

Have You Heard?

WINTER 2011

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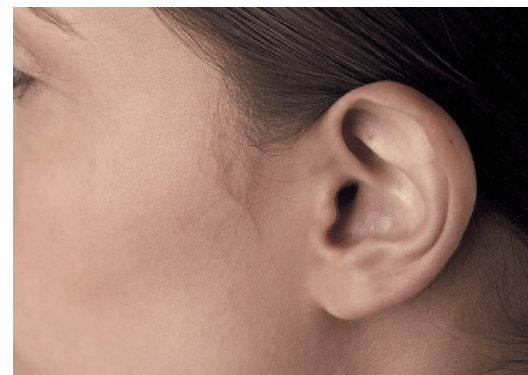
WALK-IN HOURS:

Wednesdays 3:00 - 6:00 p.m.

Fridays 7:00 - 9:00 a.m.

Time Flies

The feeling that time flies may be an age-old sentiment that affects everyone. More than once, we've heard, "Oh! In my day..." or "In my generation..." I have always loved hearing the comparisons and recently saw an article that theorized what some of the children born this year may not know about or have a use for: wrist watches, film for cameras, print books, VHS tapes, paper maps, landline telephones, the evening news, and the yellow/white pages. Children born this year will have instant news and communication available all day, every day via the internet, cell phones, laptops, and any new devices developed in the following decades. Will these children look at us in amazement when we talk about how we survived today without tomorrow's technology? The realm of hearing aid technology is no different. The average lifespan of a hearing aid is about five to seven years, but its technology can be obsolete in as few as two or three years. If your hearing aids are several years old, contact the office and schedule an appointment to discuss the advances in technology.



Ears & Rears

Ears and rears have more in common than you may think: both need exams starting at age 50! The American Cancer Society recommends a baseline colonoscopy at age 50, with monitoring every ten years. Baseline hearing evaluations are also recommended starting at age 50. These baseline hearing tests should be repeated every three to five years, depending on the findings, and will check for early onset of hearing loss. Many times, we have heard people say, "I don't hear well, but it's normal for my age." In fact, the range of normal hearing is not age dependent and is the same for a teenager or an octogenarian. Once people have a hearing test, they also say, "I didn't realize my hearing was so bad, because it diminished so slowly." Hearing loss seems to "creep up" on people, so it is important to establish a baseline at age 50 and have it monitored every few years.



The highest
compliment you can
give our practice is the
referral of your family
and friends!

New Technology

We like to keep our patients “in the know” about the newest technology. Hearing aid technology is quickly advancing; hearing aids are becoming smaller and smarter as the years go by. Hearing aids can communicate with each other to optimize speech understanding and to coordinate volume changes. They can talk to you and tell you if the hearing aid needs repair, or remind you to schedule a visit to come see us. And, they can automatically switch to a phone program when you hold a phone to your ear.

Beyond the technology that is inside the hearing aid, the accessories that compliment the aids are also improving. Hearing aid manufacturers now have accessories that wirelessly connect the audio signal on the television to your hearing aids. A device can be plugged into the TV that will send the sound



directly to your hearing aids, thereby eliminating competing background noises in the room. Another accessory that is available is a device that will wirelessly connect your cell phone to your hearing aids. When a person calls your cell phone, you can press a button and hear the caller in both of your hearing aids, allowing you to talk on the phone without holding it to your ear and providing better speech understanding. One of the more exciting accessories comes out this spring: a companion microphone. This device will allow you to hand a small microphone to the speaker and have the sound delivered wirelessly to your hearing aids. An example of where this

would be beneficial is in the car. We have had several patients tell us they have difficulty understanding others in the car. This device would allow the speaker to clip a microphone to their shirt and have the conversation sent directly to your hearing aids. Another situation where this technology could be helpful is in a small group or instructional setting, where the microphone could be given to the instructor or leader so that you would not have to strain to hear the lesson. If you would like more information on these accessories or to find out if your current hearing aids are compatible with these accessories, please contact the office to make an appointment.

Call us to receive a **Free Demo** of the latest digital hearing technology!

INSIDE:

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