



# Hear For Life

Hearing Health Newsletter





# Better Hearing & Speech Month

CONNECTING - PEOPLE

**B**etter Hearing and Speech Month (BHSM) was founded in 1927, by the American Speech-Language-Hearing Association (ASHA). The aim of BHSM is to raise awareness about hearing and speech problems, encouraging people to analyze their own hearing and speech, and to take action if they think there might be a problem. Treatment can then be given to improve the quality of life in people with communication problems.

## According to the World Health Organization's first World Report on Hearing

- Noise is now being acknowledged as an important public health issue and a top environmental risk faced by the world today.
- Over 50% of people aged 12–35 years listen to music via personal audio devices at volumes that pose a risk to their hearing.
- A rule of the thumb for staying safe is to keep the volume below 60%.
- If you frequently use personal audio devices around loud sounds: instead of turning the volume up, consider using noise canceling earphones or headphones.
- Listening through personal audio devices should not exceed 80 dB (adults) or 75 dB (sensitive users: e.g., children) for 40 hours a week.
- Listeners who regularly use portable audio devices can expose themselves to the same level of sound in 15 minutes of music at 100 dB that an industrial worker would receive in an 8-hour day at 85 dB.

## *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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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

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Diabetes & Hearing Loss



**WIDEX**<sup>®</sup>

HIGH DEFINITION HEARING

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Better Hearing & Speech Month



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Tech Feature WIDEX



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# Diabetes

## And Hearing Loss: Whats the connection?

Over 34 million people in the U.S. have diabetes, along with an estimated 34.5 million who have some form of hearing loss. That's a staggering amount of people, and as the data confirms, many of them are experiencing both simultaneously.

Recent studies have found that those with diabetes are twice as likely to experience hearing loss as those who do not have diabetes. Even for those diagnosed with pre-diabetes, the rate of hearing loss is 30 percent higher than in those with normal blood (sugar) glucose levels.

Most doctors do not "see" hearing loss and rarely refer patients for a hearing test unless they see the guidelines from the American Diabetes Association, including annual hearing evaluations. The CDC now recommends that people get their hearing tested every year if they have diabetes.

### How Does Diabetes Cause Hearing Loss?

Although it isn't entirely clear what causes or contributes to hearing loss in people with diabetes, blood vessels throughout the body can become damaged, including the ears, because of high blood sugar. If a person has the disease for an extended period and isn't well managed, there could be damage to the broad network of small blood vessels in your ears.

A 2012 study conducted by the Journal of Clinical Endocrinology & Metabolism analyzed over 20,000 participants. It concluded that people with diabetes were more than twice as likely to have hearing loss without the diseases, regardless of age.

An additional effect of diabetes is nerve damage. It's possible that damage to the auditory nerves could induce hearing loss. Because it can happen gradually, the signs of hearing loss can often be difficult to notice. Family members and friends sometimes recognize hearing loss before the person experiences it.

### Signs of hearing loss include:

- Trouble tracking conversations in small group settings.
- Turning the volume of the radio or TV too loud for others nearby.
- Difficulty hearing children and women's voices.
- Thinking others are continually mumbling.
- Often asking people to speak louder or repeat themselves.

### What are the risk factors for hearing loss?

The risk factors for hearing loss in those with Type 2 diabetes are also unclear.



However, if you're having difficulty managing your blood sugar levels, you may be at a higher risk for hearing loss. That's why it's so important to follow your treatment plan for your diabetes, see your doctor regularly and monitor your condition.

If you have both hearing loss and diabetes, it doesn't mean that one has anything to do with the other. There is a variety of outside circumstances that can contribute to hearing loss.

### Causes of hearing loss

- Exposure to loud noise, such as gunshot or explosion
- Long-term exposure to loud noise such as concerts, sporting events, portable music players
- Family history of hearing loss
- Age
- Ototoxic drugs
- Earwax or obstructions in the ear
- Perforated eardrum

### Diabetes and hearing loss—both common, both treatable

“Diabetes and hearing loss are two of America's most widespread health concerns,” the ADA explains. And research has shown time and again that the two often go hand-in-hand:

- People with diabetes are more than twice as likely to have mild to moderate high-frequency hearing loss than those without the disease. One landmark study by the National Institutes of Health (NIH) revealed.
- A meta-analysis confirmed this finding in the *Journal of Clinical Endocrinology & Metabolism*. Researchers analyzed results from 13 studies involving more than 20,000 participants. They concluded that people with diabetes were more likely to have hearing loss than those without the disease, regardless of their age.

Diabetes often affects the eyes, too, yet people are much quicker to get that treated versus hearing loss, notes Dr. Bob DiSogra, an audiologist who gives presentations on diabetes, hearing loss, and medications.

“People with hearing loss can still ‘hear,’ albeit not well — but well enough to postpone getting an audiological evaluation despite concerns by family members and friends,” he states on his website.

*If you have diabetes or are experiencing any degree of hearing loss, call us today and set up your consultation to speak with a professional Audiologist.*

North: (503) 588 - 1039 South: (971) 701 - 6322 Woodburn: (503) 981 - 8575

Source: <https://www.healthyhearing.com/report/53264-Hearing-loss-diabetes-tinnitus>

# TECH FEATURE



## WIDEX MOMENT

### THIS SOUND CHANGES EVERYTHING

#### A **BREAKTHROUGH** everyone can hear

Most of the time, sounds heard through a hearing aid are slightly delayed in hitting the eardrum when compared to direct sound. Although this tiny delay does not necessarily impact one's ability to hear, it can cause the world to sound a little bit unnatural, artificial, or metallic. Widex has been able to eliminate this problem with their groundbreaking, new, lightning-fast technology.

The MOMENT is able to eliminate the delay (and unnatural sound) usually caused by typical hearing aid processing thanks to the ultrafast ZeroDelay™ pathway on the patented Widex platform, Widex PureSound™.

The ZeroDelay pathway is able to decrease this delay down to an incredible and indiscernible 0.5 milliseconds. This extremely, lightning fast technology virtually eliminates the delay that is responsible for making hearing aids sound distorted, unnatural, artificial, or metallic.



To find out more information or to see if the Widex Moment would be a good fit for you, call and schedule a consultation with one of our Audiologists today!

North: (503) 588 - 1039 • South: (971) 701 - 6322  
Woodburn: (503) 981 - 8575

# TECH FEATURE

Get the most out of your widex hearing aids with some of these apps and accessories

The intuitive and easy-to-use Moment smartphone app for both iOS and Android devices gives users control over a wide range of functions and settings on their hearing aids. Among many other features, the app provides access to the powerful sound personalization of My Sound, direct,

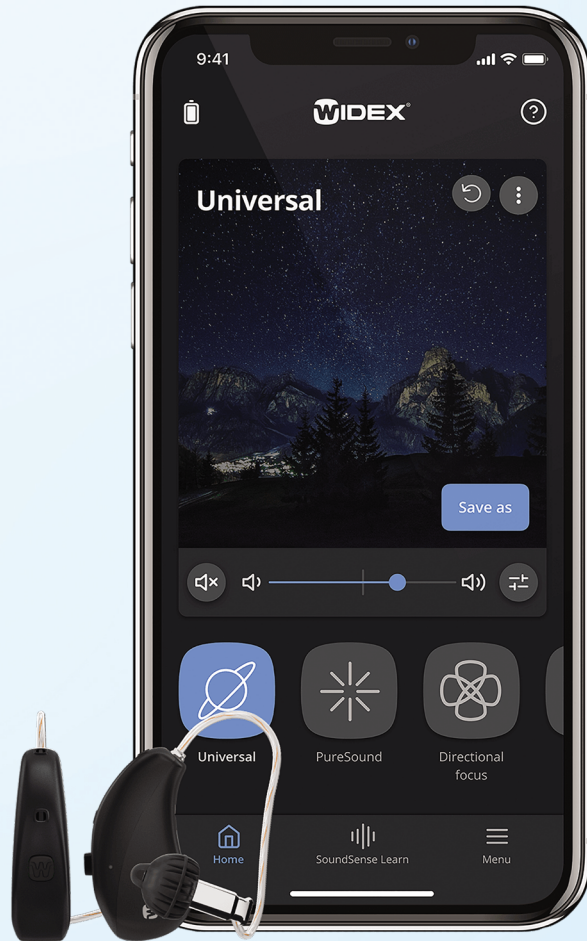
## My Guide – Your guide to making the most of Moment

Introducing, My Guide. A section of the Moment App that gives users

advice in the form of step-by-step instructions and videos to help them with everything from turning their hearing aids on to personalizing their sound with My Sound. There's also a series of short courses designed to help users get used to daily life with their hearing aids.

## My Sound – a helping hand for a more personalized sound

My Sound combines real human experiences with the immense power of artificial intelligence and condenses it into a simple and easy-to-use smartphone app that gives users two ways to get



## COMPLETE DEX CONNECTIVITY

With Widex Moment, connectivity isn't limited to our apps. Our range of DEX communication solutions keeps users connected to a world of sound. We decided to pick a few of our favorites to share with you



### RC-DEX

- Program toggle
- Volume up/down
- Keyring attachment
- Approximately 12 months of battery life
- Lock switch



reddot design award

### TV PLAY

Widex Moment mRIC R D, RIC 312 D (2.4 GHz), BTE R D and BTE 13 D (2.4 GHz) hearing aids work in perfect unison with Widex TV Play, our versatile, stable and straightforward streaming solution.

Maximum streaming stability lets users move freely around the room without missing a second of the outstanding stereo TV sound that TV Play delivers.

True hands-free communication

- Compatible with most mobile phones
- Streams audio from most Bluetooth® devices
- Available in three stylish colors
- 8 hours of streaming time
- 8 days of standby/control time\*
- Comfortable fabric neck loop
- Controls your hearing aids via COM-DEX app

\*12 hours per day

### COM-DEX





# 5 Tips For Healthy Hearing

*Your ears are responsible for sending sound and balance information to your brain so it is important that you keep them clean and healthy. Hearing connects us to the environment around us, Hellen Keller said, "Blindness separates people from things. Deafness separates people from people. Here are our 5 tips on healthy hearing to keep you from ever missing a moment.*

**Keep them clean** - Did you know your ear canals are self-cleaning? Ear wax does not build up deep in the canal, so using a cotton swab can cause wax impaction. To clean your ears, wash the visible parts of the ear with a washcloth using warm water and soap.

**Opt for Noise-canceling headphones:** - Noise-canceling headphones do a great job of lowering background noise. This gives you the ability to listen to your audio devices at a sound level that will not harm your ears due to competing noise in the environment around you.

**Don't Stress** - High-stress levels can aggravate tinnitus or ringing in the ears. Aside from outside health issues associated with stress, tinnitus contributes to difficulty hearing, lack of concentration, trouble sleeping, and potential hearing loss.

**Exercise** - Cardiovascular exercise helps reduce stress and maintains healthy blood flow throughout the body. A person 50 years or older without any predisposition to hearing loss who engages in 20-30 minutes of cardio five times per week is more likely to maintain a healthy auditory system than someone with low cardiovascular activity.

**Get your hearing tested** - If you are worried, you might be losing your hearing or you have ringing in your ears (tinnitus). The sooner you get your hearing checked, the quicker something can be done to preserve your hearing. It's a good idea to have annual hearing checks if you work around loud equipment or in a noisy environment.



# Staff Recipes

## INSTRUCTIONS

1. Mix the cornflour with the soy sauce and squeeze lemon juice in a small bowl.
2. Heat the oil in a large frying pan or wok over a high heat, add the chicken, carrot, broccoli, and stir-fry for 2–3 minutes, or until the chicken is lightly browned and the vegetables begin to soften.
3. Pour the lemon and soy mixture into the pan, add the chicken stock and onions and bring to a simmer. Reduce heat, cook 2 minutes, or until the sauce is slightly thickened and chicken is fully cooked, stirring regularly.
4. Sprinkle with grated lemon zest and serve with rice.



## *Delicious lemon chicken*

This lemon chicken recipe hits all the notes for a busy home cook. It's ready in just over 20 minutes; healthy and packed with flavor!

- **PREPARATION TIME 10 MINUTES**
- **COOK TIME 20 MINUTES**
- **9 INGREDIENTS**
- **SERVES 2**

## INGREDIENTS

- 1 tsp cornflour
- 1 tsp dark soy sauce (Gluten Free)
- Finely grated zest & 1/2 small lemon to juice
- 2 tsp coconut or canola oil
- 4 chicken thighs
- 1 medium carrot trimmed and thinly sliced
- 1/2 cup broccoli, cut into small florets
- 3/4 cup chicken stock
- 1 small onion, thickly sliced

**GF** **V** Easy

# THE END OF HEARING AID STIGMA

Currently, hearing loss affects as many as 50 percent of adults in the U.S. over the age of 60, two-thirds of adults over 70, and a staggering four out of every five people 85 and up. However, only around one-third of people with hearing loss seek treatment.

This begs the question, why is there such a considerable variance between those with hearing loss and so few who decide to treat it? Some initial push-back comes from the cost, but the stigma is a higher deterrent to obtaining hearing aids. Many candidates for hearing aids postpone doing so because they don't want to be perceived as being "old." In reality, 60% of hearing aid wearers are under age 65, and 12% are under age 18.

## A new era

For some, it's the perception of hearing aids being big, bulky, and beige. There was not much "discreetness" about them – which comes from hearing aids manufactured in the 1980s. Back then, it was very apparent that someone wore hearing aids.

Not only are today's hearing aids more discreet, but they come in a multitude of colors. Additionally, with more people wearing hearing aids, you stand out more if you're having to ask people to repeat themselves rather than wearing small amplification devices that are now available.

## Time to drop hearing aid stigma

Based on research, we are more aware of the implications of untreated hearing loss and its effect on our general health and well-being. We know that significant co-morbidities are linked

to untreated hearing loss, such as depression and anxiety, diminished cognitive function, higher risk of falls and imbalance, and social isolation. Living a healthier lifestyle has always been a consistent goal, and hearing loss is becoming a key component. Now, more than ever, people are more proactive about how they age, taking care of health and wellness issues sooner rather than later. Living a healthier lifestyle is a big part of why people gain more confidence in hearing aids and why the stigma is



starting to fade.

## Living a healthier lifestyle is becoming very in-demand

Many celebrities are now advocating for hearing loss treatment. Whoopi Goldberg, Award-winning actress, comedian, and co-host of the T.V talk show "The View," has worn hearing aids in both ears for years due to a noise-induced hearing loss as a child, listening to loud music. She is very open about her experience with hearing loss. She hopes to prevent young people from making the same mis-

take she did. And as we mentioned earlier, with the innovation in today's technology, hearing aids do so much more than "increase sound." From streaming Bluetooth audio to counting your steps, tracking your heart rate, and even detecting falls.

Today's modern hearing aids not only help you connect to the world around you, but they also allow you to take back your health and so much more. If you would like to see what today's hearing aids can do. Call Salem Audiology Clinic today and set up your free consultation with one of our Audiologists to find out how you can benefit from treating your hearing loss. Take back your health and reconnect to the world around you.

*Salem Audiology Clinic can help.  
Call us today at  
(971) 701-6322*

**How** do you convince people who don't want to treat their hearing loss to wear hearing aids?

**Simple:** create a product that blurs the line between consumer tech and hearing aids.

With new laws soon allowing what will be known as "over-the-counter hearing aids" (OTC), Signia has set out to create something that would not only rival OTC products but "regular" hearing aids too. The new active X and Active X Pro hearing aids are "ready-to-wear." The hearing aid sits comfortably in the ear with sleeves to match every ear shape. The Active X combines an iconic user-friendly design similar to high-end consumer earbuds but with audiological high-tech. This includes Signia "Xperience" technology for enhanced speech



understanding in noise, Bluetooth connectivity, portable Li-ion rechargeable batteries and the self-service of the Signia Assistant.

We had Salem Audiology Clinic's very own Marketing Director, Devon Grogans, test out the Active X to put them through a multitude of listening environments and situations.

*"I truly feel that these target a younger crowd, and those looking for a simple but high-tech product,"* says Devon.

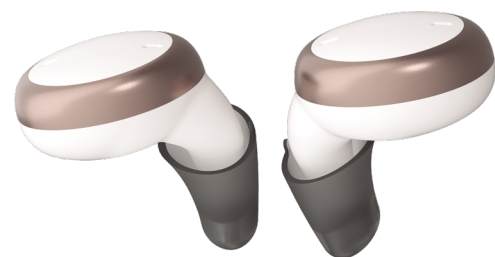
The Automatic Situation Detection allows wearers to be in any situation, and the sound sensors adjust to all acoustic conditions. So, whether you are having an intimate conversation at dinner or talking with friends in a crowd, you can bet that Active will

put the focus where you need it the most.

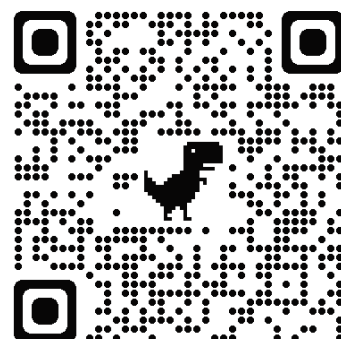
On top of all of the tech packed inside of the earbud-sized hearing aids, the pocket-sized Signia Active charger lets wearers put the devices in and out of their ears when they need them for full flexibility and independence, with up to 26 hours of use per charge. They also come with audiology "TeleCare" in the Signia cell phone app, so that your audiologist can fine-tune settings remotely between visits instead of in person, leading to greater convenience.

**In Summary**, Signia Active X offers high-fidelity sound, Bluetooth streaming, and a full suite of advanced hearing aid features — all packed into a stylish earbud form factor. Their surprisingly small size makes for a comfortable wearing

experience, even for all-day use. Because these are professionally fit hearing aids, you won't be able to purchase these alongside other premium wireless headphones. However, for individuals in need of hearing help but feeling hesitant to embrace wearing traditional hearing aids, the Active X might be what they need.



Share Devon's experience with Signia Active by watching his YouTube video here.



Using your phones' camera hover over the QR code to watch the video

Salem Audiology Reviews

DEVON  
GROGANS

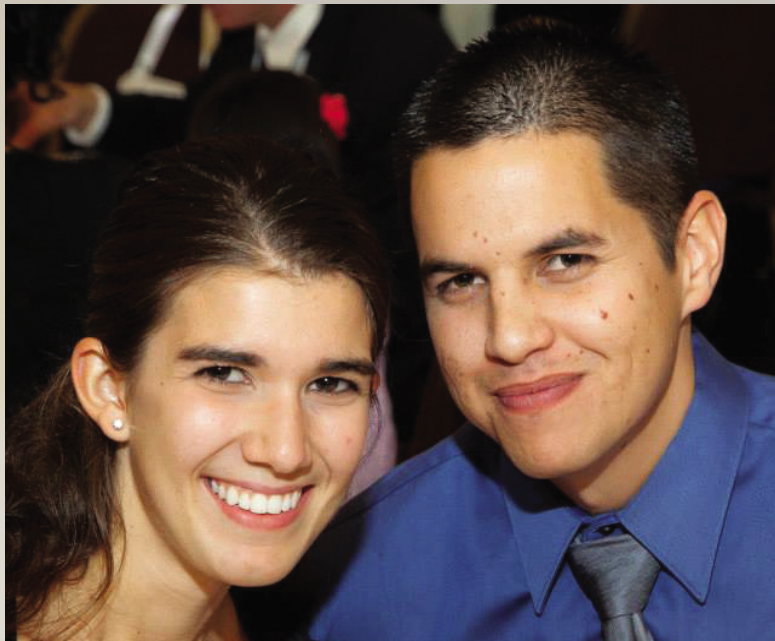


Signia Active X Pro



# Employee Spotlight

*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, Matt Vossen*



## Matt Vossen

### Tell us a little about yourself.

I am originally from Waianae, Hawaii. I moved here for college at Pacific University and ended up staying because my wife that I met in college is from Salem. I have a 5 year old daughter and a dog. I enjoy collecting and playing retro video games. I also like grilling and watching movies with my family.

### What do you do at Salem Audiology Clinic?

I am an Audiologist Assistant, my daily tasks include cleaning and repairing hearing aids, working directly with the audiologists, and handle Industrial Hearing Screenings.

### How did you come about working at Salem Audiology Clinic?

My father in law was a hearing aid user and a client at Salem Audiology. My mother in law had some work connections to Norm Frink and felt that Salem Audiology was a good company. Knowing this, I thought that it could be a perfect fit for me. Given my interest in fixing up electronics, I felt this would be a good job where I could do something I enjoy, as well as, expand my knowledge.

### What do you enjoy most about working here?

I enjoy being able to help the patients fix the problem that they are having with their hearing aids. I like when patients can get back to their typical life and activities.



## 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%

# Celebrating Better Hearing & Speech Month

CONNECTING – PEOPLE

## SCOT FRINK

Grew up in the field of audiology. His father, having started Salem Audiology Clinic in 1982, was one of the first private practice audiology clinics in the United States and the first in Salem, Oregon.

Scot is passionate about assisting the hearing impaired, serving on the Oregon State Hearing Aid Licensing Board since 2002, with a strong focus on consumer rights. When not at Salem Audiology Clinic, he spends time with his family at home. Yes, his children all have red hair.



**S**alem Based Expert Encourages Action on Hearing Loss This May for Better Hearing and Speech Month

### 48 Million Americans Experience Hearing Loss

May is national Better Hearing and Speech Month (BHSM), and Salem OR, based audiologist Scot Frink, Salem Audiology Clinic is using this important observance to encourage residents to have their hearing tested—and take action if they have hearing loss.

“Hearing loss is one of the most common, chronic conditions that Americans experience,” explains Frink. “Yet many people wait years or even decades to take any action on their hearing loss—if they ever do. This is true even as we have so many intervention and treatment options that help people to communicate more effectively. During May, we want to inform the public how and where they can connect with help for hearing and related conditions—and why it’s important that they do so.”

### Hearing Loss Can Happen at Any Age

Although many people know that you can be born deaf and/or hard of hearing—and that hearing loss is relatively common in older adults—it’s important to understand that hearing loss can occur at any point across the lifespan. Roughly 15% of school-aged children ages 6–19 have hearing loss, according to the U.S. Centers for Disease Control and Prevention. In the U.S. workplace, about 22 million workers (17%) are exposed to hazardous noise each year—putting their hearing at risk.

Hearing loss may be due to exposure to excessive

for example, limiting their time in noisy spaces and wearing hearing protection at loud events—as well as to stay attuned to the signs of hearing loss. These signs aren't always obvious and may include having difficulty following conversations, having trouble hearing on the phone, perceiving that people frequently sound like they're mumbling, or having difficulty understanding what children are saying.

### Seeking Help

As a first step, Scot Frink recommends that anyone with concerns about their or a loved one's hearing get a hearing evaluation from a certified audiologist. Although treatment isn't always covered by insurance, an evaluation generally is (note that a referral to an audiologist may be required). This is an important step—even for those who don't think they can afford hearing aids. Hearing aids are not the only treatment option—and audiologists can also discuss other options based on a person's listening needs and budget.

Audiologists can also help people who have ringing in the ears (called tinnitus), which can be very disruptive to a person's life—and even impact their mental health. Audiologists can also help people who have dizziness and balance issues, which may originate from a problem in the inner ear. A balance problem can increase a person's risk of falling, which is a leading cause of injury among older adults.

To learn more, and to find a certified audiologist, visit [www.asha.org/public](http://www.asha.org/public) or [www.ActNowonHearing.com](http://www.ActNowonHearing.com). To schedule an evaluation with Salem Audiology Clinic, visit our site at [www.salemaudiologyclinic.com](http://www.salemaudiologyclinic.com) or call us at **971.701.6322**

noise (e.g., from noisy occupations or leisure activities), ear infections, and even certain medications or medical treatments—among other reasons. Yet, many people routinely ignore their hearing health. According to a 2021 national poll from the American Speech-Language-Hearing Association (ASHA) and YouGov, only 2 in 10 adults (20%) have had a hearing test in the past 5 years, compared with roughly 6 in 10 (61%) who have had their vision tested.

“Most people underestimate their degree of hearing loss—as well as the impact it's having on their lives,” Frink explained. “Even a so-called mild hearing loss that goes undetected can put a child one or more grade levels behind in school. For adults, untreated hearing loss is increasingly connected to cognitive decline and earlier onset of dementia. So, the benefits of treatment are clear and convincing.”

Frink stresses that this is why it's critical for all people to take measures to protect their hearing—





## Salem Audiology Clinic

*"Where You Can Trust What You Hear"*

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(971)701-6322

# Extended Offer!

If you were unable to take advantage of our recent "open-house" promotion. We have decided to extend the savings through June courtesy of Widex.

Now through **June 30<sup>th</sup>** you can Save up to **\$1,100** off any pair of new hearing aids, or up to **40%** off demonstration models



Promotional offer ends 6/30/2022. Discount applies only to in stock items. Can not be combined with any other offers, or some hearing aid benefits.