

Salem Audiology Clinic

HEAR FOR LIFE



**Better Communication
Strengthens Relationships**

Salem Audiology Clinic
www.salemaudiologyclinic.com

Spring/Summer
2024

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 conditions
- Tools for prevention and education, and advocacy and management

Publishers letter



Hearing loss can make communication challenging as it affects the way you listen to conversations. It's essential to address hearing issues because if left untreated, they can significantly impact your communication. Conversations rely heavily on hearing, and filtering out background noise is crucial. Excessive noise can distract you and make it difficult to converse if you're not focused or used to it.

Hearing loss can make it hard to hear sounds at different levels, leading to social withdrawal. See an audiologist to identify the cause of your hearing loss. In some cases, it may be due to an infection or ear-wax, which is treatable. Hearing aids can help you hear clearly. Contact Salem Audiology Clinic at (971) 701-6322 to learn more.

Devon Grogans
Director of Marketing & Editor

A handwritten signature in black ink, appearing to read 'Devon Grogans'.

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SPRING HEARING TIPS

To keep your ears healthy this season.

Springtime is a much-awaited season for those tired of the cold weather. However, it comes with its own set of risks despite its beauty. As the temperature rises, people tend to go outdoors for spring activities without considering the risks to their hearing health as the seasons change.

Exposure to loud sounds from lawnmowers and chainsaws or environmental hazards like strong winds and water can pose severe threats to hearing health if appropriate precautions are not taken. To help you fully participate in spring activities while protecting your hearing, we have prepared a helpful guide outlining the four most common hearing health risks and tips to make the most of the season.

Loud outdoor activities

Now that the weather is nice, you might work in the shop or the yard. Many tools and equipment, such as lawnmowers, chainsaws, drills, and more, can harm one's hearing. Proper protection for your vision and hearing is essential when operating any machine.

Long-term exposure to many of these sounds can cause noise-induced hearing loss and in many cases, permanent hearing loss.

Wear well-fit earplugs and remove hearing aids when working with these tools and machines.



Prolonged water exposure

Have you ever experienced Swimmer's Ear? It is caused by prolonged water exposure that traps liquid inside your ears, leading to an infection that can cause symptoms like ear pain or muffled hearing. Preventing this condition is essential, and you can do so by practicing good hygiene after getting your ears wet. Tilt your head to one side and dry your ears with a clean towel. You can also wear earplugs when swimming or engaging in water activities.

If you wear hearing aids, removing them before swimming or protecting your ears with a hat or headband during rain is best. After use, lay your hearing aids out to dry or use a hearing aid dryer. Earplugs can prevent water from entering your ears, but they are not always practical. Remember to remove them after swimming and let your ears dry to prevent infections from developing.

Seasonal allergies

As part of its protective function against threats, histamine can cause an increase in mucus production. This excess mucus can accumulate in the middle ear, obstructing the passage of sound waves to the inner

ear's hearing center. The build-up of fluid in the Eustachian tube may also cause pressure and a sensation of clogged ears, similar to when you experience changes in altitude, such as when flying.

Thankfully, antihistamines, such as Allegra, Claritin, and Zyrtec, can help reduce the symptoms caused by allergies, including those correlated to hearing.

The severity of allergy symptoms and excess fluid accumulating in the ear may increase the risk of developing an ear infection. Untreated ear infections can cause conductive hearing loss and have long-term effects on your hearing.

Hearing aid spring-cleaning

Spring is a perfect time to clean your hearing aids. Dirt, debris, and earwax can accumulate on hearing aids over time, causing issues like reduced sound quality and discomfort. To clean your hearing aids, wipe them down with a soft, dry cloth and use a specialized cleaning tool or brush to remove dirt or wax buildup. Have your hearing aids professionally cleaned and serviced at least once a year. Protecting your hearing health is crucial, especially in the spring.

Try at home Before you buy



BETTER HEARING MEANS

- Improved Relationships
- Greater Self-esteem
- Enhanced Overall Health

LEARN MORE

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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

FLEX:TRIAL™

Try before you buy

Traditional hearing assessments only happen in the clinic, a place where you hardly ever spend time. After that assessment, you're 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 purchase at all.¹ Something had to change.

A trial allows you 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 you.²

Whether you're 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.

As you wear them they gather data on the environments you spend time in. This allows us to understand how you listen and find the perfect solution.

It's just common 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

If you are interested in **FLEX: TRIAL** contact us today **(971)701-6322** and schedule your no-cost consultation with one of our Audiologists.

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.

WHAT'S NEW IN 2024?



The Latest Hearing Aid Tech

It is difficult to predict exactly what hearing aid technology will look like in 2024, The rate at which digital hearing aid technology has advanced over the last few years has given rise to increased competition within the industry itself. Inspiring consumers to want, need, and expect more from these devices.

When people predict hearing aid technology advancements or how any industry will move forward, it is no easy feat. The rate at which digital hearing aid technology has advanced over the last few years has given rise to increased competition within the industry itself. Inspiring consumers to want, need, and expect more from these devices.

Although hearing aids still have four main parts - today's modern hearing aids give consumers far more than before. They have switched to, in some cases, complete automation and features that support hearing loss needs in all environments. This article discusses a few of our current favorites (in no particular order)

for new technology and what to look forward to in 2024.

Oticon Real 1

(Great in high-frequency loss and wind-noise reduction)

Oticon Real is a state-of-the-art hearing aid technology designed by Oticon. It uses the Deep Neural Network (DNN) concept to provide the best integration with your brain's neural network for optimal hearing experience. The Oticon Real 1 hearing aid is particularly good at canceling wind noise, making it an ideal choice for golfers and outdoor enthusiasts. Additionally, it excels at providing high-frequency sound, making it a competitive option for individuals with high-frequency hearing loss.

Resound Omnia 9

(Speech understanding in noise)

The Resound Omnia 9 is one of the best hearing aids for hearing speech in noisy environments, with an improved 4.3 dB noise to signal improvement. Patients have been enjoying the Resound Omnia 9 microRIE, which is not only the smallest rechargeable hearing aid on the market but also comes with an induction rechargeable system. The charger is a portable power pack that supports you with 3 full charges, making it ideal for camping and travelers alike.

Besides all the above, Resound Smart App's user-friendly features have earned it the highest ranking, 4.0+, in the Apple Store.

Resound Omnia has a unique feature that makes it stand out as one of the best 2024 hearing aids: the MRE receivers. These receivers have an additional microphone located at the end of the unit, allowing the hearing aid to take advantage of the natural amplification in the human ear. This helps with a sense of direction and wind-noise cancellation.

Signia Pure Charge & Go 7IX

(Speech understanding in noise)

The Signia Pure Charge and Go series is one of the smallest rechargeable hearing aids available in the market. We are thoroughly impressed with its ability to improve speech understanding in noisy places. The directional beaming effect of the hearing aid was particularly impressive. Additionally, we really appreciate the sleeve domes feature of Signia hearing aids as they provide a better fit, more comfort, and better retention in the ear, especially for active users.

Phonak Audeo Lumity L90

(Connectivity to multiple Bluetooth)

We feel, the Phonak Lumity is an excellently engineered technology. The most impressive feature of the Phonak Lumity is its ability to send soundscapes and adjust the hearing aid for optimal speech comprehension. From an audiologist's standpoint, we appreciate the ease with which I can set the hearing aid details for any sound environment using my hands.

Another unique feature of the Phonak Lumity is its ability to connect to two devices via Bluetooth. This makes it much more convenient to use when streaming from both iPhone and a laptop.

Starkey Genesis Ai 24

(Speech understanding, music)

The Genesis platform is a complete rebuild of Starkey's hearing aid technology. It brings all the advanced features of Evolve, including double-tap, fall detection, hands-free phone calls, and AI-aided speech understanding. However, it is faster and more effective.

People love the Genesis CIC wireless model, which is the only CIC hearing aid in the market with Bluetooth connectivity. Besides the wireless connectivity, this series has the widest dynamic range for am-

plified sound, making it amazing for listening to live music.

In 2024, the future of hearing aid technology is expected to witness a significant convergence of advancements in AI, connectivity, remote care, and biometrics. These innovations aim to enhance the technical capabilities of hearing aids as well as improve the overall user experience to make auditory health management more personalized, accessible, and interconnected with the wider world of technology.

For more information or to find out what hearing aids are right for you call Salem Audiology Clinic today at (971) 701-6322 and schedule your no-cost consultation.





IMPROVED CONVERSATIONS IN RESTAURANTS WITH HEARING AIDS



Restaurants can be very noisy, with sounds coming from all directions. There's the background noise of diners talking, the clatter of dishes and glasses, and often loud music playing overhead as people move around and chairs scrape against the floor. Even the chef's sounds may be audible, especially in trendy open-kitchen restaurants where noise can spill into dining areas.

If you have hearing loss or wear hearing aids, dining in a lively restaurant can make hearing more challenging. If you are prepared, you can expect seamless conversations with those around you. Here are a few tips to help you navigate the noise.

Select the restaurant

If you're doing the planning, try to pick a quiet restaurant rather than a noisy corner bar and grill.

Select a restaurant with low ceilings and a kitchen that is out of view to patrons. High booths are another excellent feature for cutting down echo effects and improving acoustics to lessen disruptions.

Be sure to look at the online reviews. Many places implement noise ratings, ambiance, and lighting in their re-

views. These are great for those affected by lighting or noise.

Sitting in the proper position

Sitting outside the restaurant rather than the center will help eliminate background noise. Furthermore, if you can sit in a booth rather than chairs, the booths can soften some of the echo and reverberance in the restaurant.

Here are a few seating options to keep in mind:

- Avoid sitting by the kitchen, as it is generally the loudest area of the restaurant. By sitting outside, you avoid the middle of the restaurant, which can have people on all sides of you.
- Sit with your back to as much noise as possible, facing the person you speak to. This will help you focus on what they are saying and the directional mics in your hearing aids to focus on their voice.

Consider an assistive listening device

If you have severe to profound hearing loss, it's essential to know that hearing aids may not always be enough in large group meetings where multiple speakers need to be heard, especially in noisy restaurants.





However, an assistive listening device could be a game-changer for you. Its receiver can amplify sound to a loop around the listener's neck. The microphone can be placed in the center of the table or used by whoever is speaking. Rest assured, a hearing specialist can help you determine whether this device works with your hearing aids or is appropriate for your needs.

Check your hearing aids before you leave

Most hearing aids that use disposable batteries will warn you when the battery is running low. Therefore, it is recommended that you keep at least one spare battery with you at all times to prevent being disconnected from communication. On the other hand, if your hearing aids are rechargeable, it is essential to charge them according to the manufacturer's instructions to ensure they work correctly.

Finally, don't worry.

Eating out can be a stressful experience for individuals wearing hearing aids. However, it's important to remember that whoever you're dining with likely wants to be heard as much as you want to listen. Staying calm will help you stay focused and take the necessary steps to improve your hearing ability. Take a deep breath, smile, and advocate for yourself. Be honest and prepared, and most importantly, enjoy the food.

EMPLOYEE SPOTLIGHT

Christiana Frascone

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, Christiana Frascone.

What do you do at Salem Audiology Clinic?

I am an audiologist at our South office, and I have the privilege of working with individuals across all age groups. Whether conducting detailed hearing tests, analyzing auditory responses, or collaborating with other healthcare professionals, I am dedicated to providing personalized care tailored to every individual's unique needs. Through ongoing education, research, and a genuine commitment to improving the lives of those with hearing impairments, I strive to make meaningful differences in the quality of life for all patients I serve.



Tell us a little about you:

I diagnose and treat hearing loss for all ages. I have a doctorate degree in audiology from Pacific University. Outside work, I enjoy exploring the Pacific Northwest with my husband and our two mini-Aussie doodles. I interned at our North location and joined the team after collaborating with Dr. Kasey Brickey, a fellow co-worker / audiologist at our South location. I'm excited to continue growing and learning in such a supportive and dynamic workplace.

How did you come about working at SAC? And what do you enjoy most about the job.

As an audiologist at Salem Audiology Clinic, I assess, diagnose, and treat hearing loss for individuals of all ages. I hold a clinical doctorate degree in audiology from Pacific University. Outside work, I enjoy exploring dog parks, beaches and Pacific Northwest with my husband and our two mini-Aussie doodles, Costco and Trader Joe's. I came to work at SAC after interning at their North location and collaborating with Dr. Kasey Brickey, an audiologist at their South location, who allowed me to delve deeper into my interest in bone-anchored hearing aids and cochlear implants. Joining the team felt like the perfect fit, and I am excited to continue growing and learning in such a supportive and dynamic workplace.



Nutrition Facts (per serving): 357 Calories | 21g Fat | 23g Carbs | 24g Protein

Dinner Tonight!

Hello, healthy! These wraps make creative use of collard greens and are loaded with rotisserie chicken, a rainbow of vegetables, yummy peanut sauce

Thai Chicken Wraps

Makes: 6 Servings

Total Time: 30 mins

Ingredients

- ½ cup creamy peanut butter
- ¼ cup warm water
- 2 tablespoons soy sauce
- 1 ½ tablespoons lime juice
- 1 tablespoon packed brown sugar
- 1 tablespoon chili garlic sauce
- 1 ½ cups shredded rotisserie chicken
- 8 large collard green leaves
- 1 ½ cups shredded carrot
- 1 ½ cups shredded red cabbage
- 1 cup red bell pepper strips
- 1 medium avocado, cut into 16 slices
- ¼ cup chopped fresh cilantro or sliced green onions

Directions

Step 1:

For sauce stir together peanut butter, water, soy sauce, lime juice, brown sugar and chili garlic sauce. Combine chicken with half of the sauce.

Step 2:

Wash collard greens well;* cut off bottom stems. Place leaves shiny sides down; using a peeler, shave center veins even with leaves. Place 2 leaves on a paper towel; microwave 30 seconds. Repeat.

Step 3:

To fill, place leaves shiny side up with center veins running horizontally. Place one-eighth each of the chicken and remaining ingredients along each vein. Fold in sides and roll tightly. Cut in half; serve with remaining sauce.

*Tip

Fresh collard greens can be sandy, so wash them well by dunking in cold water and swishing them around. Give them a good shake and pat dry.





Salem Audiology Clinic

"Where You Can Trust What You Hear"

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Upcoming Hear For Life Classes:

June 8th: Weekend Academy

10AM - 3PM

This class covers a variety of topics, including hearing Loss and hearing aids, communication strategies, speech reading, hearing aid maintenance, and consumer rights.

(This class is from 10am-3pm, and provides lunch)

June 15th: Widex + Accessories Class

10AM - 12PM

This is a great class for those with Widex hearing aids. Learn how to use the widex app to get the most out of your hearing aids. And find out what accessories could benefit your lifestyle in making communication more effective.

JULY

July 13th: Weekend Academy

10AM - 3PM

July 20th: Phonak + Accessories

10AM - 12PM

AUGUST

August 17th: Weekend Academy

10AM - 3PM

August 24th: Unitron App + Accessories

10AM - 12PM

More ways to connect with us



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

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