



You Are Invited to Attend Our Holiday Hearing Celebration!



*Wednesday, December 10th from Noon to 5 PM
7083 Hollywood Blvd., #302
Los Angeles, CA
RSVP by December 5th: (323) 463-7109*

Hearing Aid Services of Hollywood *Preferred Patient Program Newsletter* Issue 6

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Jeff Grama's Corner



*Our 2nd Annual
Holiday Hearing Celebration
Will Be Bigger and Better*

*Join us on Wednesday, December 10th from
Noon to 5 PM*

It's incredible that an entire year has passed since our first Holiday Hearing Celebration. But, the calendar tells us it's time once again to thank all of you for your friendship and loyalty during the past twelve months.

This year's event will be held on December 10th

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Your Hearing Ability

Your hearing ability is the direct result of the interaction between two systems: the ears and the brain.

Your ears are encoding devices. Thousands of microscopic sensory nerves sense sounds and turn those sounds into electrical signals. These signals are decoded and given meaning by the brain.

Many who have long-standing hearing losses perceive sound differently than those who have short-term hearing losses. When sounds are reintroduced through the use of hearing aids they may have no meaning or appear to be distorted. Sounds that haven't been perceived for years appear to sound tinny or scratchy. Perception of one's own voice will be altered.

The good news is that this ability likely will return once appropriate hearing instruments are fitted and used. The recovery time varies, but maximum relearning usually occurs within three to six months.

I am reminded of one patient who spoke in a husky, low voice similar to Lauren Bacall. When she was fitted with her hearing aids she commented that she did not like the sound of her own voice. Her husband

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from noon to 5 PM, and we invite you to join us for food, entertainment and good conversation. There will be an opportunity to win valuable prizes, make new acquaintances and see old friends. In addition, we'll be using the screening theater down the hall to demonstrate some of the latest advances in hearing technology.

We encourage you to attend with a friend or



Last year's celebration was fun for everyone.

family member who may have questions about hearing loss and the various hearing aid options currently available. While testing or screening will not be provided during the event, appointments for a hearing evaluation or free hearing screening can be scheduled for a later date and time. Current patients will receive complimentary hearing aid batteries if they bring a guest who decides to return for further testing or consultation.

If you plan to join us for this year's celebration, please RSVP no later than December 5th so we can plan accordingly. I look forward to seeing you on December 10th.

Jeff Grama, MA

Hearing Ability (Continued from page 1)

remarked that she had been speaking that way for years. The patient was shocked that he had not mentioned this to her before. After a few weeks of using hearing instruments she learned to monitor loudness and breath flow to achieve a smoother and more pleasant voice quality.

More than ever, fitting an individual with new hearing instruments is a blend of science and art. Modern technologies abound; however, selecting the processor that will maximize your ability to function in all listening environments is critical to your success. Once I have determined the useful range of your hearing I will be able to select the processor that will be able to best meet your needs.

Your degree of experience with hearing instruments must also be taken into account before adjusting your new units. New users often must be eased back into the world of hearing by adjusting the units in small increments until a 100% correction level is reached. Long-time hearing aid users are usually given full correction at the initial fitting since they have already adapted to hearing the sounds of the world.

Whether you are a new or very experienced hearing instrument user, you can feel secure in knowing that I will devote all of the time necessary to meet your particular hearing correction needs.

Phonak Introduces the PERSEO™

Phonak Hearing Instruments has introduced the PERSEO™ product line that is applicable for virtually every hearing loss. The PERSEO is available in all styles, from completely-in-the-canal to high-powered behind-the-ear models. Its features include a 20 channel amplifier, digital noise reduction, automatic zoom microphones, multiple programs and anti-feedback/anti-whistling algorithms. These technologies maximize hearing performance while minimizing interference from competing noises and provide superior telephone listening and outstanding sound quality for music and movies.

Through Phonak we are offering a special price reduction to those of you who order two PERSEO instruments. We are extending the trial period to 60 days to make sure that you are satisfied before you buy them.

Take advantage of this limited offer. Call us to schedule an evaluation and a free demonstration.