

Valley Audiology Announcements

Ready and Willing to Educate!

Do you need a speaker at your next group function? One of the best parts of our job is educating our patients and their families about hearing loss and treatments. I find I'm saying many of the same things over again so there are some areas of hearing health that are not well understood in the general public.

I am developing a couple of talks I can give to community organizations. If you have a need for a speaker at your next function, give me a call to see if what I can offer is a good fit.

-Leigh Kjeldsen, Au.D.

Welcome to Linda Myers!

Linda is our new receptionist working three days a week in our Concord office. You may have already heard her friendly voice over the phone.

Linda comes to us with many years of office experience. She will help our office to run smoothly from day to day.

For those of you who might be worried... Debbie isn't leaving. She will still be answering the telephone part time and she is going to move into doing more work with hearing aids.

Battery Sale!

Our popular, yearly battery sale is coming up in December. The first week of December (the 5th - the 9th) batteries will be on sale, two packages for the price of one. The limit will be two boxes of batteries per patient (20 packages total).

As always, Debbie and Linda will be available in our Concord office Monday through Friday to sell you batteries. Leigh and Debbie will staff the Walnut Creek office for sales Tuesday and Thursday all day and Wednesday morning.

FALL
2011

VALLEY AUDIOLOGY

NEWS

Leigh Kjeldsen, Au.D. * Julie Fulford, Au.D. * Debbie Lockary, Office Manager * Linda Myers, Receptionist

FEATURE ARTICLE:

HEARING SCIENCE

We just got back from our annual California Academy of Audiology convention that took place in Anaheim. This is an excellent time for us to network with audiologists from all over the state and to hear about the exciting advances in hearing science and technology.

I always feel so energized about the profession of Audiology and hopeful for the future after our convention. I want to share with you some of the research presented at the conference so that you can share in the excitement.

Otoprotective Agents

There are several causes of acquired hearing loss today and audiologists can monitor hearing but we don't have the ability to prevent the loss. Exposure to loud noise is the most common reason for acquired hearing loss but also there are medications or therapies that people must take that can damage their hearing. Aminoglycoside antibiotics used for serious infections and cisplatin used in some chemotherapy are known ototoxic (meaning dam-

aging to the ears) agents. Kathleen Campbell, Ph.D. Professor of Audiology at Southern Illinois University School of Medicine presented her research on D-methionine, an agent she has been using to protect the inner ear from destruction due to noise or ototoxic medications. She is organizing Phase II trials in the U.S. and the results are looking very promising.

Tinnitus Suppression

Fan-gang Zang, Ph.D. of University of California, Irvine presented

his discussion on tinnitus and a new therapy that he is helping to develop. At least 50 million Americans have some kind of tinnitus, which is explained as a perception of sound in the head when no external sound is present. We know that tinnitus does not occur in the ear but in the brain and Dr. Zang explained that most parts of the brain are involved in perpetuating tinnitus. He has been active in developing Soundcure a sound therapy device for people who are suffering from their tinnitus.

(continued on page 3)

Captioned Movies- We Need Your Feedback

Closed captions on the television has been popular for many years. You are now able to enjoy this feature in movie theaters. According to captionfish.com the following theaters feature CaptiView:

Century 16 Pleasant Hill

CineArts Pleasant Hill

Century 14 Walnut Creek

Century Blackhawk Plaza Danville

The site states: "The Captiview system consists of a small OLED display on a bendable support arm that fits into the theater seat cup holder. The easy-to-read screen is equipped with a high contrast display that comes with a privacy visor so it can be positioned directly in front of the movie patron with minimal impact or distraction to neighboring patrons."

You can go to www.captionfish.com and see the current captioned movies and the locations and times. Please let us know what you think. We'd like to share your experience with others.

2415 High School Ave. #300 * Concord, CA 94520
1220 Rossmoor Parkway * Walnut Creek, CA 94595
Telephone: 925-676-8101 Fax: 925-676-8420
www.valleyaudiology.com

Page 3 : Paying for New Hearing Aids

Page 4: Battery Sale!

1220 Rossmoor Pkwy * Walnut Creek, CA 94595
2415 High School Ave. #300 * Concord, CA 94520

Valley
AUDIOLOGY

PRESORT STD
U.S. POSTAGE
PAID
PERMIT NO. 249
CONCORD, CA



WIDEX CLEAR IS HERE

The Widex has announced the arrival of their new Clear 440 hearing aid to the United States. Just like our two ears work together to keep us hearing, the Clear hearing aids communicate with each other wirelessly to allow us to hear exceptionally clear sound.

The new aids also communicate wirelessly with your cell phone, television and any other bluetooth wireless device you own. The photo below shows three accessory devices that can be purchased with the hearing aids. The small unit is a remote control, the middle unit is a TV listening system and the larger black unit is the bluetooth device. These are options that can be purchased as a group or individually or not at all. If you just want good, clear sound you can successfully wear the Clear hearing aids without any extra gadgets, bells or whistles.

The Clear aids continue to have the Zen feature for those people who need a little background sound to lessen the impact of their tinnitus while also getting the amplification they need. The aids also continue to have the audibility extender that has proven to be helpful for those wearers with severe high frequency hearing loss.

The behind the ear models are available now. The larger in the ear models will be available in November with the smallest completely in the canal models available in the spring.

We have a pair of demo hearing aids in stock and we'd love to program them for you to take a listen. It's the only way you'll know if new aids sound better than the old.

If you are a loyal Widex hearing aid wearer, this is the time for you to upgrade!



VALLEY AUDIOLOGY NEWS

BETTER HEARING INSTITUTE

When we need information for patients regarding the affects of hearing loss on quality of life or the process of learning to hear with hearing aids, we often visit the website: www.betterhearing.org.

Just recently, we found a quote that we want to share.

“Simply purchasing hearing aids will not insure improved communication. It is important to remember: hearing aids are not a quick-fix purchase. They are simply the tools that provide the amplification you need to become a better listener and communicator. If you are motivated to improve your communication by obtaining amplification, relearning to listen and engaging in an active rehabilitation process, then your chances for improved communication are excellent.”

Not only do we want our patients to take this statement to heart, but we want you to share this with your friends and family. If we all understand that hearing better is a process and everyone has a role to play, then we can maximize your communication ability.

Paying for New Hearing Aids

With the economy still trying to recover from the recession, we have patients who are struggling to pay for their new hearing aids. Despite the big upfront cost, hearing aids provide good value over time by substantially increasing the quality of your life.

Patients with limited income may qualify for subsidized hearing aids through a program called Audient. The program offers specific brands and models of aids at a discounted price. Call our office and we can mail you more information about the program.

Patients whose income exceeds the limits of the Audient program can apply for our financing plan offered through Care Credit. You apply directly with Care Credit for a line of credit. They have a 12-month plan with no interest or longer term plans with interest. By spreading the payments out, you can get the aids that are the most appropriate for your lifestyle.

If you want to discuss the payment options available to you, please call our office to make an appointment, 925-676-8101.

HEARING SCIENCE (CONTINUED FROM PAGE 1)

Student Forum

In addition to hearing from speakers with years of experience, we also had students in doctoral programs in Audiology presenting their research. This year we heard two presentations; one on factors affecting speech understanding in multi-talker situations and one titled “Neurogenic capacity of non-sensory epithelial cells in the mouse cochlea.” I promise to explain that further in just a minute.

First, in the speech understanding study, the student was seeing what factors influence a person’s ability to understand speech in a two talker and four talker scenario. She looked at cognitive ability, auditory factors and age. For the two-talker situation, she found that people with adequate high frequency amplification (there’s a plug to wear your hearing aids!) were able to distinguish one voice from another best when the voices were different in pitch. She also found that those with faster processing ability did bet-

ter which shows that we really hear with our brains and not our ears. However, in the four-talker scenario the only factor that was statistically significant was age – younger people understood speech better than older people.

The second student has been conducting research to see if a catalyst put into the cochlea in an embryonic state can make supporting cells turn into nerve cells. If a therapy can be developed to generate better neural function in humans in utero or shortly after birth then hearing function may be restored in children developing with insufficient nerve function in the inner ear. We heard that support cells could be changed into functioning nerve cells in a mouse cochlea – an exciting development.

This is a very small space to explain a lot of information, please feel free to ask me or Julie more about the exciting developments in hearing science when you see us again.