these negative effects and has positive impacts on a patient's emotional well-being.

So, how long should you wait?  
**The simple answer is – don't wait, see your audiologist soon.**

## Milestone!

### 10 years on Gladstone

*We recently reached a wonderful milestone – our 10-year anniversary of serving patients and physicians at our Gladstone Street location in Halifax.*

**H**earing Institute Atlantic started in a small office on the second floor, with audiologist and owner Nona Fuller. Since then we've moved up to the 4th floor and done two renovations, expanding to better serve our patients.

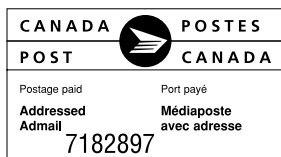
Our expert team of audiologists: Nona, Beth, Allison and Carolyn, are warm and caring, and really go the extra mile to ensure patient satisfaction. Thank you to all our patients who have helped make our Gladstone location a premier hearing practice in HRM.

We're looking forward to celebrating more milestones, at all our locations, and providing the very best in hearing health care.

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**Bayswater Place**  
1160 Bedford Highway, Suite 102  
Bedford, Nova Scotia B4A 1C1

**Park West Centre**  
287 Lacewood Drive, Suite 108A  
Halifax, Nova Scotia B3M 3Y7

**Gladstone Professional Centre**  
6155 North Street, Suite 409  
Halifax, Nova Scotia B3K 5R3

**Canada Trust Court**  
590 Portland Street, Suite 110B  
Dartmouth, Nova Scotia B2W 6B7



### Hear The News

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### Visit Us at:

[www.HearingInstitute.ca](http://www.HearingInstitute.ca)

Our website is filled with exciting information. Check out our Featured Product section for savings every month. Just click and print your coupon to save on the latest styles of hearing aids available.

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