

# Hearing Aid Services of Hollywood

preferred patient  
newsletter

Issue 15  
Fall 2006

7083 Hollywood Blvd., # 302  
Los Angeles, CA 90028

Phone: (323) 463-7109 • Fax: (323) 463-7707 • Web site: [lahearing.com](http://lahearing.com)

## Jeff's Corner



Can you believe it is holiday season again? Where has the time gone? We hope you and your family are enjoying good health and better hearing.

It is our pleasure to announce a change in the format of our annual holiday celebration.

The movie screening room next door is no longer available as it has been converted into office space. This inspired us to hold a more informal and intimate event. We are calling it our *Holiday Get Together*. The gathering will be held over two consecutive days. We hope you stop by, have a snack and share in the

holiday spirit. When you RSVP, just indicate to us which day we can expect you.

This year attendees will have the opportunity to win a pair of digital hearing aids and other great prizes. Do you have friends who might benefit from wearing hearing aids? Bring them along! For each friend you bring, you will triple your chances of winning.

We look forward to sharing this special time of the year with the people who mean so much to us. Please come and celebrate with Susan and me on the 13<sup>th</sup> or 14<sup>th</sup> of December.

*Jeff*

**Come Celebrate with Us at Our Holiday Get Together!  
Prizes, Snacks & Treats– Gifts for all Attendees**

## Hearing Aid Services of Hollywood



**WIN**

**A pair of digital hearing aids and other great prizes**

**For each friend you bring, you triple your chances of winning!**

When: Wednesday, December 13<sup>th</sup> & Thursday, December 14<sup>th</sup>  
11AM until 3PM

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

RSVP: By December 8<sup>th</sup> **(323) 463-7109**

## What Our Patients Are Saying About the Inteo®



The new Widex Inteo is proving to be everything they said it would be, and more. Many of you were compelled to write me to express your thoughts about your new Inteos. Here is a sampling of the comments that I have received.

DB: "The clarity of speech and music is superb."

EJ: "With my old aids I smiled a lot and understood very little when I was in any background noise. My new Inteos let me hear and understand everyone, even at the noisiest restaurants."

RL: "My new Inteos have let me enjoy live theater again."

SL: "This is the first aid that has let me converse with my great grandchildren without any difficulty."

PS: "My new Inteos have allowed me to turn off the closed-captioning on my TV. I can hear the car radio with the windows rolled down. Amazing!"

The Widex Inteo has shown itself to be a winner for these and many dozens more in my practice since it was introduced in May of this year. If you're curious about the benefits the Inteo can provide for you, just give me a call.

## Hearing Aidism

Over recent years we have been exposed to many "isms" that ascribe negative feelings toward groups or ideas. I'd like to introduce a new term to you, *hearing aidism*, which describes the behavior of people who refuse to try hearing aids, even after their hearing loss has been verified.



These folks feel embarrassed, anxious, depressed or are grieving that they have a hearing loss, so they simply choose to ignore that a hearing problem exists. This denial can stretch over a period of years and will frustrate the individual and those associated with him. I always ask my reluctant patients: "*Which is more noticeable, a hearing loss or hearing aids?*"

Those in denial should be assured of the following truths about hearing loss and hearing aids:

- Neither hearing loss nor the use of hearing aids is a sign of aging... people of all ages have hearing problems that must be remedied by using hearing aids.
- Hearing aids are not expensive when viewed in the long term. The cost of entry-level digital aids is less than one dollar per day when averaged over a five year period.
- Hearing aids of today, unlike those of twenty years ago, do help in noisy listening environments through the use of directional microphones and noise reduction microchips.

There is no reason for people to feel self-conscious because today's hearing aids are nearly invisible and work so well that people tend to forget they are wearing them. This is why I encourage you to attend our open house on the 13<sup>th</sup> and 14<sup>th</sup> of December and bring in any family or friends who you suspect may be ignoring the signs of hearing loss.