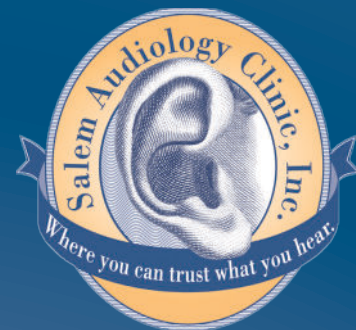


HEAR FOR LIFE

Hearing Health News Letter

THE FRINK FOUNDATION

Helping those in need
of hearing health



HEARING WELLNESS

A NEW ONLINE PROGRAM TO
HELP YOU GET THE MOST
FROM YOUR HEARING AIDS

CENTER STAGE

THE NEW WIDEX MOMENT
"THIS SOUND CHANGES
EVERYTHING"

HEAR FOR THE HOLIDAYS

TIPS TO NAVIGATING THIS
SEASONS HOLIDAY
PARTIES SO YOU DON'T
MISS A MOMENT



Fall/Winter 2020

A message from the Owners

Sense of humor.....hard to find right now.

My parents have great sense of humors. Some of you may remember I had gotten Dad a “Nobody gets in to see the Wizard, not nobody not no how” sign about 15 years ago as a joke, he proceeded to hang it over his office door and soon people were calling and asking “Is the Wizard in?”. He continued to be called “The Wizard” until he retired at which point we retired the sign as well.

For Christmas, at the office, we always had a Bump gift exchange where you could steal each other’s gifts. Somebody would always put a joke gift in somehow. One year, as a joke Scot put a 6 pack of different peanut butters in. Dad and Dominique played along and fought and argued over who got to steal the peanut butter. It was very entertaining as they always were.

Growing up we always had family reunions for all the holidays. At each of them, some point during the day, the kids would get kicked out of the room and all the adults would share the latest jokes they had heard. We would huddle outside the door and barely hear “Has anybody heard any good dirty jokes lately?” We of course never understood them and, at any age, were never included in this part of the day. People use to tell jokes all the time, not so much anymore.

We still get together with our immediate family for all the holidays. One of Dad’s favorite jokes that he would always threaten to tell would start with, “Oh....we are having peas! Did I ever tell you how to catch a polar bear?” Mom of course would stop him “Norm, there are children present!!??”. And dad would snicker. He always did this and oddly mom always had peas on the table, so somehow, I think she was kinda in on it. There is always laughter and lots of card playing on our holidays and I think it is a strong reason all my kids have a great sense of humor.

We plan on keeping those traditions, as well as the polar bear joke that I am going to go ahead and tell you, and I hope it does not offend anybody. You kinda have to say it outloud to get it.

“How do you catch a polar bear?”

You cut a hole in the ice and set a pea next to it.

When a polar bear comes up to take a pea, you kick him in the icehole.

(One of Norm Frink’s grandkids favorites....Love ya’ PaPa)

(.....Not one of JoAnn Frink’s favorites.....Love you too JoJo, but keep making the peas!)

I hope you all have a wonderful holiday filled with lotsa family times, despite our current pandemic. Hug everyone tighter, tell some good jokes...dirty or not, and have peas at dinner, we all need to laugh more,

Lesli Hiller, (formerly Frink)
Co-Owner



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)

Salem Audiology Clinic North

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Suite C-16
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503-588-1039

Salem Audiology Clinic South

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971-701-6322

Woodburn Hearing Center

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Woodburn, OR 97071
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CONTENTS//

Published by: Salem Audiology
Clinic OCT - DEC 2020

Essentials

1 Letter From the Owners
Lesli Hiller

5 Frink Foundation Kickoff
Allowing hearing health to those in need



Features

3 Center Stage

The new Widex Moment is changing the way we hear with their latest technology

7 Hearing Wellness Journey

A new program to benefit those looking to get the most from their hearing devices

Inside Salem Audiology

9 Staff Recipes

You'll want to try this great tasting fall recipe!

10 Employee Spotlight

Devon Grogans: Salem Audiology Clinic's Marketing Director just celebrated his 1 year anniversary

Hear For The Holidays

11 Navigating the Holidays with Hearing Loss
How to make the most of this years holiday gatherings with hearing loss

13 Holiday Gift Guide

The best gifts to complement a friend or loved one with hearing aids.



WIDEX MOMENT™

TAKING CENTER STAGE



Meet the first hearing aid that doesn't sound like a hearing aid.

By changing the paradigm of sound with a revolutionary platform, WIDEX MOMENT™ delivers the most pure, natural sound ever. Typically, sound processed in a hearing aid hits the eardrum later than direct sound, causing distorting artifacts and a metallic effect. But now your patients can hear like before. From the very first moment.

“WIDEX MOMENT is not just another hearing aid that makes sound audible again, it is an innovative new sound platform that offers a sound so natural and pristine you instantly recognize your own voice, the sounds around you, and the voices that matter most to you. We have taken a huge step towards truly restoring hearing, as you remember it before any loss occurred.”

Breaking the ‘Sound’ Barrier

The ‘tinny’ and ‘artificial’ sound of hearing aids – which often prevents their adoption by those with hearing loss – is produced when sound processed in

the hearing aid reaches the eardrum a split second later than the sound that travels directly through or around the hearing aid’s ear-tip. Widex is the first in the industry to eliminate that ‘out of sync’ sound for patients with mild to moderate hearing loss, without sacrificing the trademark Widex natural sound – which already has the lowest time delay compared to competitors.

According to Henningsen, this launch marks a fundamental shift not just for the hearing aid industry, but also for a general consumer public experiencing hearing loss at increasingly young ages. “To lose your sense of hearing is to lose a fundamental part of your senses. We know hearing loss may lead to social isolation, and as a result of this people may experience higher risk of depression and earlier onset of dementia,” stated Henningsen.

Pairing Pathways

The WIDEX MOMENT platform achieves this perfected hearing experience by leveraging two distinct signal pathways: the ‘classic’ Widex signal pathway is paired with a second ultra-fast signal pathway that adds extra gearing to the platform.



This Widex ZeroDelay™ Accelerator reduces the processing delay between microphone and receiver to below 0.5 milliseconds, enabling the two sound signals to meet at virtually the same time in the eardrum – thereby eliminating delay between microphone and receiver to below 0.5 milliseconds, enabling the two sound signals to meet at virtually the same time in the eardrum – thereby eliminating the artificial sound quality and creating a more natural sound experience. This new sound experience is called Widex PureSound™.

Though WIDEX MOMENT breaks new ground in the area of sound purity, it doesn't do so at the expense of other cutting-edge features – such as rechargeability and smart streaming – which offers robust connectivity to the devices one uses every day. What's more, WIDEX MOMENT boasts the smallest lithium-ion rechargeable RIC on the market, ensuring that no matter one's lifestyle wearers will never miss a moment.

Leveraging AI to Personalize Your Sound



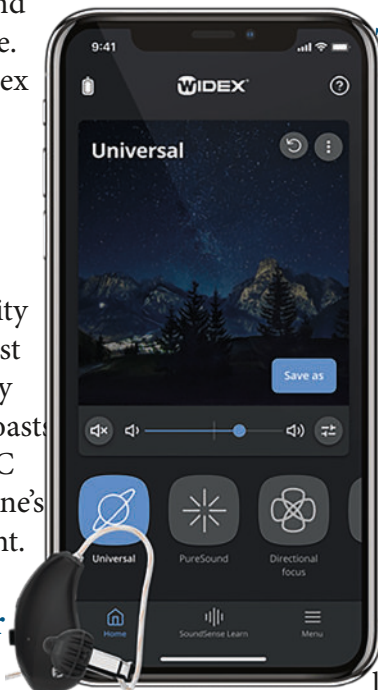
WIDEX MOMENT

also comes compatible with the SoundSense Learn smartphone app, which leverages breakthroughs in AI and machine learning to personalize one's hearing experience and create hearing programs based on a wearer's typical environments – a daily commute, an open-office floor plan, a favorite restaurant, and more.

The app gathers a variety of anonymous data such as how often the wearer adjusts the volume, which sound presets they most regularly use, and how many custom settings they create. Based on these real-world preferences, a complete personalized listening experience is created for the wearer. These adjustments and custom settings can then also be shared directly and securely with their hearing care professional, which helps the professional tailor their consultation more and improve their service.

“The future of hearing aids will be unlocked through the combination of perfectly natural sound with the latest in streaming, rechargeability, and customization – and that's exactly what we've created with WIDEX MOMENT,” con-

cluded Henningsen. “We're breaking down the hearing aid stigma, across all generations, by equipping wearers with a way to experience one's natural hearing, customized for any environment, while enabling connectivity with all of your favorite apps and devices. It's a seminal moment for not just our hearing aid industry but for the technology industry, in general.”



THIS APP MAKES IT SIMPLE TO HEAR HOW YOU WANT TO HEAR

With WIDEX MOMENT™, you have the option to fully control your hearing aid using an app on your iPhone or Android phone.

It's never been easier to fine-tune your hearing, so you get exactly the sound you prefer - in exactly the moments that are important to you. Smart development and testing make for an easy, intuitive user experience. And dark mode appearance ensures discreet use.

IT LEARNS WHAT YOU PREFER

Use the handy SoundSense Learn feature on the front screen to have real-time machine learning guide you towards a better, more personalized hearing experience. Simply compare different sound profiles and choose A or B for an intuitive way to control sound parameters. Just a few taps determine how you hear in the moment.

CREATE YOUR OWN PERSONAL PROGRAMS

Like to have things your way? (Who doesn't!) Whether you're a technical wizard or a technophobe, it's easy to make your own personalized programs. Create and name your new programs - even give each a unique photo. Let SoundSense Learn be your guide. And make a special program for your office, favorite café or elsewhere.



WIDEX MOMENT is available now in thirteen colors and six different styles and is available for Purchase. For more information on WIDEX. Contact **Salem Audiology Clinic today at (971) 701 - 6322.**

Kicking Off The THE FRINK FOUNDATION

Norm and JoAnn Frink are native Oregonians, born and raised in the small hamlet of Perrydale, to the west of Salem. They were a classic high school love story, Norman graduating a few years before JoAnn and entering the Navy, but returning a year later to ask for her hand in marriage. They moved to San Francisco in the early 1960s, where Norm was stationed. Once Norman was out of the Navy, they returned to Oregon, where he enrolled at the Oregon College of Education (now Western Oregon University), with the intention of becoming a dentist. It was there that he learned of the fledgling field of audiology, and decided to switch majors.

After graduating from OCE in 1970, they moved to Edmonton, Canada, where Norm officially started his career in audiology. After a few year in Canada, they returned to Oregon. Norm began a long position as an audiologist for the state school system, and JoAnn at this time was working for First Interstate Bank. In the late 1970s, Norm began to recognize a coming change in the state audiology program, as well as some changes to the audiology profession at a national level. This eventually helped him decide to start his own practice, with JoAnn as his business manager and partner. They officially opened Salem Audiology Clinic in 1982, and over the past four decades it has grown to be the pre-eminent audiology practice in the state of Oregon. Norm was the co-founder of the Oregon Academy of Audiology in 1995, while JoAnn served as a resource for many other audiology practices throughout the state when it came to insur-





“The Norm and JoAnn Frink Hearing Foundation believes good hearing health is essential for good physical, mental, and social health... We are dedicated to providing access to hearing aids and services to those in the Marion County community who are uninsured or otherwise cannot afford hearing health care.”

ance billing and practice management. They also saw opportunity for their children, encouraging them to participate in the practice, which culminated with Lesli and Scot ultimately purchasing the practice in the early 2000s, allowing them to retire. With approximately 15% of people over the age of 18 reporting some degree of hearing difficulty, only around a quarter of people with significant hearing losses currently use hearing aids. We're here to ensure no one in the Marion County, Oregon area falls through the cracks when it comes to accessing high quality hearing health care.

Norm and JoAnn are currently enjoying their home in a local active living retirement village.

The Frink Foundation's focus is helping provide hearing aids and hearing health services to those in our community who are uninsured or otherwise cannot afford them. We work with patients who meet our income requirements and are unable to get hearing aids through private insurance, state plans, the Veterans Administration, vocational rehabilitation, and other sources.

This foundation is headed by Bryan

Greenaway AuD from Woodburn Hearing Clinic, and was created in honor of Norm and JoAnn Frink, who spent decades providing better hearing to patients in and around Salem, Oregon.

See Page 12 for more information on how the Frink Foundation is giving back this holiday season.

For additional information on the Frink Foundation you can visit www.frinkfoundation.org

The Hearing Wellness JOURNEY

It's hard to find a listening therapy course that you can do from home, online, and that mimics your audiologist's aural rehabilitation program. This is meant to be an extension of what your audiologist has taught you in the office in 1-2 appointments. For some, you were never taught the basics or the more difficult stuff because you didn't have the opportunity to see an audiologist.

After all, you probably already know that following a structured program, creating great habits, and practicing listening exercises are the key starting points to successfully improving your hearing and listening skills.

But sometimes it's hard to get motivated and organized enough to do what you know is best. You also probably heard that untreated hearing loss can be linked to depression as well as dementia. And rightfully so, you want to start learning how to regularly wear your hearing instruments and practicing listening as soon as possible.

The **Hearing Wellness Journey** is a step-by-step process designed to help you understand your hearing, learning how your hearing instruments work, realize strategies for listening in different situations and practice rehabbing your auditory processing system. This project isn't so much a training program as it is an implementation strategy.

This aural rehab program can even work with current hearing aids you are using (as long as they are set at levels that your audiologist has deemed are optimal for you and your level of hearing loss).

Learn strategies behind everything you do, but more importantly, you'll have an easy step-by-step plan that allows your brain to adapt, challenge your current listening capabilities, and ensure you have the best outcome possible for your type and degree of hearing loss.

The Hearing Wellness Journey was designed to take you from a level of basic knowledge and skill to increasingly more difficult levels.

Everyone should start at the Introduction level, but those who've been wearing hearing aids for quite some time, may not need the information in the beginner level.

This course is designed to be used as a coaching tool to help you improve your hearing abilities, to use your hearing instruments to their highest potential with increasingly more difficult listening therapy exercises.

Here's a quick overview on the modules within the program

Module 1:

Introduction to the Ear and Hearing

- Everyone starts here. This is the foundation of the entire aural rehabilitation course.
- Explore how the ear works and why your hearing can affect your mood.
- You will be setting realistic expectations for yourself and your journey to improving your listening abilities.



Module 2:

Care & Use of Hearing Aids

Someone who is a first time user, or anyone who just needs a review on how to clean and care for their hearing aids, definitely should watch all of the videos in this module.

- Learn and review how to care for your hearing instruments.
- How do you change your batteries, or know if your rechargeable hearing aid is working?
- Understand more about ear wax, how to remove it, how to clean it from the hearing aid, and when to see a professional.
- Find out about the different types of batteries and wax guards.

Module 3: Strategies for Hearing Better

As you are feeling more confident wearing your hearing aids, then you are ready for this module. Here, we set the stage for successful outcomes by teaching you strategies for when it's tough to hear.

- Review good communication habits.
- Find out what alternative products and methods are available for talking on the telephone or via a face-to-face communicate method.
- Improve your abilities to watch TV and movies.
- Learn about remote microphones and how they can help you.
- How can you hear better in a large auditorium? What products and strategies could you use?

Module 4:

Beginner Listening Exercises

Ready to really break down language and listening? You and your brain will start the challenging process of improving your listening skills with the listening therapy exercises in this



module.

- We're going to start off by listening to sounds, beats, and simple phonemes.
- You'll try discriminating between words and blending sounds into meaningful words.
- You will learn you some basic lipreading skills and practice listening to speech sounds through your hearing instruments.

Module 5: Difficult Listening Exercises

In this module, you will be working on mastering your listening skills in a controlled environment. Imagine practicing listening for your next date, as if you were in a restaurant, without going to one.

- Challenge yourself with listening to and repeating sentences with competing background noise.
- Feel like everyone talks too fast? There are listening exercises with fast speech.
- Practice listening to sentences spoken by a speaker with a foreign accent.

When you sign up for the course you get:

Module 1: Understanding Hearing Loss video tutorials. (Value:

Module 2: How to Care for Your Hearing Devices video tutorials.

Module 3: Strategies for Hearing Better video tutorials.

Module 4: Beginner Listening Therapy Exercises

Module 5: Difficult Listening Therapy Exercises

For more information or if you are interested in signing up for the course please reach out to **Salem Audiology Clinic** at

(971) 701-6322

and ask for Dr. Scot Frink.

Dawn Heiman, AuD Audiologist & Program

creator]

(Source: Johns Hopkins Medicine. The Hidden Risks of Hearing Loss.)

Pumpkin Zucchini Bread

By
Devon Grogans

Summer meets fall in this quick bread recipe!

You'll want to enjoy Pumpkin Zucchini Bread all year round

Prep Time
15 mins

Cook Time
50 mins

Total Time
1 hour 5mins

Serves
2 loafs

Ingredients

- 3 large eggs
- 1 cup granulated sugar
- 1 cup brown sugar
- 1 cup canned pumpkin puree
- 1 cup plain Greek yogurt
- 2 tsp pure vanilla extract
- 3 cups all-purpose flour
- 1 tsp baking soda
- 1 tsp baking powder
- 1 tsp salt
- 2 tsp ground cinnamon
- 1 tsp ground nutmeg
- ½ tsp ground cloves
- 2 cups shredded zucchini
- 1 cup semi-sweet chocolate chips

Instructions

1. Grease and flour two 9x5" loaf pans. Set aside.
2. Preheat oven to 350 degrees F.
3. In large bowl, combine flour, baking soda, baking powder, salt, cinnamon, nutmeg, and cloves. Whisk to combine.
4. In large bowl with electric mixer, beat together eggs, granulated sugar, and brown sugar.
5. Add pumpkin, Greek yogurt, and vanilla extract, beating until well combined.
6. Slowly add dry ingredients, just until combined.
7. Fold in shredded zucchini and chocolate chips.
8. Pour batter evenly into prepared loaf pans.
9. Bake in preheated oven for 40-50 minutes, or until knife or tester comes out clean.
10. Cool in pan for 20 minutes, then remove from pan and cool on wire rack completely.
11. Enjoy

Employee Spotlight

DEVON GROGANS

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!

Introducing Devon!

Tell us a little about yourself

I was born and raised in Portland, Oregon and have been married to my wife Jacqueline for 7 years. We have 2.5 children, Greyson(5) and Camdon(2) And Lacie our Dog(ter) who is a 9yr old Mini Aussie.



What do you do at Salem Audiology Clinic

I am the Director of Marketing and Public Relations. And occasionally the Water Jug swapper.

How did you come about working at Salem Audiology Clinic?

I was helping a friend with a startup web-design and marketing company and needed to find something less stressfull, with less travel and more stability. I applied at S.A.C and stopped in to introduce myself in person. Lesli asked if I was willing to interview on the spot. I said yes and it turned out to be a perfect fit!

What is your favorite thing about working here?

I really enjoy the people I work with. I love that it is a family ran business that treats staff like family, not just a number. I feel my ideas and input are valued and I can tell Scot and Lesli truly care.

What do you like to do outside of work?

I love weight lifting and compete in bodybuilding competitions. I also enjoy creating, whether its photography or making videos. I love spending time with my family doing anything we can outdoors, along with sharing my passion for baseball with my sons.

Why do you think someone should choose Salem Audiology Clinic?

Our job is to educate first and foremost so that the patient can make the best informed decision possible for them.

5 Tips for Surviving the Holidays with Hearing Loss

The pitter-pater of little feet, the sounds of family rooting for their favorite team during the game. Conversations being held around the table. All of these things come to mind when we think about the holidays. But holiday gatherings can be a frustrating time for those with hearing loss. These few tips will help you prepare for this Holiday Season and make it more enjoyable for you and yours.

1. Turn down the music.

Music can become overpowering, especially when it's combined with the voices of multiple people. While the cocktail party effect allows some people to drown out the noise, you might not be able to.

2. Ask if a circular seating arrangement is available.

Circular tables create a better listening environment than long rows of seating. It's also more inclusive and friendly for everyone involved!

3. Find a Dinner Buddy.

Try to sit next to someone who will be willing to keep you in on the conversation if you miss anything that has been said.

4. Take a break.

Trying to hear in a lively atmosphere can take a physical toll. Even those without hearing loss find it difficult in noisy environments. Take a break every now and then and give yourself a rest.

5. Make sure you have enough fresh batteries.

Change your battery before you leave for a big event or party so that you don't have to worry about your hearing aid dying at an inopportune time

Are You Hosting People With Hearing Loss?

Music is a great way to boost the ambiance of a party, of course, but for a person living with hearing loss, loud music can make meaningful conversations challenging. So consider the volume of the music you have playing. Even for your guests with normal hearing, loud music can make conversations difficult.

Creating areas designed for smaller group conversations is another great way to accommodate. If you've got a family room or living room where the guests mingle, think about arranging areas with a few chairs for smaller groups.

Have you experienced changes in your hearing, or know someone you think may need help with their hearing health?

Salem Audiology Clinic is committed to working with you and your loved ones to offer the best hearing healthcare. Enjoy the sounds and laughter of your kids, grandchildren, or family members this

holiday season. This may be the first time you're experiencing many of these sounds in a very long time. Sit back, relax and relish in the sounds of the season.

Call us and schedule your free hearing consultation, so you can enjoy every moment this holiday season.

Or visit us online at:

www.Salemaudiologyclinic.com



THE GIFT OF HEARING

Help the people you love hear the sounds that matter most!



The Gift of Hearing is a program that will give one person in our community better hearing through a free pair of new digital hearing aids.

Winners are nominated by the community. The winner is selected based on the following criteria:

Hearing need, financial need, opportunity to impact recipient's life, opportunity to impact the lives of the people with whom they interact.

To submit an entry into the "Gift of Hearing" program, simply write a letter in 400 words or less describing why you or someone you know would benefit from a pair of hearing aids, but has not been able to obtain them due to their financial situation or other circumstances.

The deadline for submission is November 21st, 2019. The winner will be notified by Thanksgiving Day and will receive their new hearing aids (free of charge!) by Christmas.

All nominations should be sent to: "Hear for the Holidays"
Salem Audiology Clinic, Inc. 2521 Boone Rd Ne #120, Salem OR 97306

Gifts For the Holidays

These 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 holiday season

Remote Controls

There are several kinds of accessories available for hearing aid users. One of the most common accessories is a remote control unit. 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 be even 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

Another kind of hearing accessories 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 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 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 specific locations to the app. When you enter your favorite cafe, 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).



Batteries

Zinc-air batteries (non-rechargeable) disposable batteries, also known as "button batteries." Zinc-air batteries remain stable for up to three years when stored in a room temperature, dry environment. These are great stocking stuffers for anyone with standard (non-rechargeable) hearing aids.

Drying and Cleaning

UV light kit for all types of hearing systems and earmolds protects your hearing aids against moisture, one of the main reasons for expensive repairs. Reduce the accumulation of germs and the risk of skin infections in and around the ear.



TV Transmitter

Enjoy TV sound like never before. TV PLAY features outstanding sound performance, discreet design, and easy set up.



Remote

Perfect for those who want more control over their listening experience, Remote control 2 lets them discreetly and easily adjust volume and switch programs.



Remote Mic

Hear conversations easily - close up and in detail. Even in noisy environments. The Remote Mic is the answer to difficult one-to-one conversations - at dinner parties, in the car or when you are on adventure trips.



Salem Audiology Clinic
"Where You Can Trust What You Hear"
2125 Boone RD. SE Suite 120
Salem, OR 97306
(971)701-6322

(Return Service Request)

Battery Sale! B.O.G.O



Batteries can make great and practical gift for loved ones with hearing technology.

All packs of batteries are quantity 6 batteries for \$6.

On Black Friday, all packs of batteries are

Buy One Get One Free!

Stock up and save!

(Effective NOV 25th - NOV 28th)