

Salem Audiology Clinic

HEAR FOR LIFE

SPRING '25

STRONGER
COMMUNICATION
STARTS WITH
BETTER HEARING

NATIONAL
SPEECH-LANGUAGE-HEARING
MONTH





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.

www.SalemAudiologyClinic.com



Publishers letter

Communication is the foundation of human connection.

It allows us to share moments, express emotions, and build meaningful relationships. But when hearing loss enters the picture, that connection can be disrupted, leading to frustration and isolation.

At Salem Audiology Clinic, we understand that hearing is about more than just sound—it's about staying engaged with the people and world around us. This Better Speech and Hearing Month, we encourage everyone to take a moment to reflect on the importance of hearing health and the impact it has on relationships, confidence, and overall well-being.

Hearing loss can make conversations challenging, but the right strategies and treatments can bridge the gap. Simple adjustments—like reducing background noise, speaking clearly, and using modern hearing technology—can make all the difference in ensuring strong communication. Today's hearing aids offer advanced features, from crystal-clear speech processing to Bluetooth connectivity, making it easier than ever to stay connected.

Education is key to understanding hearing loss and treatment options. That's why we offer no-cost classes where individuals can learn more about hearing care, hearing aids, and effective communication strategies. Whether you're experiencing hearing loss yourself or supporting a loved one, knowledge is the first step toward better hearing health. *(See our upcoming class schedule on pg.10)*

If you or someone you love is struggling to hear, Salem Audiology Clinic is here to help. Let's work together to keep conversations meaningful and connections strong.

Devon Grogans

Director of Marketing & Editor

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SPRING CLEANING

Keep Your Hearing Aids Fresh, Dry & Working Their Best!

Professional Cleaning: Enter the Mighty Redux

Sure, you can (and should!) clean your hearing aids at home—but nothing beats the power of a professional deep clean. At Salem Audiology, we use the Redux® system—a high-tech moisture removal machine that takes hearing aid drying to the next level.

Redux uses vacuum drying technology to completely eliminate moisture from deep inside your hearing devices, with precise humidity tracking and verification. It's quick, gentle, and incredibly effective especially if you've been sweating, gardening, or just living your best springtime life.

5 Tips to Keep Your Hearing Aids Spring-Fresh:

1. Wipe 'Em Down Daily

Use a dry, soft cloth to gently clean your hearing aids every evening. A quick wipe removes oils, debris, and any lingering moisture from the day.

2. Open the Battery Door at Night (or Use a Charger with Ventilation)

Let those devices breathe! This helps air out any trapped moisture and extends battery life, too.

3. Avoid Moisture Traps

Skip the steamy bathroom when getting ready, and if it's raining, grab a hood or hat. Moisture loves sneaking into hearing aids unnoticed.

4. Use a Hearing Aid Dryer or Dehumidifier at Home

Not just for pros! There are

great at-home drying kits and electronic dryers that can help keep your devices in tip-top shape.

5. Schedule a Professional Cleaning

Even if your devices seem fine, a quick appointment with our team (and the Redux machine!) can work wonders. We'll check the filters, clear out the wax, and make sure everything's performing like new.

Spring Is the Perfect Time to Refresh

Your hearing aids work hard for you every day—let's return the favor with a little love and maintenance. Keeping them clean and dry not only improves sound quality, but can also prevent expensive repairs down the line.

Spring Special: Fresh Start for Your Hearing Aids!

Now through June 30th, we're offering:

- **FREE** Redux Moisture Removal Treatment with any hearing aid service appointment
- **15% OFF** all in-stock hearing aid dehumidifier kits

It's our way of helping you step into spring with clear sound and clean hearing aids.

Call today to schedule your spring hearing aid check-up, or stop by to pick up your discounted dryer kit while supplies last!

Let's make sure your devices are as ready for spring as you are. Call us today (971) 701 - 6322

Spring Cleaning for Your Ears: Keep Your Hearing Aids Fresh, Dry & Working Their Best!

April showers might bring May flowers... but they can also bring moisture problems for your hearing aids. Between spring rain, blooming allergies, and the extra humidity in the air, this season can be surprisingly tough on your devices. That's why there's no better time for a little spring cleaning—for your ears and your hearing tech!

At Salem Audiology Clinic, we're big fans of clean, well-tuned hearing aids (and our patients are too). When your devices are dry and

debris-free, they sound better, last longer, and are just more pleasant to wear. So let's talk about how to give your hearing aids the spring refresh they deserve—and how we can help.

Why Dry Matters

Moisture is one of the top reasons hearing aids end up in for repair. Even a little bit of sweat, rain, or humidity can sneak into the tiny microphones and receivers, causing sound issues—or even complete failure. Add in pollen, dust, and the general gunk of springtime? Yikes.

But don't worry. We've got your back—and your hearing aids.

AirPods Pro 2 as Hearing Aids?

Apple's AirPods Pro 2 have taken a surprising step into the world of hearing aids with the iOS 18 update. This change, authorized by the FDA, offers a potential solution for the 30 million Americans with hearing loss—especially those hesitant to try traditional hearing aids due to cost, fit, or stigma.

How Well Do AirPods Pro 2 Work as Hearing Aids?

Audiologist Dr. Cliff Olson recently tested AirPods Pro 2's new hearing aid function. While they offer solid amplification for mild hearing loss, they don't quite match the performance of prescription hearing aids, particularly in clarity. Real ear measurement tests show that while they amplify sound, they lack the fine-tuned precision of professionally fitted devices.

Key Features & Limitations

To use AirPods as hearing aids, users need iOS 18.1 and must complete a hearing test on their phone.

"Our own internal study showed most patients couldn't do it or did it inaccurately. The app does allow a user to upload a professional-completed Audiogram however."

The AirPods then adjust based on the results, but their battery life (3–4 hours) is a major limitation—compared to high-end hearing aids that last 16–24 hours per charge.

Customization settings include:

- **Volume control**
- **Left/right balance adjustments**
- **Treble/bass enhancement**
- **Ambient noise reduction**
- **Conversation boost (prioritizes speech in front of the user)**

While these adjustments help, they can't replace the expertise of a licensed audiologist who fine-tunes prescription hearing aids for individual needs.

Pros & Cons of AirPods as Hearing Aids

Pros:

- Affordable (\$249) compared to prescription hearing aids, which can cost thousands
- Excellent sound quality & noise cancellation
- Great for occasional or situational use

Cons:

- Battery life is much shorter than dedicated hearing aids
- Visibility—AirPods are more noticeable than discreet hearing aids
- Lack of professional support compared to dedicated hearing aid providers



Are They Worth It?

AirPods Pro 2 work well as an introduction to hearing aids for those with mild to moderate hearing loss. Their affordability and accessibility make them an appealing option for people who aren't ready to commit to traditional hearing aids. However, they fall short in all-day usability, clarity, and battery life. As the case with most over-the-counter products

For those needing consistent hearing support, prescription hearing aids remain the better choice. But for occasional use—like meetings, conversations, or watching TV—AirPods Pro 2 offer a convenient, cost-effective alternative, for those with mild hearing loss

Want to explore the best hearing solution for you? Visit www.salemaudiologyclinic.com to learn more.

WIDEX ALLURE™

THE DIFFERENCE IS CLEAR



With a focus on seamless hearing experiences, Allure optimizes speech clarity while preserving natural awareness—allowing wearers to engage effortlessly in conversations, even in noisy settings.

A Breakthrough in Hearing Innovation

Widex has redefined hearing technology with Allure, introducing a suite of powerful features:

- **Speech Enhancer Pro** – Enhances speech clarity, even in complex listening environments.
- **Enhanced Sound Classifier** – Seamlessly adjusts to different soundscapes for a more natural transition between environments.
- **Adaptive Dynamic Feedback Controller** – Reduces unwanted feedback with adaptive frequency shifting, ensuring clear, uninterrupted sound.
- **Allure PureSound™** – Expands on Widex's ZeroDelay technology, improving speech intelligibility in noise by 4.3 dB SNR for sharper, more natural conversations.
- **Allure Dedicated Streaming Compressor** – Provides enhanced audio quality for phone calls and media streaming.



Together, these innovations create an effortless, intuitive hearing experience, helping users stay engaged without disruptions.

Designed for Real-World Clarity

According to Adina Bahcevani, Head of Widex, "Widex Allure represents a significant leap forward in hearing technology. By delivering unmatched speech clarity while preserving the richness of natural sound, Allure ensures wearers can fully engage in their world with confidence."

Early studies reinforce the impact of these advancements, with 92% of wearers preferring Allure in noisy environments over previous platforms. From bustling restaurants to quiet conversations, Allure allows users to experience clearer speech, effortless transitions, and greater sound precision.

The Future of Hearing Care: First-Ever Cloud-Based Fitting

In another industry first, Widex Allure RIC RD is the first hearing aid to be fitted through Widex Compass Cloud, the world's first cloud-based

hearing aid fitting software. This innovation allows hearing care professionals (HCPs) to provide precise, real-time adjustments, ensuring optimal performance from the very first fit.

The Widex Allure App further enhances the user experience by integrating AI-driven personalization and accessibility features, empowering wearers to tailor their hearing settings with ease.

For more details on Widex Allure and the Widex Compass Cloud or to see if its right for you call Salem Audiology Clinic at **(971) 701-6322** and schedule your no cost consultation today!

Sources: <https://www.wsa.com/press-release/widex-unveils-the-widex-allure-platform-featuring-crystal-clear-speech-and-the-worlds-first-cloud-based-fitting-software/>

[1] Weber, J. & Branda, E. 2025. Improved Speech Intelligibility in Noise with Ultra-Low Delay. Audiology Online, article 29261, March 24.

[2] Balling, L.W., Vormann, M. & Mansour, N. 2025. Widex Allure: A Better Speech-in-Noise Experience with Balanced Focus and Awareness. WidexPress 55.

ALLURE SOLUTION: CONFIDENT CHOICE

Designed to Elevate the Wearer Experience



“With Widex Allure and Widex Compass Cloud, we’re setting a new benchmark for natural hearing,” Bahcevanii added. “By combining advanced technology with intuitive design, we’re not just improving hearing—we’re transforming lives.”

POWERFUL AND INTELLIGENT FOR GREAT FIRST FITS

AN INTUITIVE FITTING SOFTWARE THAT STREAMLINES SUCCESS

FUTURE READY WITH CONTINUOUS IMPROVEMENTS

THE WORLD’S FIRST CLOUD-BASED FITTING SOFTWARE



**Allure run time without streaming. With 7 hours of streaming, run time is 25 hours (measured with M-Receiver).*

Stronger Connections

Start with Better Hearing



Communication is at the heart of human connection. It's how we share stories, express emotions, and build relationships. When hearing loss enters the picture, this vital connection can become strained, leading to frustration, isolation, and misunderstandings. Addressing hearing loss isn't just about restoring sound—it's about restoring relationships, confidence, and engagement with the world around us.

Hearing and Human Connection

Hearing does more than just help us perceive sounds; it plays a fundamental role in how we interact with the world. Whether it's the laughter of loved ones, a whispered secret, or the melody of a favorite song, hearing allows us to participate fully in life's moments.

When hearing loss goes untreated, conversations become difficult. Straining to understand speech, constantly asking for repetitions, or withdrawing from social interactions can cause frustration for both the individual with hearing loss and their loved ones. Over time, this can lead to loneliness, decreased cognitive stimulation, and even an increased risk of depression and dementia.

May is Better Speech and Hearing Month, an initiative led by the American Speech-Language-Hearing Association (ASHA) to raise awareness about communication disorders and the importance of hearing health. This month serves as a reminder of how essential hearing is to our daily interactions and the role professional care plays in preserving it. Seeking proper hearing treatment isn't just about regaining sound—it's about reconnecting with the world and strengthening relationships.





The Impact of Hearing Loss on Communication

Hearing loss can make conversations challenging in a variety of ways. Some of the most common struggles include difficulty understanding speech in noisy environments, misinterpreting words, and increased mental effort to follow discussions, which can lead to fatigue and frustration. Over time, this can cause individuals to withdraw from conversations, leading to social isolation. Without clear communication, relationships suffer, and misunderstandings become common. Fortunately, with the right strategies and treatments, communication can be improved.

Improving Communication for Better Relationships

For individuals with hearing loss, advocating for oneself is key. Letting loved ones know about hearing difficulties can help them adjust their communication style. Positioning oneself in well-lit areas, reducing background noise, and paying attention to facial expressions can make conversations easier to follow.

Friends and family can also take simple steps to enhance communication, such as facing the listener directly, speaking clearly at a moderate pace, and rephrasing instead of repeating when something isn't understood. These small adjustments foster better conversations and deeper connections.

Hearing Treatment: More Than Just Louder Sound

Seeking professional hearing care is a game-changer for communication. Today's hearing aids are not the bulky, whistling devices of the past. Modern technology allows for crystal-clear speech processing, directional microphones that focus on the speaker, and Bluetooth connectivity for seamless integration with phones, TVs, and other devices.

By addressing hearing loss with professionally fit devices, individuals can enjoy clearer, richer sounds and reconnect with loved ones in a meaningful way.

Reclaiming the Joy of Conversation

Hearing well means living well. Conversations bring us closer to our families, strengthen friendships, and create deeper connections with those around us. By taking action against hearing loss, whether through treatment or improved communication strategies, we empower ourselves and our loved ones to maintain strong, fulfilling relationships.

As we observe Better Speech and Hearing Month, it's the perfect time to reflect on how hearing shapes our lives. At Salem Audiology Clinic, we believe in the power of hearing to enhance life. If you or someone you love is experiencing hearing difficulties, we're here to help. Together, we can ensure that communication remains clear, meaningful, and full of connection.

Employee Spotlight

Dr. Rachel Splan^{AuD}



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, Dr. Rachel Splan.

What do you do at Salem Audiology Clinic?

I am an Audiologist at the North Salem clinic.

Tell us a little about you:

I am a lover of language! Many of my hobbies and interests tend to revolve around language, whether it's reading, word puzzles, learning Spanish and Japanese, or traveling abroad. Audiology is actually my second career. Prior to getting my doctorate, I owned a small medical translation agency in California. When not at the office, I spend most of my time with my husband, two teenage daughters, and three crazy cats.

How did you come about working at SAC?

I completed my residency at Salem Audiology Clinic and loved the community here. I felt a connection with my patients and wanted to continue to provide them with hearing healthcare. And the other audiologists and staff at SAC have created a warm and fun environment. So when I was offered a position, I was delighted to join the team!

And what do you enjoy most about the job?

My favorite part of being an audiologist is when I've helped someone find the best tools to improve their quality of life. It's those moments when someone describes the sounds they've never heard or expresses how much easier conversations with their loved ones have become that recharge my love for the job.



Rachel will be teaching many of our Hear For Life Classes.

Read more on the next page...

The Classroom Revolution:

Offering More Free Classes for Our Patients

At Salem Audiology Clinic, we believe better hearing shouldn't be complicated—or boring. That's why our free community classes are packed with real-world tips, hands-on how-tos, and just the right amount of fun. Whether you're new to hearing aids or a seasoned wearer looking to level up your know-how, we've got something for everyone.

Here's What You'll Learn:

Understanding Hearing Loss

Why can I hear but not understand? What's really going on in those ears? This class breaks it down in a way that makes total sense.

How Hearing Aids Help

We'll bust the myths and show you how hearing aids actually work—and how they can help you reconnect to the world around you.

Communication Strategies

It takes two to tango! Learn practical, everyday techniques to improve conversations (for both you and your loved ones).

Hearing Aid Maintenance

Your hearing aids deserve a little TLC. We'll show you how to keep them clean, functional, and frustration-free.

Weekend Academy

Our fan-favorite Saturday session rolls everything into one convenient class—with bonus content on self-ad-

vocacy and becoming a champion for your hearing needs.

How to Buy a Hearing Aid

Buying a hearing aid doesn't have to be overwhelming. We'll walk you through what to know before you buy, your rights as a consumer, and what to expect from best-practice audiology.

Oticon, Phonak, and Unitron

Got a specific brand? These three focused classes show you how to get the most out of your devices, including how to use phone apps and accessories like a pro.

Understanding and Coping with Tinnitus

Is the ringing in your ears driving you up the wall? You're not alone. Learn how to understand and manage it in this comforting, practical session.

All classes are **FREE**, open to the public, and designed to make you feel more confident about your hearing health—whether you're just starting the journey or continuing down the path.

Call us **(971) 701-6322** or visit **salemaudiologyclinic.com** to register. We can't wait to see you.

MAY

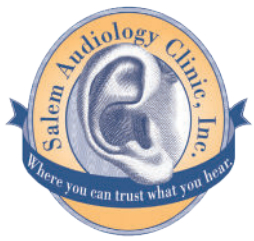
- **May 7** – Understanding Hearing Loss
- **May 9** – Oticon Accessories & App
- **May 14** – Communication Strategies
- **May 16** – Hearing Aid Maintenance
- **May 21** – How Hearing Aids Help
- **May 23** – Understanding and Coping with Tinnitus
- **May 25** – Weekend Academy
- **May 28** – How to Buy a Hearing Aid

JUNE

- **June 4** – Understanding Hearing Loss
- **June 6** – Phonak Accessories & App
- **June 11** – Communication Strategies
- **June 13** – Hearing Aid Maintenance
- **June 18** – How Hearing Aids Help
- **June 20** – Understanding and Coping with Tinnitus
- **June 22** – Weekend Academy
- **June 25** – How to Buy a Hearing Aid

JULY

- **July 2** – Understanding Hearing Loss
- **July 9** – Communication Strategies
- **July 11** – Unitron Accessories & App
- **July 16** – Hearing Aid Maintenance
- **July 18** – Understanding and Coping with Tinnitus
- **July 23** – How Hearing Aids Help
- **July 27** – Weekend Academy
- **July 30** – How to Buy a Hearing Aid



Salem Audiology Clinic

"Where You Can Trust What You Hear"

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Word Scramble

Unscramble these letters to make these Audiology terms.

1. HENIRAG DIA _____
2. OERLHCAC NAMTPLI _____
3. UNTINTSI _____
4. ERGINAH OSLS _____
5. ALESM GAYOULDOI IILCNC _____
6. UNNOMCOCAIITM _____
7. GOTILUOASDI _____
8. NDCVTCEOIU RNEAIGH LSOS _____
9. ARUEMDR _____
10. EARLARE- MEEEARSTUNSM _____



(1) Hearing Aid, (2) Cochlear Implant, (3) Tinnitus, (4) Hearing Loss, (5) Salem Audiology Clinic, (6) Communication, (7) Audiologist, (8) Conductive Hearing Loss, (9) Ear Drum, (10) Real Ear Measurements

Answers:

More ways to connect with us



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

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