

Hear the News

A Hearing Awareness Newsletter, Spring 2013



Hearing
INSTITUTE ATLANTIC

Trust the experts who listen.



Dare we say that Spring has arrived?

Our weather is warming and flowers are blooming and May is finally HEAR!

May is Better Hearing month, a month our audiologists and staff celebrate all things hearing. You'll find us hard at work testing hearing, showing new products, demonstrating new styles and keeping up with the latest available technology.

Technology in hearing devices changes rapidly and we are certainly kept on our toes in determining how to best meet the hearing needs of our patients. Patients often ask us

how they can use the technology or the features in their hearing devices; "What can these aids really do?" is a common question.

Bluetooth (wireless) technology allows folks to enjoy using their favorite devices, such as iPods, cell phones and computers while wearing their hearing aids enhancing their hearing experience. Throughout May we're dedicated to showing our patients just how simple this technology is to use, and with a great Bluetooth/iPod offer, there has never been a better time to spring into better hearing.

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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 hearing loss is often ignored or tolerated, it affects more than 3 million Canadians. Hearing can be improved with hearing aids and lives can be lived to their full potential.

See our Sound Advice section on our website for more information.

www.hearinginstitute.ca



Follow Us on Facebook

Hearing Institute Atlantic is a leader in the exciting world of social media, connecting readers and followers to all things hearing. 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 for stories, news and information and to learn more about product launches, special pricing and savings. "Like us" at www.facebook.com/hearinginstitute

Free Community Talk with Jason Roth:

Seeing hearing loss in a different light

**May 29, 2:00-4:00pm,
Royal Bank Amphitheatre
QEII Health Sciences Centre,
Summer Street Entrance**
Open to the public. Refreshments served.

Hearing Institute Atlantic is very pleased to present our associate Jason Roth, a Halifax-based psychologist with over 40 years of counselling experience. This talk will be of interest to those with hearing loss as well as their friends, family and anyone else who may benefit by seeing hearing loss in a different light.

Hearing-impaired, he understands the issues

Being "moderately hearing-impaired" and wearing hearing aids for five years, Jason understands the struggles that hearing-impaired people face. He knows what it's like to incorrectly guess at a question asked of him and the embarrassment of a confused or condescending reply. He knows the challenges and frustrations that the hearing-impaired and their spouses encounter -- especially during episodes of stress, tension or misunderstanding. He also understands the subtle inclination to avoid situations that bring this hidden disability to the fore.

A valuable resource for our team and our clients

Over the past year, Hearing Institute Atlantic's audiologists have benefited from periodic consultations with Jason. He has also met with some of our clients to help them resolve challenges relating to their hearing problems. He's helped them accept the reality



of their hearing loss and cope with insensitive attitudes or reactions from others. He's also helped them resolve relationship tensions that have either arisen or have been exacerbated by hearing loss. Jason's plain-spoken approach and commitment has resonated with those he has worked with. Clients and staff alike have commented that his input has been invaluable.

Hearing Institute Atlantic has always been committed to providing the finest and most comprehensive level of client care. In this spirit, we have recently expanded our relationship with Jason. Over the next few months, Jason will be presenting several public talks exploring a variety of issues and concerns relating to hearing-impaired individuals and their families. He will also be available to consult on a case-by-case basis with clients who are struggling with any behaviour or relationship issues that relate to a hearing impairment. Jason's warm, compassionate style creates a sense of safety and trust with all who have contact with him.

**Everyone is welcome! Please call
482-2222 to reserve a seat.**

Ready to really improve your hearing?

A Bluetooth wireless system gives you great hearing on all of your devices.



Television



Home Phone

Listening to music, talking on the phone or watching TV is much clearer and crisper.



Computer



Conversation

Bluetooth Packages start as low as \$99.

One simple remote controls all sound to the hearing aids.



Mobile



MP3 Player



Buy a Bluetooth Package in May and get a FREE iPod Touch.

May is Speech and Hearing Month, and our Audiologists are on a mission to provide the very best in hearing with our Bluetooth/iPod offer. Trial a hearing device, stay connected and enjoy significant savings on our best hearing devices all month! Wondering if new technology will improve your hearing? Call to arrange a FREE consultation with our Audiologists and check out the details of our Bluetooth/iPod offer. We've got the best products, service and value, right here in your neighbourhood.



May is Speech and Hearing Month. FREE demos at all locations. Call today!

Buy 5 • Get 5 Battery Sale

Our most popular batteries are on sale until July 31, 2013. Drop into any of our locations to purchase 5 packages of premium label hearing aid batteries and get 5 packages FREE.

SAVE \$40 (regular \$80)

Refer us and get rewarded with the You Care Referral Program

Know someone who is affected by hearing loss? Recommend Hearing Institute Atlantic to a friend or family member and you can earn:

A \$20 GIFT CARD or 25 AIR MILES REWARD MILES®

The more referrals you make, the more rewards you can earn, and there's no limit on the number of referrals you can make.



"Why aren't my hearing aids perfect?"

Kim Griffith, Audiologist, Hearing Institute Atlantic, Bedford location



While the majority of hearing aid users enjoy better hearing, some people can't understand why their hearing is

not made "perfect". It's important to note that hearing aids can only amplify residual hearing, so their performance is dictated by an individual's overall hearing health.

Early detection is key

A person's ability to process and distinguish speech is essential in determining hearing aid performance. The sooner someone with hearing loss receives the amplification needed to help remediate hearing levels, the better they will do in the long run. The longer a hearing loss goes untreated, the longer the period of sensory deprivation lasts —

FREQUENTLY ASKED QUESTIONS

with the auditory pathway and the brain not being properly "exercised".

Good hearing helps keep the brain "exercised"

When we hear, the tiny hair cells of the cochlea (inner ear) transform sound waves so that the brain can interpret what is being heard, most importantly speech. Sensorineural hearing loss is caused when these tiny hair cells are damaged, so the routine of interpreting voices, birdsong, environmental cues and even noise is affected.

Like they say: "Use it or lose it!"

Much like an exercise routine, which requires consistency for best results, the same goes for our hearing. Like the old saying "use it, or lose it", the absence of

consistent stimulation of proper hearing can cause the brain to get "out of shape", making understanding speech a difficult task.

Many people who have hearing loss delay taking action, causing changes to how well the brain can interpret and understand sound. With today's technology, better hearing is a seamless transformation for those who are proactive about their hearing health.

Take action and try something new

If you currently wear hearing aids but are struggling, it may be time to see your Audiologist to investigate changes in your hearing health and current hearing aid performance. It could be time to upgrade as hearing aid technology constantly advances and improves. At Hearing Institute Atlantic, our Audiologists can help you experience better hearing now.



Did you know Hearing Institute Atlantic offers AIR MILES Reward Miles® on your hearing aid purchase, and starting May 1, you can now earn on ALL purchases, including batteries, repairs, tests and all devices. Do we have your collector number on file? Call today to start earning!

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Published by Hearing Institute Atlantic

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Visit our website:

www.HearingInstitute.ca

Our website is filled with exciting information. Check out our Blog posts for news and information about hearing health care, visit our About Us page to learn more about the team at Hearing Institute Atlantic.

If you don't want to receive this newsletter, please call 482-2222 or drop us an e-mail: info@hearinginstitute.ca



Hearing

INSTITUTE ATLANTIC

Trust the experts who listen.

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Clayton Park

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

Bedford

Mill Cove Plaza, 961 Bedford Highway,
Bedford, Nova Scotia, B4A 1A9

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