

Please note our  
vacation dates below!

# The Hearing Well Newsletter

www.peggsheets.com

603-880-0090-Nashua  
603-627-5772-Manchester  
800-821-1477

Spring/Summer 2007

## Patient Referral Program

Our first  
annual grand  
prize winner is  
Virginia K.



Virginia won a  
\$500.00 Gift  
Certificate for  
her referral!

And a special thank  
you to all the \$25.00  
gift check winners for  
their referrals!



## A Note From Dr. Sheets

### Help Wanted

### Advocates for Better Hearing

Experience should include:

Hearing device use with a keen understanding of how hearing devices can positively impact your life when provided with the appropriate devices and treatment.

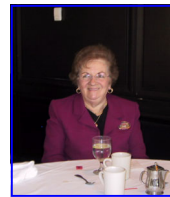
Ok, now that I have your attention...most of my newsletter articles in the past have been about informing patients about new technologies, ways to prevent hearing device repairs or how to supplement hearing devices with assistive devices. In this newsletter, instead of informing all of you, I'd like to ask all of you to inform others! That's right! I'd like to ask all of you to advocate for better hearing! There is much advertising from hearing aid stores offering "inexpensive" hearing aids (under \$500.00) and 2 for 1 specials. And that sounds very attractive to many of us. The sad truth is a hearing device that can be sold at a retail price of \$495.00 is equipped with out-dated, limited technology; a dinosaur when compared to current industry standards. The standard hearing devices dispensed by Audiologists are digital (equipped with a digital signal processor, aka, a mini-computer chip), pro-

grammable (so the settings can be changed to suit the user's needs and preferences), have multiple channels (8-20 bands is common in most devices dispensed nowadays) and have multi-microphones (the sensitivity of the microphones change to automatically adapt to speech in the environment.) The \$495.00 hearing aid just doesn't have these features or benefits. And without these features, the user gets inadequate benefit then generalizes their dissatisfaction toward all hearing devices. But, like most everything else in life, you really do get what you pay for when it comes to hearing device technology. No, not everyone has to get or needs a device with the most sophisticated and advanced features, but it is important to get the technology that best suits your hearing loss, lifestyle, expectations and budget, most likely not a \$495.00 hearing aid. Some of you have had experiences with the hearing aid stores before coming to my office and have plainly expressed that, yes, there is a difference. So please, when you come in contact with someone who needs hearing healthcare or is thinking about hearing devices, be an advocate and talk about your experience and let them know there is a difference in hearing devices and in providers. Spread the word!

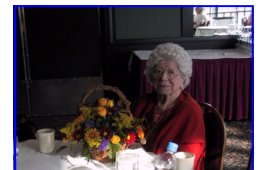
### 2006 Patient Appreciation Day Photos



The Crowne Plaza-75 guests!



Kay-one of our latest  
TV celebs!



Mrs. Morin-97-wow!  
1 of 10 center piece  
winners!



Mr. & Mrs. Sidilau-  
our snow birds!



Mr. & Mrs. Emmer- patient  
since 1988!

-Reminder-  
The office is  
closed for  
vacation  
May 25<sup>th</sup> thru  
June 4<sup>th</sup> 2007

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\* Feel free to call if \*  
\* you have any \*  
\* questions about \*  
\* our patient \*  
\* referral program! \*  
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NOTE VACATION DATES INSIDE

Dr. Peggy L. Sheets  
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Nashua, NH 03060