

# BEST HEARING CENTER NEWSLETTER

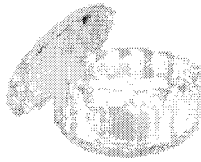
[www.besthearingcenter.com](http://www.besthearingcenter.com)

Summer, 2005

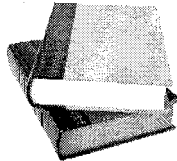


## IT'S SUMMER, & IT'S HOT

Moisture is one of the most damaging elements for hearing aids. It can cause the hearing aids to fade out during the day or stop completely. An inexpensive way to help prevent moisture accumulating in your hearing aids is to use a silica dehumidifier called a "Dry Spot". The Dry Spot is an attractive container with a pillow full of absorbant silica. When the pillow becomes saturated with moisture, the silica changes color. The pillow can be easily reactivated by using your microwave or your oven. Sometimes the Dry Spot is not strong enough for a patient's moisture problems. If this is the case, an electronic Dry and Store machine is needed. The Dry Spot is available in our office for only \$15, and the Dry and Store machine is \$100.



## ANY GOOD STORIES?



A friend of Dr. Freeman's, Edith Vosefski, is writing a book of short stories on marriage and attitudes necessary to keep a marriage happy and lasting. She asked if we knew of any marriages that had been helped through one of the spouses obtaining hearing aids. Call or write Dr. Freeman with any good stories you would be willing to share. Mrs. Vosefski directs the Northern Illinois School of Etiquette, and she frequently writes articles for local newspapers. Her website is [www.etiquette4u.com](http://www.etiquette4u.com).



Yes, we have hired another new office manager; but we're confident Anna will be here for a long while. We are very happy to welcome Anna to our practice. She joined our company March 21, 2005. She has 6 years of experience in the medical field. Anna will maintain our patient databases, greet patients, schedule appointments, handle our hearing aid shipments, and perform some marketing functions. Anna lives in Bolingbrook with her husband and three children. She loves music and animals. Anna has two dogs--Lady, a miniature pinscher; and Baxter, a shepherd mix puppy.



Oticon, Inc., a leading hearing aid manufacturer, has recently released three new hearing aids that utilize artificial intelligence. This type of sophisticated sound processing allows the hearing aid to make thousands of tiny adjustments per second automatically. This processing optimizes the performance of these features to assist in speech understanding, comfort, and overall sound quality. The in-the-ear devices also have automatic telephone amplifiers built into the hearing aids; so that, the phone will not cause the hearing aid to whistle and will amplify the voices. Dr. Freeman attended an all day seminar in April to learn about this new technology and to become skilled at operating the computer software that adjusts these new hearing aids. She has demonstration hearing aids in the office; so that, you may listen to the technology. If you are a computer person, you may check out Oticon's website at [www.oticonus.com](http://www.oticonus.com) and search for these new devices: Syncro 2, Tego Pro, and Tego. Call today if you are interested in setting aside some time to discuss these new state of the art hearing aids.

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## BABY BOOMERS AND HEARING LOSS

Dr. John Nipakro, the Director of Otolaryngology at the Johns Hopkins School of Medicine, recently studied the Baby Boomers who are now in their 40s and 50s and how they are facing more hearing loss than their parents. Like hearing aid user former President Clinton, this is the first generation to be raised on rock-n-roll and in a very noisy society.



The National Health Interview Survey states that in the last twenty years, hearing problems in the baby boomer population have increased 26%. Even in those younger than the boomers, hearing problems have escalated 17%. They reported that the boomers are the first generation to be born and raised on rock music, gas-powered lawn movers, traffic gridlock, loud movies, and other everyday threats to their hearing.

Many people lose their hearing slowly over a 15-20 year period. This can be partly due to heredity and can also be caused by repeated noise exposure. Loud noise damages the intricate hair cells of the inner ear. These hair cells interpret sound vibrations. Unlike the hairs on the top of your head, which can be cut and grown back, inner ear hair cells cannot grow back (although there is research attempting to make this happen). Typically, the first sounds to be affected are the high tones/pitches. These sounds, including p, s, f, t, th, ch, sh, are very common in our language. Inability to interpret sounds cause people to say they can hear what people are saying, but they cannot understand the words.

Since early noise exposure is reflected in hearing loss later in life, the wisest thing to do is to prevent damage in the first place. If an environment is so loud that you have to shout, remove yourself from that place. If that's not possible, wear ear protection.

Ear protection has changed significantly in the last few years. We now have numerous customized products. Best Hearing Center can make custom ear plugs for hunters that allow them to hear their prey and their companions; yet block the sound of the loud blast and protect their hearing. We have customized plugs for musicians and those who listen to loud music. These plugs allow them to hear their own voice and the music in normal pitch and quality while still protecting their hearing. Many of the musicians in the Chicago Symphony wear these plugs. There are also specialized ear plugs for dentists, mechanics, pilots, etc. To make these earplugs, Dr. Freeman, Au.D. makes an impression of the ears (just like for a hearing aid) and ships them to a manufacturer with the information about the noise we are trying to avoid.



It is never too late to protect your hearing. Even if you have a noise induced hearing loss, that does not make you immune to losing more hearing. Please protect yourself.