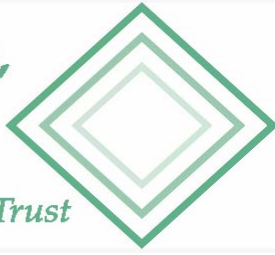


Dr. Peggy L. Sheets,
Audiologists, Inc.



Doctoral Hearing Care You Can Trust

The Hearing Well Newsletter

Spring/Summer 2005

UPDATE UPDATE

Summer Office Hours

Yippee... for the Summer shall soon be in full swing, and so will our summer hours!

Beginning

May 31st

through

September 2nd

Monday - Friday

8:30am - 4:00pm

Remember the office closes 12:00pm-1:00pm for lunch each day.

The Manchester office hours are by appointment.



Spring Brings Renewal... and More New Products

Our last newsletter discussed a new product that utilized *Artificial Intelligence* to help analyze the sound environment and optimize speech. I am happy to report that many patients took advantage of our offer to demonstrate the new product. Those patients who purchased a set have provided excellent reports about the performance and sound quality! Now we have another new product to talk about. It is an "Open Ear" product. Whenever we put an object in our ear, we change how we hear our own voice. Vibrations within our skull are created when we speak but they normally escape out of our open ear canals and we are not aware of them. *However*, if we block our ears, these vibrations cannot escape and that causes us to hear our voice differently. This is called *occlusion*. Most in-the-ear hearing aids are built with a *vent* to allow some of the vibrations to escape. A *vent* is an open tunnel that starts at the inside canal area and ends at the outer portion of the hearing aid. The bigger the vent, the more it helps to reduce the effects of *occlusion*. The size of the vent is limited by the physical size of the hearing aid, which is limited by the ear canal size of

the user. The smaller the ear canal, the smaller the hearing aid; the smaller the vent. Many patients choose smaller hearing aids for cosmetic reasons. Unfortunately, smaller hearing aids do not allow much room for a vent. Consequently, wearing a smaller hearing aid often means having to deal with *occlusion*. *Until Now*. New "Open Ear" devices have been developed that use a totally different concept to help maintain the cosmetic appeal of the smaller devices while minimizing *occlusion*. The microphone and circuit are housed in a mini-case that sits inconspicuously behind-the-ear. A tiny, nearly invisible wire attaches the mini-case to the receiver (speaker) that sits in your ear canal. You have to see it to believe it!

The result? Excellent cosmetic benefits without the adverse affect of *occlusion*.

The ideal candidate for these new "Open Ear" devices are those with up to moderately severe high frequency losses who currently wear small devices but tolerate the *occlusion* *or* individuals who have rejected hearing aids in the past because of the "plugged up" feeling. I've even seen success with new users who had concerns about cosmetics.

So, whether you might be interested in *Artificial Intelligence* or *Open Ear* devices, you are invited to call and set up a time for a demonstration, and as always, **no obligation!**

New Patient Referral Program

So often new patients tell me they were referred to my office by another patient! This year, I would like to begin to formally recognize and thank you for these referrals! For each person you refer who purchases hearing aids, you will receive a \$25.00 American Express gift check. Your name will then be entered in to a grand prize drawing that will take place at our end of the year

Patient Appreciation Day.

Watch your mail for more information that will explain the Patient Referral Program in more detail!