

Salem Audiology Clinic

HEAR FOR LIFE



CONNECTING WITH YOUR DAD THIS FATHER'S DAY

Hearing loss and father's day planning.

PHONAKS NEW SLIM HEARING AID

Redefining the design of hearing aids.

DEBUNKING HEARING AID MYTHS

What the facts say about hearing loss

Salem Audiology Clinic
www.salemaudiologyclinic.com

JUN/JUL
2023

HEAR FOR LIFE

Salem Audiology Clinic

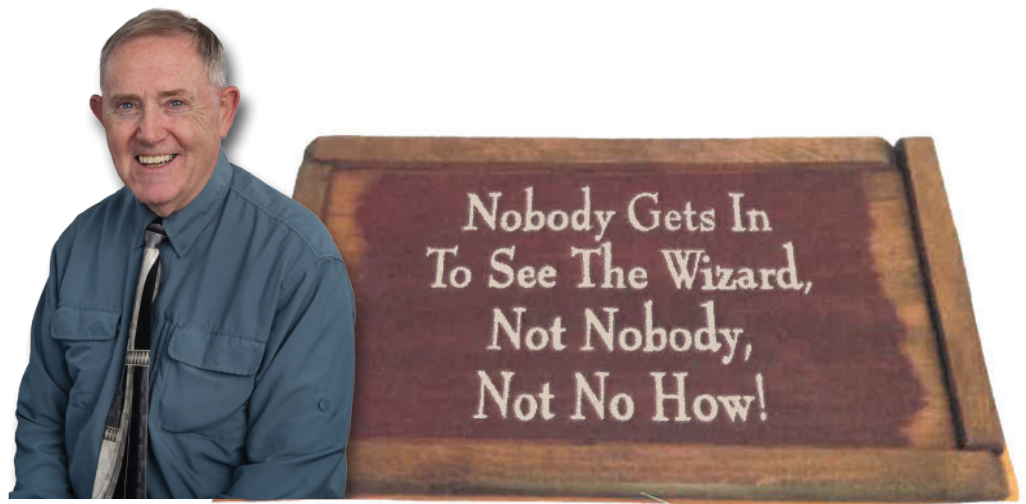
Where you can trust
what you hear.

The Hear For Life magazine is published quarterly, sharing reliable information and stories about hearing loss, technology, tinnitus, and other health and hearing balance conditions.

Our magazine is designed for consumers and professionals alike highlighting current news and real-world solutions based on the latest research and technology. We meaningfully connect members of the hearing loss community to one another while providing timely information on health and hearing loss.

General topics regularly covered in the magazine:

- Tips for living well with hearing or balance conditions
- Tools for prevention and education, and advocacy and management



LETTER FROM THE OWNERS

Father's Day is a time to reflect on our current and past relationships with our fathers. Fathers play an integral role in our lives, teaching us lessons that can last a lifetime. We learn valuable life lessons from them, such as being responsible and working hard to achieve our goals. We also learn from their successes and failures, taking away valuable insights that help shape who we are today.

For those of us who have lost our fathers, Father's Day can be a time of reflection on the legacy they left behind. We remember the joy they brought us, the advice they gave us, and how they made us feel safe and secure. We may think of them fondly or with sadness, but it is important to take some time on this day to honor their memory and celebrate their lives.

We miss our dad, Norman Frink, horribly. He passed away on 07/24/2021. Dad was always looking to the bright side of any situation and otherwise could always bring humor to any situation. So years ago I, Lesli, found a sign that said "Nobody gets in to see the wizard, not nobody, not no how." -from The Wizard of Oz. For awhile he did not put up the sign, he thought it was cocky. So one day I put the sign above his office entry door. He never brought it up, but he also never took the sign down. Soon patients would walk in or call and ask to see "The Wizard". He then grew to enjoy it. It became a reflection of his humor. When he retired, he took the sign with him and hung it in his office at home. We still have the sign today. In the audiology community, Dad was a founding father who many audiologists remember fondly and still to this day would call him The Wizard.

-Scot Frink & Les Hiller, Owners



TABLE OF

CONTENTS



PHONAK SLIM	3
FATHER'S DAY	5
DEBUNKING MYTHS	7
EMPLOYEE SPOTLIGHT	9
STAFF RECIPES	10



Introducing **PHONAK** SLIM

Redefining the design of hearing aids.

With Phonak SmartSpeech™ Technology, Phonak Slim hearing aids provide features to improve speech understanding while boosting your confidence with its unique look and feel.



The appearance and design of traditional hearing aids is often reported as one of the main reasons for low hearing aid adoption.

Phonak Slim combines a modern, never-before-seen design with state-of-the-art hearing performance. The unique ergonomic shape of Slim is contoured to naturally nestle behind the ear – even if you wear glasses. Its personalized features enable you to confidently immerse in conversations and effortlessly maneuver through life’s numerous listening situations.

Sleek & Smart Technology

Phonak SmartSpeech™ Technology is a collection of features that AutoSense OS™ 5.0 seamlessly adapts, and each feature has proven to provide either improved speech understanding or reduced listening effort in many listening environments.^{1,2} This technology not only highlights Phonak’s dedication to providing the best possible solution

for speech understanding but benefits your well-being as it has been shown from the scientific literature to reduce the listening effort that can free up cognitive resources.⁴

With Phonak SmartSpeech™ Technology, Phonak Slim hearing aids provide features to improve speech understanding while boosting your confidence with its unique look and feel.

Boost speech understanding in noise and over distance with Roger™ microphones. Confidence, versatility, and elegance come together with Roger microphones. Combining Phonak Slim and Roger On provides a unique solution to participate in conversations fully. By improving speech understanding in group conversations⁴, Roger On allows you to be you, wherever you are.

Charger options

The Phonak Slim Charger is a compact charger with a sleek appearance that perfectly complements the Phonak Slim, charging the hearing aids in just



three hours to offer a full day** of hearing.

- Charges Phonak Slim in just 3 hours
- Conveniently shaped with a solid stance.
- Easy to clean; easy to carry
- Optimized charging and usability.

Connects to smartphones and other devices

Phonak Slim pairs with the myPhonak app and Bluetooth® enabled devices to help you connect with the world around you.

myPhonak

Empowers hearing aid wearers to personalize their hearing experience. It allows them to not only take control of their hearing with remote control functionality, but to also track their health data*, unleashing healthier versions of themselves.

myPhonak app

Roger™ microphones
Roger is an intelligent wireless technology that transmits speech directly to Slim hearing aids via RogerDirect™, helping to overcome distance and noise.

For more information or to find out if the Phonak Slim is right for you, call Salem Audiology Clinic today (971) 701-6322. And schedule your no-cost consultation.

Connecting with your dad this Father's Day



Hearing loss is one of the top three most common health problems facing American adults today. The National Institute on Deafness and Other Communication Disorders reports that one-third of seniors age 65 and above suffer from hearing loss. The number rises to half of all seniors over 75, and dads are even more at risk. Because men spend much of their careers in significantly louder working environments, men are twice as likely as women to acquire hearing loss. If your dad struggles to hear, it's a perfect time to strike up a conversation about better hearing this Father's Day.

Planning for Father's Day

It's great you plan to honor dad, but consider one more thing. If your dad is struggling with hearing

loss, a loud party could leave him out of the loop, confused, or frustrated that he can't communicate like he used to. No one wants to feel left out, especially at a party in their recognition.

Here are a few tips to help the party go off without a hitch and help your dad enjoy a great weekend.

Pull up a chair: Being at the same eye level increases the ability of those with hearing loss to understand what you're saying since they can see you while speaking.

Talk head-on: Speaking face to face and not from the side allows your dad to see your face and read your expressions more easily. If you are standing near the grill together or sitting beside one another to watch TV, be sure you're on the side of his good ear.

Taking turns: To make sure the Father's Day celebrations go well, remind the family to speak one at a time. The grandkids are excited to tell grandpa about what's happening in their lives. Still, too many people speaking at once will make the day stressful for your Father. Take turns talking so dad has a chance to comprehend what each person is saying entirely.

Father's Day is a celebratory event regardless of what you get for him. Planning how Dad's hearing loss might affect his special day is a great way to show you care. The hearing loss certainly doesn't have to damper your next Father's Day.

Happy Father's Day

From Salem Audiology Clinic



Help Dad Hear Better This Father's Day With

FLEX: TRIAL

Impressive from the first fit

Try before you buy

Traditional hearing assessments only happen in the clinic, a place where most people hardly ever spend time. After that assessment, you are expected to make a decision to purchase a hearing solution you had never worn before and that you often can't take home on the same day. The process was broken, and the evidence was the unhappy clients and numerous hearing instruments returned every year. More than a third of newly-diagnosed clients with hearing loss wouldn't even make a decision at all.¹ Something had to change.

A trial allows clients to experience the benefits of amplification in the real world, risk-free, without commitment. It's as easy as that. In fact, 99% of hearing care professionals say that FLEX:TRIAL improves the total experience for clients.²

Whether you are at a bustling restaurant or in the peace of your own home you can hear for yourself the difference that a hearing solution makes. Life doesn't sound the same every day. A real-world hearing assessment shows you what you will be able to hear, rather than just confirming what you can't hear.

It's easy for us too, since we program these hearing instruments to different technology levels.

It just makes sense to try before you buy. **88%** of people with hearing loss considered a trial period beneficial, and **60%** considered a take-home trial to be very beneficial, especially those aged 50-59 years.³

Better hearing means: Stronger relationships, improved self esteem, enhanced overall health, an enriched life. Call Salem Audiology Clinic and schedule your free consultation to find out how you can benefit from a real world hearing aid assesment(971) 701-6322



¹ MarketTrak 9: A New Baseline "Estimating Hearing Loss Adoption Rates and Exploring Key Aspects of the Patient Journey" Final Report March 2015

² Anovum (2017) Unitron Launch Monitor

³ Unitron survey, 350 people.



DEBUNKING COMMON HEARING AID MYTHS

It's a staggering statistic considering that 20 percent of Americans experience hearing loss. Put into perspective that is 48 million people! Hearing loss can affect people of all ages. It can be minor or severe, temporary or permanent, depending on the root cause. Many who have hearing loss do not seek treatment due to hearing aid myths they have heard.

So if you have been teetering on contacting a hearing health professional, read our list of hearing aid myths below, and the truth may startle you.

Myth 1: Hearing aids make me look old.

FACT: It's important to remember that hearing loss can affect people of all ages - from infants to seniors. One of the most significant growing segments for hearing loss is 18-24 due to increased listening to loud music for prolonged periods.

Today's hearing aids are discrete and stylish. They come in many colors and styles, making them near invisible or vibrant and colorful so you can match your hearing aids with your personality. Plus, not hearing makes you look older.

Myth 2: My hearing is pretty decent. Hearing aids won't help.

FACT: Even mild hearing loss can impact a person's life. Asking people to continually repeat themselves and listen to the TV or radio at deafening volume indicates that you should check your hearing. Appropriate hearing aid use is associated with an improved outlook, mood, mobility, freedom, communication, and social interaction. By working with your hearing health provider, they can help you determine how much hearing aids can improve your quality of life and hearing.

Myth 3: Hearing aids will correct my hearing to normal.

FACT: Hearing aids will not restore your hearing to normal; however, they will provide significant benefits and improvement to your listening and communication abilities and reconnect you to the world.

Myth 4: Hearing aids are similar to glasses.

FACT: With glasses, one's vision can generally be corrected back (or close) to 20/20. The same does not hold for hearing aids because your brain needs time to readjust to the sound coming through the hearing aid. Because each person's hearing loss is unique, having different abilities to hear various frequencies, the hearing aid must be programmed to the patient's hearing ability. The fine-tuning process can take several repeated trips to the audiologist or hearing healthcare provider.

Myth 5: It's just my hearing and doesn't affect anything else.

Fact: Untreated hearing loss affects far more than just your hearing. Recent studies have shown that when hearing loss is left untreated, it can impact your entire

life, including - significantly higher rates of depression, anxiety, and other psychosocial disorders in those with hearing loss who were not wearing hearing aids. Hearing loss is an invisible handicap that can keep you from experiencing the world around you.

MYTH 6: I can save more money and order them online or get them at the store.

FACT: With new regulations allowing the sale of Over-The-Counter hearing aids, you can purchase them online or at most "big box" stores; However, hearing aids are not a one size fits all item. As mentioned above, hearing aids are prescribed to fit your hearing loss. Generally, they require multiple adjustments after the first fitting to further fine-tune the hearing aids.

OTC and online hearing amplifiers lack the levels of adjustments most people with hearing loss require to benefit them. All adjustments and tuning are put on the consumer to make.

Saving a few dollars to avoid fixing the root cause rarely works out in the consumer's favor.

Myth 7: Just buying the least expensive hearing aid is good enough.

FACT: You should look to get the best hearing aid to fit your hearing loss. It is vital to have a budget in mind. Depending on your degree of hearing loss and lifestyle needs. Your budget should first depend upon the degree of hearing loss (Mild, Moderate, Severe). Then additional "lifestyle" features should be considered - Artificial Intelligence (AI), Health Tracking, T-coil, remote controls, variable programming, and more.

Myth 8: Hearing loss is unavoidable, primarily as we age, and can't be avoided.

FACT: There are many causes of hearing loss, including certain medications, genetics, and exposure to loud noises. Other health ailments can also lead to hearing impairment. Similar to skin damage from sun exposure, the effects over time of today's loud cultures have led to a more significant number of people with hearing loss, which, as we age, becomes more apparent - especially in older adults. Noise exposure is the most preventable cause of hearing loss.

If you notice difficulties hearing, or communication problems, contact Salem Audiology Clinic and allow us to help determine if hearing aids are right for you.

EMPLOYEE SPOTLIGHT

SHERRY VOSBURG

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, cherished and we love to share with you these people who brighten our day and help make our office great! This month we're highlighting a member of our North Salem team, Sherry Vosburg.

Tell us a little about you:

Raised in Woodburn and worked in a family-owned 3rd generation jewelry business that opened in 1920, for most of my life. Married to my husband Scott (not to be confused with Scot Frink) for 35 years. Have two adult children both girls, Ashton and Joree. Animals are my passion and have ridden horses competitively for most of my adult life, now pretty much a fair-weather rider. Now training my Aussie/Doodle in Agility. Love spending time with family and friends.



What do you do at Salem Audiology Clinic?

Care Support Staff

How did you come about working at SAC?
I saw an ad on FB actually.

What do you enjoy most about working here?

I never realized that my aging parents prepared me to understand and have compassion for the needs of our Senior community and those that care for them. The thank yous we get from patients when they are fit with their hearing aids and can now hear what they were missing is very rewarding. Our staff works as a team with honesty and integrity to make it all happen.





Salem Audiology Clinic is proud to offer our patients the use of our new Redux System. The Redux System is a piece of equipment that allows us to effectively reduce moisture in our patients' hearing instruments. We know that moisture is a hearing aid's worst enemy and that many of our patients will benefit from this technology. Contact us today with any questions or to schedule your Redux treatment!

Recently we had a patient come in with what would normally be considered a "dead hearing aid." After forgetting to remove their hearing aids while getting in the shower, the aids took on a substantial amount of water and stopped working. The patient came to us and with the use of the Redux drying system we were able to extract over 60ul of moisture and bring their hearing aids back to life!

Statistics:

- Dead Aid Improved: 50%
- Weak Aid Improved: 83%
- Good Aid Improved: 80%
- Total Aid Improved: 77%
- Total Moisture Removed: 98%

Water and hearing aids don't mix

Water damage in hearing aids is the industry's worst kept secret. Moisture continues to be the most common reason for hearing aid malfunction.

The smallest amount of water is all it takes for hearing aids to start losing their functionality. This moisture can come from normal daily use like sweating, humidity, natural water from ear wax, and more.



.5uL

Can cause up to a 30dB decline.

1uL

1 microliter (uL) in an ITE aid is comparable to 3 bath tubs of water in a typical home.

10uL

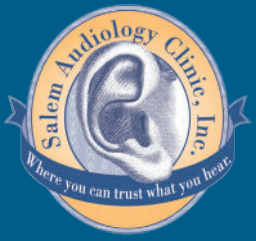
Can cause complete aid malfunction.

1000

Lives improved per Day

98%
Success Rate

77%
Improvement Rate



Salem Audiology Clinic

"Where You Can Trust What You Hear"

2521 Boone RD. SE Suite 120

Salem, OR 97306

(971)701-6322



Upcoming Class Schedule:

July 8th – Weekend Academy 10AM–3PM (lunch provided)

August 19th – Weekend Academy 10AM–3PM (lunch provided)

More ways to connect with us



Follow us on YouTube for reviews, hearing aid tips, advice and more.



Facebook.com/
SalemAudiologyClinic



@Salem_Audiology_Clinic

Salem Audiology Clinic North
3857 Wolverine St, NE
Suite C-16
Salem, OR 97305
503-588-1039

Salem Audiology Clinic South
2521 Boone Road SE
Suite #120
Salem, OR 97306
971-701-6322

Woodburn Hearing Center
1301 Evergreen Rd
Suite E
Woodburn, OR 97071
503-981-8575