

Hearing Aid Services of Hollywood

Preferred Patient Program

Newsletter

Issue 2

Hearing Aid Services
of Hollywood
Preferred Patient
Program Newsletter
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Jeff Grama's Corner

Welcome to the Second Installment of our Preferred Patient Program Newsletter!

The electronic world is constantly changing and the hearing aid industry is no exception. Two of our suppliers have introduced some absolutely fantastic product lines that will allow you to hear more clearly and understand better than ever before. We are not talking about small innovations here, but really significant advancements in noise reduction and directional microphone technologies.

The Widex DIVA and the GN ReSound CANTA digital hearing aids allow us to almost completely isolate speech from background noises. These aids use sophisticated, automatic 15 channel amplifiers and adaptive microphone technologies.

Here is how the technology works: The hearing instruments digitally encode all incoming sounds and determine the direction of the sounds. Then, the hearing aids decide whether the sounds presented are speech, noise, music or intermittent noise and automatically direct each type of sound to its own signal processor. That is, speech goes to the speech processor, noise to the noise processor, etc. The hearing aids then adjust the speech to comfort levels and turn

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Hearing Aid Services of Hollywood's Secret Family Affair



Susan Grama Plays an Important Role in Improving Your Hearing. Surprised?

You watch a great movie and enjoy the acting, the cinematography and the music. You know the actors well but you never see the managers or the crew. Perhaps you may even forget they exist. Yet, without them, there is no movie.

Susan Grama plays a similar managerial role in Hearing Aid Services of Hollywood. You never see her. You never speak with her. Most patients don't even know she is part of the practice. Yet, every day she sits at her computer in her home office managing the daily operations of the practice. Thanks to computers, she rarely needs to make an appearance at the office. This allows her to be "a mom" between phone calls and e-mails.

Susan, who is also a certified speech pathologist, is a strong advocate for our patients. Her years of experience working with major hearing aid manufacturers allows us to routinely achieve the best pricing available. Thus, we

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down the interfering noises. The adaptive microphones look for speech sounds and change their directional sensitivity (much like radar) to enhance the speech and reduce the noise.

Additional programs for specific listening situations, such as live theater and concerts, can be created for individual listener's needs.

Both of these lines of hearing aids have been a ReSound-ing (no pun intended) success far and Wide(x) across the land. The units I select are based on your degree of hearing loss and lifestyle needs. If you are interested in finding out more, just call the office.

Jeff Grama

Jeff Grama, M.A., Audiologist

Secret *(continued from page 1)*

pass these savings on to our patients.

Susan earned her Masters Degree in speech pathology from Northwestern University in Evanston, Illinois. Initially, she worked in the Evanston public schools but soon migrated to Southern California to take a position with the Speech, Hearing and Neurosensory Center at Children's Hospital and Health Center in San Diego. It was there she met the head of audiology, Jeff Grama, where both served as members of the hospital's Cleft Palate Board.

Shortly after they married, Jeff became the western regional manager for a major hearing aid manufacturer and the family relocated to the Los Angeles area. One year later, Jeff purchased Hearing Aid Services of Hollywood. They mutually decided Susan would co-manage the practice and postpone furthering her career in speech pathology. Today, this decision continues to prove a good one for both them and you.

What topics would you like to have discussed?
Call **323-463-7109**

Restaurant Discounts

For Our Preferred Patients

*Present your Preferred Patient card
for a discount at the following restaurants*

The Silver Spoon Restaurant

(15% off covers food/ beverage, lunch or dinner)
8171 Santa Monica Blvd., West Hollywood
323-650-4890

Good Fellas

(10% off covers food/ beverage, lunch or dinner)
7445 Melrose Ave., West Hollywood
323-658-6622

ROME

15% Off

This coupon entitles you to receive 15% off all food & beverage at Rome
Located in West Hollywood on the beautiful Sunset Blvd,
Rome gives you the feeling of visiting an exotic land as it breathes
new life into the Los Angeles restaurant scene.

Rome Italian Cucina
9000 Sunset Blvd., West Hollywood, CA 90069
310-859-7663

Tip of the Month

Q: How often should I have my hearing aids checked?

A: In order to maintain maximum performance, they ought to be checked at least every six months to remove accumulated debris. This will ensure they're working up to their original specifications.

In-the-ear and canal units will accumulate debris faster. So, having them checked three times a year is prudent.

Behind-the-ear hearing aids should have the tubing changed every six months to maintain high fidelity. You'll be surprised how well your hearing aids perform with regular maintenance.

Hearing Aid Services of Hollywood Preferred Patient Program Coupon

Present this coupon and receive \$250 off
on the purchase of a digital hearing aid.

\$500 off on the purchase of 2!

This offer is good for 60 days.