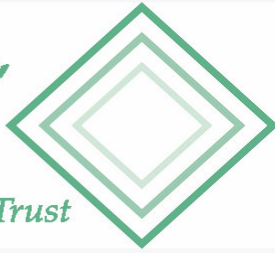


Dr. Peggy L. Sheets,  
Audiologists, Inc.



# The Hearing Well Newsletter

Doctoral Hearing Care You Can Trust

Winter 2004

## UPDATE UPDATE

As some of our patients may have noticed, Betty Mills-Stowe no longer works for Dr. Sheets. Betty and her husband, George, have moved to sunny California. Betty's husband was offered a wonderful job opportunity in San Diego and they couldn't say no! Betty will be missed by all, and we wish them both the best of luck! Please welcome Bonnie Bruno as our new office manager!



## A Note From Dr. Sheets

### STAY TUNED

The World of hearing technology is ever changing and I am very excited about some new products I am learning about!

The buzzword seems to be *Artificial Intelligence*.

*Artificial Intelligence* technology allows the digital signal processor in a hearing aid to analyze the input coming into the microphone(s). Speech and noise do not "look" the same spectrally. The microchip technology inside a hearing aid with artificial intelligence technology can determine when non-speech sounds are present and avoids amplifying the non-speech sounds while making speech sounds comfortable and audible.

Once the hearing aid analyzes the sound environment (i.e., presence, location and level of **noise**, then, presence, location and level of **speech**), the microphone characteristics and frequency response is modified to **keep speech optimized**.

For example, if you are sitting at your kitchen table with three or four family members and it is quiet, the hearing aid microphone will remain omni-directional (pick up sounds from all directions) and the speech in front of you will be amplified to a level where it is comfortable for you. If someone gets up from the table and turns on the water faucet behind you, the hearing aid immediately senses the **new presence of noise** behind you. As a result, the hearing aid microphone automatically changes from

*omni-directional* mode to *directional* mode.

In *directional* mode, the hearing aid microphone becomes *less* sensitive to the noise of the water behind the hearing aid wearer; **the hearing aid modifies how it amplifies so as not to amplify input that "looks like" noise**. *The good news for our patients is that this new technology is available for behind-the-ear, in-the-ear and in-the-canal hearing aids!* I am so impressed with this new *Artificial Intelligence* technology that I am making demonstrations available to our patients! Just give us a call for an appointment!

### *Holiday Office Closings*

November 25th & 26th

December 24, 2004  
through  
January 2, 2005

Happy & Safe Holidays To All

## *2nd Annual Patient Appreciation Day*

We would like to say thank you and happy holidays to our patients.

We appreciate your referrals and continued  
business and would like to celebrate our success with you:

**Friday—November 12, 2004**

**12:00PM—2:30PM**

**At the Crowne Plaza, Nashua —Hunt Room**

**Hors D'oeuvres \* Entertainment \* Raffles \* Gifts**

**Please RSVP 603-880-0090 or 1-800-821-1477**