

*Come Celebrate with Us!*  
**Hearing Aid Services of Hollywood**  
**4<sup>th</sup> Annual**  
***Holiday Hearing Celebration***

**Entertainment • Food and Drink • Prizes**

**Great conversations with old friends  
& new acquaintances**

*Receive a gift when you bring a friend or family member  
who schedules a free hearing screening*

**When:** Wednesday, December 7<sup>th</sup>: Noon until 4 PM

**Where:** Hearing Aid Services of Hollywood  
7083 Hollywood Blvd., Suite 302, Los Angeles

**RSVP by December 2<sup>nd</sup>**  
**(323) 463-7109**



***Hearing Aid Services  
of Hollywood***

*preferred patient  
newsletter  
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Web site: lahearing.com

## **Jeff's Corner**



It's hard to believe another year has gone by. Yet, here we are, nearing December. What a wonderful time of year it is for me, especially because it provides the opportunity to thank you for your support of my office.

At this year's event, we will begin a new program that will allow us to make donations in your name to a worthwhile charity. The program is being introduced in this newsletter. I hope you'll choose to participate.

Please come celebrate with my wife, Susan, Dana and me on December 7th. We all look forward to sharing this time with you, getting to know you a little better and wishing you a healthy New Year.

*Jeff*

## Nearly 80 percent of those who could benefit from hearing aids have never worn them

*This probably includes some of your friends and family members. You can help them hear what they've been missing.*



We have two ways of thanking you for encouraging your family members and friends to have their hearing tested. First, we will send you a free package of batteries when your referral receives a hearing screening. Second, we will make a donation of \$25 in your name to *Self Help for Hard of Hearing People (SHHH)* or the charity of your choice. We will double the amount of the donation if four or more of your referrals have their hearing screened.

*SHHH* is the nation's voice for the hearing impaired. As a non-profit organization, it strives to open the world of communication for people with hearing loss through information, education, advocacy and support.

*SHHH:*

- Provides adults and children with tools for self help
- Sensitizes the general population about the special needs of hearing-impaired people
- Promotes understanding of the nature, causes, complications and remedies of hearing loss
- Promotes medical research and development of new treatments, and fights for legislation that will lessen the effects of hearing loss

The program starts on December 7, 2005 and concludes on December 6, 2006. All who have made referrals during the program will be recognized at our 2006 Holiday Hearing Celebration.

## Realistic Expectations

I recently came across an article entitled "Hearing Aids: Reasonable Expectations for the Consumer." It delves into just about every aspect of the hearing aid experience. This topic will take a spot in each of our newsletters over the next calendar year.

When purchasing hearing aids, you should expect:

- Others to notice your hearing loss before you do
- Your audiologist to assess your hearing difficulties in different environments
- To be offered a thirty-day trial period
- Hearing aids to cost more than you think they should cost
- An initial orientation session in which you will learn how to handle and care for your new hearing aids
- A period of adjustment
- Your voice to sound different to you
- A good and comfortable fit
- Multiple follow-up appointments
- To be able to hear well, but not perfectly, in quiet listening situations and most small group settings
- To have some difficulty hearing in noisy situations
- Your hearing aids to squeal/ whistle in some circumstances
- Repairs
- To buy batteries
- To purchase new hearing aids every five years
- To enjoy the sounds of life again

The hearing-impaired individual must accept that hearing loss has detrimental effects on interpersonal relationships and safety. A person's motivation to hear well is the single most important factor in determining the success of the hearing aid fitting. It is important to realize that you will not experience the exact same benefits from your hearing aids as your neighbor does. Your hearing loss is unique to you, and so is its correction.

The article's title implies there are reasonable expectations for the consumer. Therefore, there must also be "unreasonable expectations." For the most part, there is only one totally unreasonable expectation—that hearing aids will restore perfect hearing.

*Adapted from an article of the same name by Rose L. Allen, Ph.D., CCC-SLP/A.*