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here at last!

Salem Audiology Clinic

Introducing... New South Salem Location!



“In 1982 our parents founded Salem Audiology Clinic. It was a small office, less than 1000 sq ft. Back then it was just the two of them running the business; my father was the audiologist and my mother (having worked in banking for many years) took on the business side of the practice. Over the years, the business grew and took on more employees and hearing care professionals. As teenagers, we would help with the business where we could, doing small projects and helping with simple tasks such as filing and answering the phone.

Since those days, Salem Audiology Clinic has gone through many changes. The office now employs over 30 people, many of whom are either family or are close enough to be considered such. Our parents, Norm and JoAnn Frink have retired from audiology and as practice owners and left the family business to both Lesli and I. The Woodburn Hearing Center was established as our second location and has served the community there for over fifteen years. The population we serve in Salem has grown to over 20,000 patients, and we continue to help treat more new patients every

day.

It is with great excitement that we announce our newest expansion to the business: a new office in South Salem. This project has been in the works for the past year. As the office was being built, Lesli and I both gave insight and input on the structure and layout of the office; ensuring that the floorplan and design would be both friendly to patients and efficient for our professional staff. The new office comes with state-of-the-art equipment, thoughtfully selected furnishings, and a new classroom for our Hear for Life community education classes. All of the services that are offered at our original, North Lancaster location will be provided at this new office including in depth audiological evaluations, consultations, and walk-in repair services.

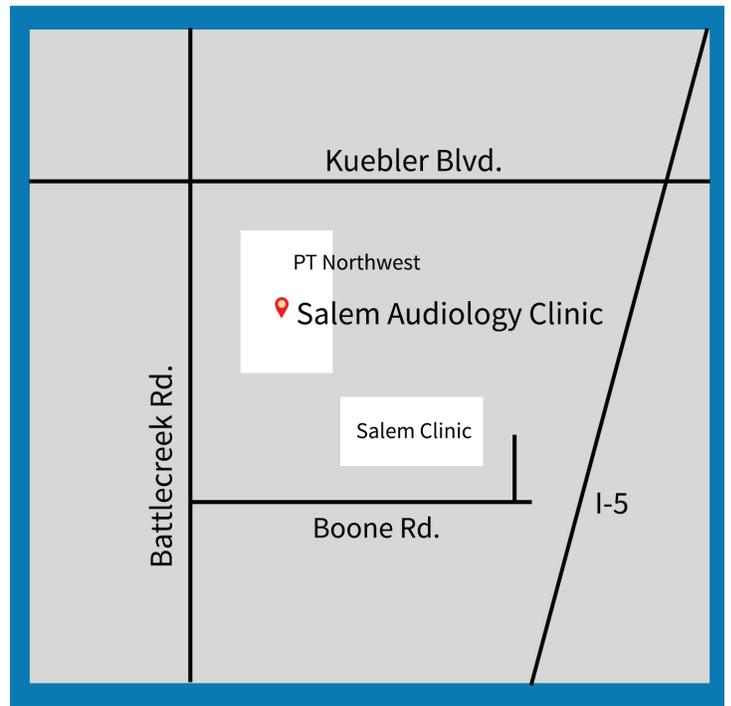
Our Woodburn and north Lancaster locations will still operate as usual. However, the Lancaster office will be down-sizing because three hearing professionals will relocate to the new South office. It is our hope that this new location will be a convenient option for our patients who are located south in South Salem and beyond, and that it will help us to reach more patients seeking treatment for their hearing needs. Salem Audiology Clinic Inc. has come a long way since its founding, and we would like to thank all of our patients and supporters in the community who have made this expansion possible.”

-Scot Frink, Co-Owner of Salem Audiology Clinic

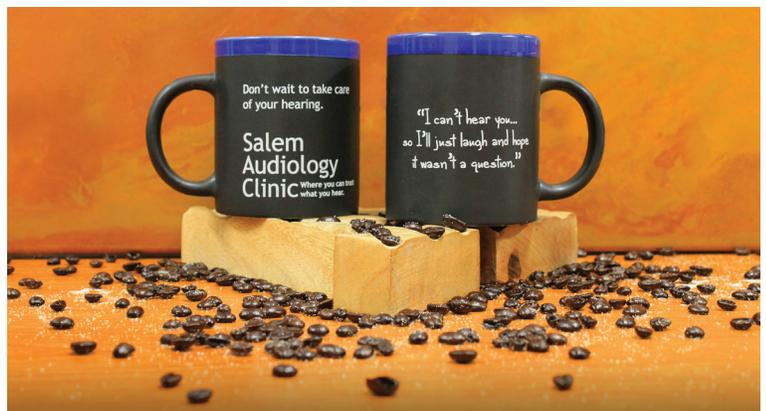
The new office in South Salem will offer all of the services that we have provided for the willamette Valley since 1982. This location will host three hearing care professionals, Dr. Carol Sayre, Dr. Scot Frink, Dr. Randy Lerner, and a hearing aid technician, Jon Simonsen.

With two state-of-the-art hearing testing booths, a full sized lab for hearing aid repair and mainenance, and a classroom for hosting Hear for Life classes, this third clinic location promises quality service and care for our patients.

Our offices in both North Salem and Woodburn will continue to operate and offer care to patients both new and old.



Now accepting patients! Visit the South Salem Office today at
2125 Boone Rd. SE, Suite 120 • Salem, OR 97306
Call (971) 701-6322 for appointments!





Crowded restaurant?
Office holiday party?
Seasonal cooking class?
No Problem.

Enhanced Hearing

Boost your hearing with accessories made for active and challenging listening environments

Hearing technology has come a long way in the past decade. Directional microphones for better speech amplification, background noise reduction, and automatic program adjustments are just a few of the newest features that help your hearing aids provide quality listening. However, even with these advanced technologies, hearing aids can use a little extra help in challenging listening scenarios.

For instance, cafes and restaurants are environments where hearing a conversation can be difficult over the noise of dishes and conversations between other patrons. Talking on the phone while using a hearing aid can also be difficult in noisy environments. Luckily, hearing technology companies understand that even the most powerful hearing aids can use a boost in these situations. Hearing accessories work with your hearing aids to amplify the sounds you want to hear, adjust the quality of sound, and reduce the volume of unwanted noise to enhance your overall hearing experience.

Remote Controls

There are several kinds of accessories available for hearing aid users. One of the most common accessories is a remote control. Remote controls help users to adjust the settings on their hearing aids. Similar to a television remote control, simply press the buttons on this device to adjust the volume or change programs. Most remote controls are smaller than the average cellphone, and some can even be as small as a battery.

Streamers

Streamers are another type of accessory. Using Bluetooth connectivity, these devices can send the sound from mp3 players, television, and cellphones directly to your hearing aids. This way, you may listen to music, hear the television more clearly, or discreetly answer calls by hearing phone notifications when listening would otherwise be difficult. In addition to telephone assistance, most manufacturers have also developed streaming accessories specifically for enjoying television.

Microphone Systems



Widex RC-DEX

Remote

The RC-DEX is a stylish and user-friendly accessory that gives you better control of basic hearing aid features like volume control and switching programs.

Unitron uDirect 3

Streamer

This sleek, hands-free accessory lets you enjoy direct connections to communication and entertainment devices such as your cell phone.



Phonak TV Link

Streamer

The Phonak TVLink used in combination with ComPilot (streamer) allows you to get the most out of your TV viewing by turning your hearing aids into stereo headphones.

A third kind of hearing accessory are microphone systems. Just like with a stage microphone, these devices are held by or placed near an individual and direct their voice to an amplifier. In this case, the voice of the speaker is sent directly to both hearing instruments, either directly or through the use of a receiver. Some microphones can be clipped to a shirt lapel, others can be worn around the neck (similar to a lanyard) and others can simply be set on the table.

FM systems are a common type of microphone system that can be used by hearing aid wearers. This two-part system involves a microphone and a receiver device that sends the sound to your hearing instruments. These accessories can be extremely helpful in environments with background noise or competitive conversations like classrooms, conference rooms or business meetings, and restaurants.

Smart Phone Applications as Accessories

With Bluetooth connectivity, many hearing technology manufacturers have developed smartphone applications that can be paired with hearing aids. Some apps can be used in place of a remote. Making subtle adjustments to the volume or switch between programs is possible with the use of your cellphone. “Geo-tagging” is a smartphone feature that was introduced by Starkey in 2015. This feature uses the gps on your cellphone to save sound settings for certain locations to the application. When you enter your favorite café, for instance, your hearing aids will automatically adjust to provide you with your preferred settings when you enter the building.

Some applications have also been developed to assist hearing aid users who have tinnitus. These applications will play soft sounds that can be adjusted to match and cancel the sounds of ringing or buzzing that you may hear which is associated with tinnitus (for more information on tinnitus therapy, visit www.SalemAudiologyClinic.com).

Accessories Classes at Salem Audiology Clinic

Every month, Salem Audiology Clinic hosts manufacturer specific accessories classes to introduce what devices are available for your hearing aids, their benefits and how to get the most out of them in various listening situations. For more information on accessories or to inquire about upcoming classes, call (503) 588 1039 today!

Upcoming Classes:

Unitron Accessories: December 13th

Phonak Accessories: January 3rd



heart health

The connection with hearing

Another reason to lace up those running shoes and start an exercise regimen has emerged: your hearing health! In recent years, scientists have discovered several health conditions linked to hearing loss. Diabetes, Alzheimer's and dementia, kidney disease, obesity, and sleep apnea have all shown an association with hearing health. Now audiology researchers have reported that your heart's health is also linked to your ability to hear the world around you.

Hearing loss is very common. Nearly 45 million Americans are living with hearing loss. And while age plays a factor in prevalence of the condition, it is not limited to older populations. After age 45, at least 1 in every 8 adults has a hearing impairment.

To understand how hearing and heart health are connected, let's first look at how the ear functions. (The following is a very simplified explanation of the hearing process). When sound enters the ear canal it then travels to the eardrum. The eardrum then vibrates and sends these vibrations to the tiny bones in the middle ear. The bones couple the sound from the air to the fluid vibrations in the cochlea of the inner ear. The cochlea (a snail shaped part of your ear) is lined with tiny sensory cells known as hair cells. The hair cells create electrical signals that are then sent to the auditory nerve which carries these signals to the brain for interpretation. It's a complicated process that takes place almost instantaneously.

Unfortunately, anything that hinders or goes wrong along this process can impair hearing.

When your heart is not in shape, your hearing may suffer. Reduced blood flow negatively effects the inner ear. The delicate hair cells responsible for sending sound signals to the brain can be damaged from the lack of blood flow. This cell damage and eventual cell death limits the ability to hear because the vibrations cannot be accurately interpreted. Damage to these delicate hair cells is irreversible and is also responsible for most hearing losses.

In May of 2015, Dr. Stacy Kerschen and Raymond Hull, PhD, Professor of Communication Sciences and Disorders in Audiology and Neurosciences at Wichita State University, published research indicating that heart health and hearing ability are linked. Their study analyzed 84 years of work from scientists worldwide on the connection between cardiovascular health and the ability to hear and comprehend speech. The results indicated that a healthy heart has a positive effect on hearing ability, while heart disease and insufficient blood flow was likely to cause damage to the ears.

Because the two conditions are correlated, hearing loss may

now be considered a symptom of heart disease and vice versa. David Friedland, M.D. Ph.D., another researcher at the Medical College of Wisconsin has also discovered similar patterns between hearing ability and cardiovascular health. “The inner ear is so sensitive to blood flow that it is possible that abnormalities in the cardiovascular system could be noted here earlier than in other less sensitive parts of the body,” Friedland stated in 2015. Preventing hearing loss and preventing cardiovascular disease recruit several of the same methods. The American Heart Association recommends healthy eating, regular exercise, weight loss, reduced stress, controlling cholesterol, and managing blood pressure to maintain a healthy heart.

Smoking can contribute to hearing loss--smokers are 70% more likely to develop a hearing loss than non-smokers. Smoking is also known to contribute to heart problems, adding to the reasons to quit the habit. Stress is also a factor in heart and hearing health. Addressing and treating a hearing loss can improve stress levels greatly. According to the Better Hearing Institute, “Eight out of 10 hearing aid users say they’re satisfied with the changes that have occurred in their lives due to their hearing aids. Many say they see improvements in their life overall, in interpersonal relationships, and they experience reduced anger and frustration, and enhanced emotional stability.”

Several studies have concluded that exercise lowers the risk of hearing loss. Keeping an active lifestyle and improving circulation through regular exercise is one of the best ways to improve heart health as well. Some excellent exercises for seniors include briskly walking, swimming, running, jogging, bicycling, and group cardio classes at fitness centers. Even low-to-moderate intensity activities such as walking around the mall or gardening can bring benefits.

Those with risk factors for heart disease or those who have already been diagnosed with heart problems should schedule an appointment to evaluate their current hearing ability. Patients with hearing loss should monitor their heart health as well, and should consider hearing loss as a possible early sign of a heart condition. Preventing both heart disease and hearing loss is possible, so be sure to take care of your heart and protect your hearing!

Individuals age 45 and older should include thorough hearing evaluations in their annual medical screenings.

**Call Salem Audiology Clinic
at (503) 588-1039 today to schedule your free hearing screening!**





Never change a hearing aid battery again.

Changing the batteries in hearing devices can be a hassle. The small rounded batteries can be especially challenging for those of us who have dexterity difficulties, which is a common problem most patients have. For others, simply needing to replace batteries weekly can become tiring. When we learned about a new rechargeable hearing aid system from Phonak, we thought, “well it’s about time.”

Phonak is one of the six major hearing aid manufacturers and has been a pioneer in creating new hearing technology for the hearing impaired. In 1997, they introduced the first hearing aid with directional listening, a feature they called AudioZoom. Phonak’s engineers are always at work coming up with innovative listening technology and aim for the most personalized and natural sound while developing solutions for common problems that patients face in their daily lives.

The Product

In August, 2016, Phonak released the first hearing aid to feature a specifically designed built-in rechargeable battery that provides 24 hours* of hearing with one simple charge.

Phonak Audeo B-R hearing aids contain a unique operating system called AutoSense OS. It automatically senses your listening environment in real-time and draws from multiple features, while accurately blending them to create over 200 distinct settings. This creates a seamless listening experience when moving from one environment to another. In addition to the rechargeable quality of the devices, the Audeo B-R hearing aids also come with several of Phonak’s high quality sound features including:

- **UltraZoom:** UltraZoom is the adaptive multi-channel beamforming technology, which improves speech intelligibility within noisy situations.
- **Speech in Car:** Reduces broadband noise in the car to create a stable listening environment for easy communication, reduced effort.
- **Speech in Noise:** Zooms in on a single voice in a diffuse noisy environment, improving speech intelligibility.
- **Tinnitus Therapy:** The Tinnitus Balance noise generator generates a broadband sound for use in tinnitus management therapies.
- **Music Program:** Offers an expanded dynamic range, slow compression speed and more gain for a fuller and richer music experience.

“Consumers are becoming increasingly active and require hearing solutions which can automatically keep up with their lifestyles... Audeo B is evidence of our clear commitment to pioneer life-changing innovative hearing solutions in the marketplace.”

Martin Grieder,
group vice president, Phonak.

The Phonak B-R system offers three different ways to power your hearing devices.



Charger Case

Storing your hearing aids in a secure and dry location is essential to prolonging the life of the devices. With the Phonak B-R rechargeable system, the case and charging unit are one and the same. To charge your devices, simply place them in their designated slots in the case overnight.

Mini-Charger

On the go? The mini-charger offers the most compact powering option. Ideal for keeping at work, in your purse or car, or while travelling, this charger works just like the charger case and can power your hearing devices throughout the day.

Power Pack

You may find yourself needing to charge your devices when an outlet is not available. The Audeo B-R Power Pack serves as a back-up in these situations. The pack holds up to a week's worth of charges that can power your hearing aids hassle-free.

The Savings

The average patient spends around \$100 per year to power their devices using traditional, disposable batteries. These batteries must be recycled or they can cause environmental damage. Using rechargeable batteries eliminates the need to purchase these battery packs. The specially designed batteries in Phonak's devices can last up to 8 years before they need to be replaced. To replace a rechargeable hearing aid battery, the aids must be sent in to the manufacturer for a quick service.

**With Phonak B-R Rechargeable Hearing Aids,
save up to \$800 per aid on battery costs.**

Interested in Phonak Rechargeable Hearing Aids?
Call (503) 588-1039 today to learn more or to schedule a consultation with
your hearing care provider.

Staff Recipes

Your Salem Audiology Clinic professionals are quite the chefs! Here are two recipes from Carol Sayre and Jon Hamm that will tickle your tastebuds and keep you warm as the summer weather fades into fall.

Carol's Favorite Chicken Chili

Ingredients:

1 lb Ground skinless chicken breast
1 large onion, chopped
1 green bell pepper, chopped
3 garlic cloves, chopped
2 (15.5 oz.) cans kidney beans, rinsed and drained
1 (15.5 oz.) can pinto beans, rinsed and drained
1 (14.5 oz.) can of diced tomatoes
1 (12 oz.) bottle chili sauce
1 (4.5 oz.) can chopped green chiles
1/4 cup chili powder
2 tablespoons Worcestershire sauce
1 tablespoon molasses
1 tablespoon packed brown sugar
1 tablespoon ground cumin

Instructions

Place the chicken, onion, bell pepper, and garlic in a slow cooker; stir with a fork to blend.

Add the kidney and pinto beans, tomatoes, chili sauce, green chiles, chili powder, Worcestershire sauce, molasses, brown sugar, and cumin; mix well.

Cover and cook until the flavors are blended, the chicken is cooked, and the chili thickens slightly.

4-5 hours on high, 8-10 hours on low.

Jon Hamm's Honey Roasted Veggies

Ingredients:

2 cups each, coarsely chopped, peeled: sweet potatoes, turnips, parsnips and carrots
1/4 c. honey
2 T. olive oil
1/2 tsp. salt
3 shallots, halved

Instructions

Toss sweet potatoes, turnips, parsnips, carrots, honey, olive oil, salt and shallots and place in sprayed pan.

Bake at 450° for 35 minutes or until vegetables are tender and begin to brown. (Stir every 15 minutes.)



Do you like to cook? Post your favorite recipes to www.Facebook.com/SalemAudiologyClinic

Renee ♥ Hart

In every Hear for Life newsletter, we like to take the time to introduce you to a member of our staff. All of the employees at Salem Audiology Clinic are valued and cherished and we love to share with you these people who brighten our day and help make our office great!

Introducing Renee! Tell us a little about yourself...

My name is Renee Hart. I was born and raised in Salem, OR. I am married and I have three children.

What do you do at Salem Audiology Clinic?

I am an assistant office manager and I work with the Veteran's Administration patients.

How did you come about working at Salem Audiology Clinic?

I heard that Salem Audiology was hiring, so I came to the office and met with Lesli, who interviewed me. The interview and meeting went well—we got along great!

What is your favorite thing about working here?

There are many things that I like about working at Salem Audiology Clinic. I enjoy working with the team and I also enjoy the friendly, family atmosphere that owners Lesli Hiller and Scot Frink have created. After working here for over ten years, the patients also become like family.

What do you like to do outside of work?

I like to spend time with family and friends. I enjoy camping, traveling, and I love road trips.

Why do you think someone should choose Salem Audiology Clinic?

I believe that by choosing Salem Audiology Clinic you will enjoy the staff, be treated with respect, and you'll find long-term, quality care unlike any other clinic. Our clinic isn't just a business, it's a family.



Renee with Salem Audiology Clinic Owner Lesli Hiller and Marketing Assistant, Ally Hiller



Salem Audiology Clinic

"Where you can Trust what you Hear"

2125 Boone Rd. SE, Suite 120

Salem, OR 97306

Upcoming Classes at Salem Audiology Clinic

Starting in January 2017, all Hear for Life Classes will be hosted by our new office in South Salem.

To register or to learn more about these free educational classes, please call (503) 588-1039.

How to Buy a Hearing Aid

January 10th, 10am-11am

This class reviews what every consumer should know prior to purchasing a hearing aid and lays out an objective plan for achieving success. It addresses consumer rights information, medical considerations, technological questions, and expectations for hearing healthcare providers in an unbiased manner so that the consumer, regardless of where he/she goes, can make an informed decision.

Weekend Academy

January 21st, 10am-3pm

Are you a new hearing aid user? This class covers a variety of topics, including hearing Loss and hearing aids, communication strategies, speech reading, hearing aid maintenance, and consumer rights. Learn everything you need to know about hearing aids and hearing health in this four part Saturday class.

Coping with Tinnitus

February 14th, 10am-11am

Tinnitus is perceived as a ringing or roaring in the ears that does not have any external cause. It is estimated that nearly 50 million Americans suffer from this problem! In this class, we discuss potential causes of the problem, its effects, and recommendations for ways you can learn to manage it.