

Hearing Aid Services of Hollywood

preferred patient
newsletter
Issue 17
Summer 2007

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Jeff's Corner

I would like to remind you of some valuable benefits that

you are welcome to as a member of our *Preferred Patient Program*. In addition to this newsletter, you are entitled to receive discounts on selected hearing instruments. Periodically, you will receive free gifts (such as batteries) when we are able to make them available. We'll also invite you to attend product information breakfasts, such as the one held at the Marmalade Cafe in May.

The *Preferred Patient Program* was created in 2001 as a way to thank you. Remember, your membership is free. I encourage you to take advantage of the benefits, if you haven't done so already. Should you have any questions concerning the program, please give me a call.

Jeff

Receive a Free Package of Hearing Aid Batteries

When you come in for a
6-month hearing aid
check before November 1

By appointment only



New Hearing Instrument Provides Super Clear Hearing and Instant Wireless Cell Phone Connection

by Jeff Grama, M.A.

New hearing instrument connects hands-free to cell phones



Oticon recently introduced the Epoq, a new hearing instrument designed to address two of the most common listening challenges for people with hearing loss— hearing in background noise and using cell phones and similar audio devices.

Epoq's high-speed wireless technology actually enables your hearing devices to talk to each other! What advantages does this have for you? It separates out more of the speech information from surrounding noises so you will have better speech understanding and better speech localization. The sound you hear will be high fidelity, much like the surround sound you experience at the movies.

This same wireless technology makes for easy, hands-free use of your cell phone and other popular electronic devices, such as MP3 players and computers. You'll connect your hearing aids to a cell phone by pressing a button on the "Streamer" device when you make your call. The result is a clear conversation any time you use the phone.

With the Epoq, we now have a hearing instrument that has gone beyond compensating for your hearing loss to become a true high-tech communications device. Epoq is available in all styles of product, from BTEs to CICs. This means that almost everyone with hearing loss can be fit with an Epoq that meets his exact requirements.

The Phonak Breakfast

On May 15th, nearly two dozen of our patients and their friends attended a free product demonstration at the Marmalade Cafe next to the Farmers Market. Jodi Sasaki, AuD, from Phonak, spoke about the latest advances in hearing instruments. She introduced the Savia Art, a new state-of-the-art hearing aid from Phonak. Jodi explained how this innovative hearing aid improves sound perception, virtually eliminates whistling and provides better separation of speech from noise in difficult listening situations.

Everyone enjoyed the breakfast and the opportunity to ask Jodi and Jeff questions. The setting was intimate and comfortable. Based on what the attendees had to say, we will likely host similar events to introduce new technology as it becomes available.

For those of you who were unable to attend, Jodi provided us with additional information packets. Just contact the office if you would like to receive one.

Have you had your hearing aids serviced recently?

Preventive maintenance of your hearing aids is the best way to ensure that your instruments will continue to work as they did when they were new. Oftentimes, instrument failures can be eliminated by coming into the office two or three times each year for an easy and inexpensive five-minute servicing.

I have set up a recall program to make sure that you'll receive all of the benefits that your hearing aids were designed to give you. Each time you visit the office, we will complete a postcard and send it to you in four months. It is simply a "friendly reminder" for you to call for an appointment. If we haven't heard from you in two weeks after mailing the postcard, we'll call to remind you that it is time to make an appointment. This should eliminate any unnecessary and costly repairs of your hearing aids.

Remember, wax and skin debris are the most common enemies of in-the-ear hearing aids. For you behind-the-ear users, the main problems are shrinking or stiffened tubes, and plugged microphones.

So, if you haven't been into the office for servicing, take a minute and call us at (323) 463-7109 to schedule an appointment.

I look forward to seeing you soon.

The Phonak Breakfast Featuring the Savia Art Marmalade Cafe, Farmers Market (May 15, 2007)

