



Hear For Life

Hearing Health Newsletter

Fall 22'



**Over-the-counter
hearing aids and what
you should know***



Letter from the editor

Being with Salem Audiology Clinic for the last three years I have come to realize a few things that truly makes our

clinic stand out. The first, and most important, is the emphasis that is put on educating patients. I have never worked for a company that gives out the amount of information that Salem Audiology does. We believe that an informed educated patient makes for a better patient if that person is not a current patient or patient of ours in general. Being well informed means that you can make the best decision possible whether that's for you or a loved one's hearing health. Of course we hope that everyone comes to us for their hearing health care, but we also understand that may not always be the case.

The second is, the level of service provided. We are a "Hearingup Provider" (formerly Dr. Cliff approved network provider), meaning we offer Audiological Best Practices. This should be a standard level of treatment, but the fact is not all clinics follow best practice guidelines. By providing these practices you can rest assured that you or your loved one will receive the highest quality level of care and treatment available.

Lastly, multiple locations. Having more than one location makes setting appointments or getting care more available to more people. If one clinic is busier than another we can see you at one of our other locations allowing you a shorter wait time to take control of your hearing. This also allows for shorter travel time and distance, which can be very important for those relying on rides or do not like or want to travel very far.

I highly encourage you as you read through this magazine to reach out and setup a consultation if you or a loved one suspect any degree of hearing loss. Treating hearing loss sooner than later can greatly impact the quality of your and your families lives.

More ways to connect with us



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



Facebook: [Facebook.com/SalemAudiologyClinic](https://www.facebook.com/SalemAudiologyClinic)



Instagram: [@Salem_Audiology_Clinic](https://www.instagram.com/Salem_Audiology_Clinic)

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503-588-1039

Salem Audiology Clinic South

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**(COVER STORY) As of this printing the FDA has not made a final verdict regarding over-the-counter hearing aids. The information provided is currently as it stands from the FDA.*



Hearing Loss in Education

Children in the classroom need more than just a qualified teacher and a desire to learn. The most significant factor in learning is communication. We connect through our senses, and even more so sight and sound. Children can not properly engage unless they can hear and see the instructor.

Classroom designs allow children to easily see the teacher; bright lighting, large screens, and/or whiteboards. But very few classrooms have conditions that cater to better listening conditions to let students hear the teacher's voice without interference and signal degradation. These eight facts below address hearing-related issues that are pertinent for successful learning.

1. Advantage in ages

Adolescents need quieter classrooms to understand information adequately as well as adults. Children below the age of 13 cannot process speech in background noise like adults can. Young children do not have the developed language skills to fill in blanks when an ending, new word, or short phrase is missed.

2. Is it "Close enough?"

There is a definite advantage to kids within the "ideal listening range" when it comes to hearing in a noisy environment. This range generally is within about six feet from the teacher's mouth. We know that "sound degrades over distance." If you have ever tried to hear someone on the other side of a restaurant, you know that it can be more complicated than sitting at the table across from them. The same sound degradation exists in the classroom, and listening takes more work in noise and distance.

Students in the back half of the classroom are generally not as engaged or do not learn as actively as those towards the

front. Communication across distance is part of everyday listening situations.

3. Sound Bouncing, the rebound effect

Room acoustics can impact how well sound travels, and in the classroom, there is no exception. Difficulties in hearing within the classroom can occur when reverberation (sound bouncing off hard surfaces in a room) transpires. The echo is most noticeable in a gym or cafeteria. Still, it also very much occurs in most classrooms—vinyl floors, hard desks, large windows, and more play a role in how sound reflects.

Reverberation causes the longer vowel sounds to reflect and cover-up shorter consonant sounds, blurring speech, and reducing clarity. The echo that is slightly difficult for adults will cause significant interference for younger children. The effects of blurred speech increases over distance and children suffer the most from this obstacle.

4. The gruesome Twosome

When reverberation and excessive background noise occur, the two make the understanding of speech even more complicated. These two limiting factors, when combined, can have drastic effects on student's learning and test scores. As of 2002, there are national standards (*see Table 1*) for just how reverberation and a noisy classroom can affect a child's learning.

5. Prolonged reading skills

Children taught in noisy class conditions, have a more difficult time with auditory discrimination, and have lower reading scores in several cases. When acoustic treatment was provided reducing the classroom's noise level to suitable levels; reading test scores remarkably improved. Con-

stant noise exposure is linked to reading deficits, regardless of parent education or family socioeconomic status.

6. As one goes up, the other goes down

The basis of learning is presenting a piece of new and demanding information and having to problem-solve and apply further details adequately. A student who gives up in frustration when presented with new data will not be a successful learner. When the noise in a classroom increases, children give up trying to solve a problem quicker than those educated in acoustically appropriate classes. When required to listen in sound for more extended periods, students become less motivated to pay attention and process information.

Children do not get better at listening in noisy learning environments; they don't learn to tune in; instead, tune out or even worse they struggle.

7. Consider possible hearing loss for every child

Once hearing loss reaches 25 dBHL, it is considered to be a hearing loss. However, a 25dB hearing loss is relative to plugging your ears with your fingers! Schools are often screened at 20 – 25dBHL.

Any degree of hearing loss is too much for a noisy classroom. Listening at a distance, masking of speech due to noise, and reverberation or echo all have compounding

effects on a child's speech understanding with hearing loss.

Hearing aids can be a useful tool for amplifying certain sounds. But hearing aids, although some have excellent background noise cancellation technology, amplify all sounds. The addition of an amplified mic, in which the teacher wears a microphone and his/her voice goes directly to the student's hearing aids, cochlear implants, or a desk-top speaker will yield the most significant results in overcoming speech in noise difficulties.

8. What is good enough?

Studies show that when the teacher's voice is 15 dB louder than background noise and have low reverberation, children learn best. Today's students need to discuss in small groups and work cooperatively as part of an interactive and dynamic curriculum.

Back-to-school is the perfect time to step up your education efforts. It's never too early to teach your children about how to care for their hearing. One of the biggest barriers to healthy hearing is a lack of education and awareness on the matter, so it is important your children are informed as soon as possible. Even if your own child doesn't have any hearing difficulties, someone in their classroom might!

There's no better time to check your child's hearing health. Schedule an appointment today! (971)701-6322

Table 1.

Classroom size	Avg Background Noise (A weighted, 1hr avg.)	Maximum Reverberation (avg reverberation at 50hz,1kHz, 2 kHz)
<10,0 ft ³ (typical classroom with ceilings <10ft)	35 dB SPL	0.6 Seconds
>10,000 ft ³ to <20,000ft ³ (equivalent to about 2 typical classrooms)	35 dB SPL	0.7 Seconds
>20,000 ft ³ (cafeteria, corridor, gymnasium)	40 dB SPL (45 dB SPL if not a structured learning space)	Sound-absorbing materials equivalent to 50-75% of the ceiling area



Phonak Audeo Life™

The world's first waterproof rechargeable hearing aid

Proven Paradise performance

The world's first waterproof* rechargeable hearing aid, Audeo Life combines the hearing performance of Audeo Paradise with a robust new housing that provides additional protection from water and sweat.

Audeo Life delivers crisp natural sound¹ and is capable being submerged in up to 50cm or 1.64 feet of fresh, pool or salt water. Be reassured you can live life to the fullest with Audeo Life.



No compromise between design and performance

Phonak Life features:

- Waterproof*
- Sweat-proof
- Health data tracking**
- Rechargeable
- Crisp natural sound¹
- Empowering smart apps
- Universal connectivity to smartphones, TV, Roger and more
- Multiple Bluetooth® connections
- Tap Control for easy access to Bluetooth capabilities

Phonak Audeo Fit™ with heart rate sensor

Unleash the wonder within

Our latest innovation in the Paradise line, Audeo Fit takes you beyond hearing improvement by supporting you on your health journey.

Audeo Fit highlights

- Audeo Fit features a Heart rate sensor that collects heart rate.**
- By tracking heart rate, steps and activity levels, Audeo Fit promotes healthy habits and creates a greater sense of well being when paired with the myPhonak app.**
- Unleash the wonder within by enjoying the signature unrivaled* sound quality¹ and universal connectivity of Paradise.
- If keeping connected is important for you, then Audeo Fit hearing aids are ideal. Enjoy multiple Bluetooth® functions with the ability to connect to smartphones, TV and more.



Health data tracking**

- Heart rate
- Tracks Steps, Activity levels and distance walked or ran
- Optional goal setting
- myPhonak app enables health empowerment at your fingertips**



To find out if the
Audeo Slim or Audeo Fit
is right for you call
Salem Audiology Clinic
at
971.701.6322
and schedule your free
consultation with one of
our highly trained
Audiologists today!

1 Taphuntsang, D. (2020). Market research ID 4387. Please contact marketinsight@phonak.com if you are interested in further information

2. Taphuntsang, D. (2020). Market Research ID 4398. Please contact marketinsight@phonak.com if you are interested in further information

* up to 50 cm or 1.64 feet

**in order to access health data, it is necessary to create an account within myPhonak app.

Over The Counter

Hearing Aids



WHAT YOU SHOULD KNOW

One of the most significant deterring factors to hearing loss treatment is the price of hearing aids. You've probably seen ads for over-the-counter (OTC) hearing aids available on-line or by mail order. There are even some "big box stores" that have started to carry them.

At first glance, the appeal of OTC hearing aids is easy to see.

- There's no need to consult with an Audiologist in advance.
- You don't need a prescription.
- OTC aids are marketed as having a sleeker design and less noticeable.
- They are far less expensive than conventional hearing aids.

The cost of OTC hearing aids, on average, ranges between \$370 and \$1,500 each, which can be a substantial saving over conventional hearing aids. But the real question we need to ask is, do they carry through?

The Truth With Over-The-Counter Hearing Aids

MarkeTrak discovered that people with hearing loss wore their OTC hearing aids only 30% of the time compared to 83% satisfaction rate for prescribed hearing aids, based on MarkeTrak 10 survey.

Although the cost may be significantly less for OTC hearing aids, they are a one size fits all solution in a world where one size does not fit all. Since you don't know your

degree of hearing loss, there is a strong chance that OTC aids will not help with your specific hearing loss and can potentially even damage your hearing if not used properly.

When selecting prescription hearing aids, the audiologist or hearing instrument dispenser will fine-tune the hearing aid to amplify specific frequencies that your ears have trouble hearing. Whereas OTC aids are generally amplifying a more extensive range of frequencies, some of which you might not experience trouble hearing.

Here are some of the limitations you find with OTC hearing aids.

1. OTC hearing technology is not regulated, meaning there is no assurance of quality.
2. Although they're marketed to work for "everyone,"- they are designed for mild to moderate hearing loss.
3. Lower cost generally means fewer options and functionality. Some OTC hearing aids have programmability options, but you have to send them to the seller for customization. This requires taking an on-line hearing test, which is not nearly as accurate as seeing your Audiologist or hearing instrument dispenser.

However, the most significant limiting factor isn't a feature or a function. Rather the benefit or lack of not having an audiologist's help. This is what OTC manufacturers hang their hats on, removing the middle man to save you money.

But therein lies the problem. Because, Audiologists are not "middlemen," and not seeing one before purchasing a hearing aid can potentially cost you more than just money and time. It can cost you your hearing health in the long run.

What Do Audiologists Do?

An Audiologist helps identify and treat hearing, balance, tinnitus, and other auditory disorders at the most basic level. They help those suffering from these disorders to better communicate and connect with everyone around them, with the use of prescription hearing aids.

This is where OTC devices fall flat. Below are three reasons audiologists are far more than a middle man:

Complete Testing

Many factors can contribute to hearing loss, including age, injury, infection or disease, and excessive exposure to loud noise. Having an audiologist do a full evaluation of your hearing to determine the correct type of hearing loss and cause is a pivotal part of the hearing aid selection process.

Fitting and Customizing

Not all hearing aids are created equal. Depending on your lifestyle and hearing loss, an Audiologist can help you select the right device for you.

This is a process that over-the-counter hearing aids can't replicate, with a one size fits all approach, which is crucial for their low-cost business model. The result when eliminating this process is that people stop using their hearing aids. Add to the fact that there is no option for a "custom fit" and additional discomfort, and you are, again, less likely to wear them.

Auditory Deprivation

When hearing loss is left untreated, our auditory system is left distressed. When this happens, the result is atrophy of the brain's auditory nerves and speech processing areas. This atrophy is called Auditory Deprivation. Once auditory deprivation has taken place, restoring hearing through hearing aids becomes much more difficult.

This can occur when wearing incorrect hearing aids for extended periods. It can train the brain to no longer receive or need specific auditory pathways. Your hearing ability can slowly decline, sound clarity can soon begin to suffer, and your brain will have to work harder to fill in the gaps.

It's a very similar process to wearing the wrong eyeglass prescription for long periods. Over time, your sight will decline.

There is a comprehensive industry push to make OTC safer for the consumer, with more strict guidelines and manufac-

turing standards, and to inform with better transparency about the risks associated with unregulated hearing aids.

Because there is still a wait for the FDA to create these recommendations, they have not been implemented yet. You run the risk of gambling with your hearing health should you choose to wear OTC hearing aids that have not been properly fitted and customized by a licensed professional.

Our Approach to Hearing Aid Fitting and Customization

At Salem Audiology Clinic, our goal is to help reconnect you with the world around you.

We do that by:

- Conducting in-depth screenings, including Re-ear-Measurements, to properly fit you based on various simulated environments to better tune your hearing instruments to your exact level of hearing loss.
- Helping you select the right hearing aids for your specific lifestyle. We carry an array of hearing aids from all of the top providers. From fit to form and, of course, amplification, we will find the hearing aid that best fits you. In most cases, we can also help customize hearing aids that haven't been purchased from us.
- We have programs available to allow you to try some of the best hearing devices on the market and compare them to what you are currently using or have never had hearing aids experience the difference.

Experience the Difference

Buying an OTC hearing aid will not guarantee better hearing; it won't help block out excessive background noise, and as a "one size fits all," unfortunately won't fit all. Studies have shown greater satisfaction and likelihood to wear your hearing aids much more when matched to your specific needs.

The time and level of care that we give to each patient help promote higher hearing device usage. On top of that, we offer many free educational resources to keep our patients (and potential patients) informed to make the best choices for themselves.

If you would like to learn more about our hearing loss approach, please schedule an appointment with us today.



Employee Spotlight

SADIE CHRISTENSEN

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 South Salem team, Sadie Christensen

Tell us a little about yourself.

I am from Salt Lake City, Utah. My husband Jordan and I moved to Salem Oregon 2.5 years ago. We love the Oregon coast, so we often go and spend the whole day walking the coastline with Sasha our 8-year-old blue heeler mix fur baby. We also have a kitty cat named Sabrina she is turning 21 years old this year. I enjoy spending time with my husband and our fur babies. I like to paint while listening to a good mystery/thriller audio-book.

What do you do at Salem Audiology Clinic?

I am a technician/Audiologist Assistant here at Salem Audiology Clinic. I work in the lab cleaning hearing aids and processing incoming orders. I am also working on becoming a licensed hearing aid dispenser.

How did you come about working at

Salem Audiology Clinic?

When I moved to Oregon, I planned to look for an audiology clinic to work for due to previously working for a hearing aid company back in Utah. After being in Oregon for 3 months the opportunity came up to apply for a patient care coordinator position here at Salem Audiology Clinic I was in that position until March of 2022 since then I have transitioned into my current role.

What do you enjoy most about working here?

The thing I enjoy the most is the joy on a patient's face when I have completed work on their hearing aids, they turn them on, and they can hear again.

Also, I enjoy and appreciate all our amazing staff it's nice to have such kind people to work with every day





4 FALL HEARING CARE TIPS

Taking care of your hearing aids isn't a complex process – but it is an important one – especially in the summer, when you need to worry about how heat and sweat can affect the device. Though you might want to speak with an audiologist about the best ways to maintain your devices, it's not going to be as complicated as you may think.

With a few summer hearing aid care tips, keeping your devices in optimal shape is simple and effective!

SPORTING EVENTS CAN BE BELLOWING!

Football is one of the first thoughts that come to mind during the fall. Hearing makes sports more enjoyable—the sounds of the fans cheering and the game. However, according to research, the average NFL game produces sound levels of approximately 90dB. Permanent hearing damage could occur in less than four hours.

Use protective earmuffs or foam earplugs to safely enjoy your favorite games and events at these elevated sound levels. Conventional foam earplugs are inexpensive and purchased at most drugstores. Consider the shapes and sizes offered to ensure you find one that properly fits with a snug seal. If you're unclear on how they should fit or have difficulty finding a comfortable pair, talk to your audiologist about a custom-fit pair of earplugs.

BE MINDFUL OF LAWN TOOLS.

Most of us love seeing the colors of the leaves change, but we don't always look forward to cleaning them up from our yards. Using a leaf blower to remove them can damage your hearing. Lawn and power tools operate at levels that can damage your hearing. Leave the yard work to the professionals, or use hearing protection when running your yard tools.

MAKE THE MOST OF INDOOR GROUP ACTIVITIES.

Fall transition means returning to school, Halloween, Thanksgiving, and the December holidays. Attending parties with groups of people and lots of conversation can prove challenging for many with hearing loss, so it's essential to minimize the stress in noisy environments.

MAINTAIN YOUR HEARING AIDS.

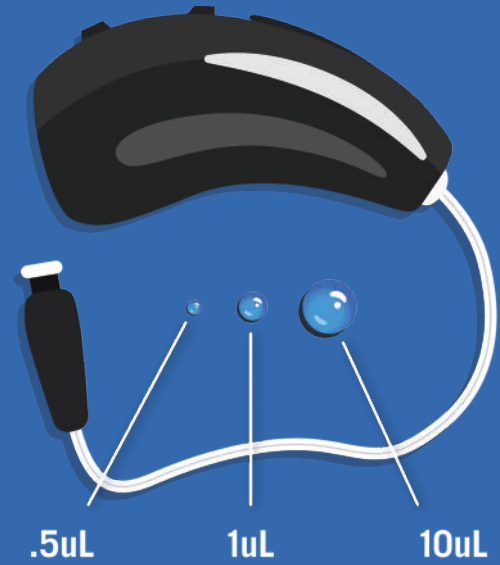
Fall brings unpredictable weather, especially here in the Pacific Northwest. Make sure to be prepared when you leave the house. Hearing aids are electronic, which can be susceptible to damage from situations such as heavy rains and winds. If you suspect any water or debris damage, remove the batteries and clean them with a dry cloth. A dry kit can help remove moisture, store them, and keep them safe. You will also want to be sure to get them cleaned and checked at your local clinic to ensure they are operating at optimal performance.

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!

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.

98%
Success Rate

77%
Improvement Rate

1000
Lives improved per Day

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%



OLD FASHIONED APPLE CRISP

This easy apple crisp is made the old fashioned way like Grandma used to make, and is perfect with a scoop of vanilla ice cream and salted caramel sauce!

Ingredients

- 6 golden delicious apples, peeled and chopped (other varieties can be used, can also be sliced)
- 2 Tbsp granulated sugar
- 1 3/4 tsp ground cinnamon, divided
- 1 1/2 tsp lemon juice
- 1 cup light brown sugar
- 3/4 cup old fashioned oats
- 3/4 cup all-purpose flour
- 1/2 cup cold unsalted butter, diced into small cubes
- Pinch of kosher salt

Instructions

- 1) Preheat oven to 350 F degrees. Butter an 8x8 baking dish, or spray with non-stick cooking spray. Set aside.
- 2) In a mixing bowl, add chopped apples, granulated sugar, 3/4 tsp of the cinnamon and lemon juice. Stir to combine, then transfer to prepared baking dish.
- 3) In a separate mixing bowl, add topping ingredients (brown sugar, oats, flour, 1 tsp cinnamon, salt, and diced cold butter). Use a pastry cutter to cut the butter into the oat mixture, using a slight downward twisting motion, until mixture resembled pea-sized crumbs. Alternatively, you can use two forks or even your hands to cut butter into the mixture.
- 4) Spread topping over apples in baking dish, and gently pat to even it out. Bake 40-50 minutes, until golden brown and bubbly.
- 5) *Serve warm and enjoy!*



A true classic Fall dessert, this easy apple crisp recipe is reminiscent of generations past. Pop this apple crisp in the oven and wait for the delicious smell to waft through your house!

2022 Holiday Gift guide

Thanksgiving is right around the corner and before you know it Christmas will be here. We wanted to give you some great gift giving ideas early this year that you or a loved one with hearing loss can include to make your listening experience better.



HOLIDAY GIFT GUIDE 2022

The countdown to the holidays has begun! Celebrate the season with some of these great gift-giving ideas.



Com Pilot II Phonak

Thanksgiving is right around the corner and before you know it Christmas will be here. We wanted to give you some great gift giving ideas early this year that you or a loved one with hearing loss can include to make your listening experience better.

Backup Chargers

Rechargeability is an important factor for today's hearing aid wearers, who are used to the convenience of rechargeable consumer products. You don't need to worry about annoying battery changes



All accessories 50% off through Dec. 31st 2022.



Remote 2 Unitron

Thanksgiving is right around the corner and before you know it Christmas will be here. We wanted to give you some great gift giving ideas early this year that you or a loved one with hearing loss can include to make your listening experience better.

**TV Play
widex**

Enjoy stable, high-quality sound streamed directly from your TV to your hearing aids in style.



**TV Connector
Phonak**

The TV Connector is an easy-to-setup and easy-to-use device that can be used with Phonak Audéo™ Marvel and Paradise hearing aids.



**Connect Clip
Unitron**

ConnectClip transmits a call directly to both of your hearing aids, while its built-in microphones clearly catch what you are saying. What's more, ConnectClip's noise reduction feature ensures your voice comes through clearly, even if it's noisy around you.



**D-Dry Kit
Phonak**

The D-Dry+ kit protects your hearing aids against moisture, one of the main reasons for expensive repairs. The UV-C light reduces the accumulation of germs and therefore the risk of skin infections in and around the ear.



**PartnerMic
Phonak**

Phonak PartnerMic™ is a discreet and easy-to-use microphone optimal for one-to-one conversations in noisy environments. Attach it anywhere onto your partners shirt, blouse or jacket without having to worry about the positioning.



**BATTERY SALE BOGO!
BUY ONE GET
ONE FREE!**

Stock up and save!

Batteries

Batteries can make great and practical gifts for loved ones with hearing technology. All packs of batteries are quantity 6 batteries for \$6.





Salem Audiology Clinic

"Where You Can Trust What You Hear"

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