

AUDIOLOGY ASSOCIATES

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hear today, hear tomorrow

a member of AUDIGY GROUPSM



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SOUNDNEWS

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Stay in the Loop

Looping Systems make communication easier in groups and crowds.

New York City has more than 10,000 yellow cabs mandated to include “loops.” Likewise, the New York City Transit Authority is installing hearing loops at 488 subway information booths.

Westminster Abbey in London is already looped. Even the main chamber of the U.S. House of Representatives is looped.

Churches, cathedrals, auditoriums, theatres, airports, and train stations—wherever groups of people gather, the hard of hearing can benefit from an installed looping system. And it’s not just for crowded places; you can even install a looping system in your own home.

Looping systems are relatively inexpensive, with installation costs starting at \$100 for a home entertainment

center and up to thousands of dollars for an auditorium or place of worship. Once installed, however, the number of those who can use a looping system is endless. Some vendors offer portable loop systems that can be moved as needed, as well as neck loops to plug in to a device for better listening.

Looping Systems Transfer Sound

So, what exactly is a looping system? A hearing (induction) loop system is an Assistive Listening System (ALS) that transfers sound—from a microphone or TV—directly to the hearing device or cochlear implant, via a tiny and inexpensive telecoil (t-coil) receiver. Put simply, it uses an electromagnetic field to deliver sound to certain types of hearing devices. You don’t get any extra noise, wall bounce, or sound distortion. With a looping system, it’s as if you’re standing right next to

the speaker, even if you’re sitting in the back of the room.

Additionally, a looping system delivers customized sound for the device and the ear. It works with your existing listening device, so you don’t have to wear anything conspicuous or deal with extra equipment. And the sound is contained, so you don’t bother others.

Binoculars for the Ears

The Hearing Loss Association of America describes a looping system as “binoculars for the ears”. Looping systems can be installed just about anywhere, in your home or car, at your local house of worship, in public transportation venues. Best of all—no matter where they’re installed—you control the sound.

For a list of recommended looping system vendors, contact your AudigyCertified™ provider.

Stay Alert

Think “safety first” by choosing devices that match your level of hearing. Check with Audiology Associates as to the appropriate pitch and loudness level that is required for you to hear the phone, doorbell, or smoke alarm. Various wake-up systems and alarm clocks are also available.

Audiology Associates is happy to announce new hours starting July 1, 2010 for our Novato Audiology office.

Our new hours are:

Monday through Friday,
8 am -12 pm and 1 pm - 5 pm.

We look forward to seeing you.

Please call to schedule an appointment today.

CHECK OUT
our Patient Appreciation offers on back!

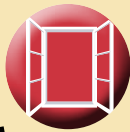


I'll Have the Scallops and Hold the Loud Noise

Maximize your listening experience while dining in a restaurant

When you dine out with friends, you don't expect to find yourself in the middle of an echo chamber. But that's often what happens to those with hearing difficulties, especially in restaurants with sleek hardwood floors, high ceilings, wall-to-wall windows, and, of course, the loud music playing in the background better suited for a rock concert than a dining experience.

Here are the five main areas to avoid when eating out.



OPEN WINDOWS

Chirping birds may be nice, but noise from passing cars and sidewalk traffic can be an obstacle to better hearing.



KITCHEN

Even in the quietest of restaurants, the kitchen is still one of the loudest areas. Avoid sitting near the kitchen door and you'll enjoy much more of your dinner conversation.



RESTROOMS

The most heavily trafficked area of a restaurant is often the hallway to and from the public restrooms.



WAITER STATION

The clink of glasses and dishes can easily be a distraction when you're seated next to the waiter station.



FRONT DOOR

With each new customer walking in the door comes more noise and another distraction from your own dinner conversation.

So, Where Should You Sit?

Public places present a challenge for the hearing device user. Here are some tips to help you hear your best so you can enjoy dinner out with friends and family.

- Don't be shy. Tell the host, waiter and your dining companions you have a hearing loss, and request they slow down their speech, speak a little louder and face you directly while talking— you'll be glad you did.
- If your hearing devices are set to "directional," remember to sit with your back to the main source of noise.
- Remember, noisy environments affect everyone's hearing, even those without hearing difficulties.
- Find carpeted restaurants with rolling chairs, plants and sound-absorbent materials on the tables and walls.
- Choose less busy days and times to dine out.
- Dine with a smaller number of people.
- Request that the staff turn down background music.

Communication is a Two-Way Street

Conversation is a collaborative effort between speaker and listener. The following suggestions will help both the normal hearing (in this case, the speaker) and the hearing impaired (the listener) understand each other better:

SPEAKERS

Speak in a slightly louder normal voice.

Do not shout. Shouting distorts not only the voice quality, but also the lip movements. Speak at a slightly slower rate. Do not exaggerate lip movements.

Be visible.

First, attract the hearing impaired person's attention (e.g., tap them lightly on the shoulder). Remember to sit close to the person, preferably 4-6 feet away, at eye-level when speaking.

Proximity may be the single most important thing you can do to help the conversation's success. Avoid eating, gum chewing, or covering your mouth when speaking. In addition, adequate lighting should be available.

Use facial expressions.

This can help the listener remain on-topic and pick up on cues of the conversation. Appropriate gestures, if not overdone, can be helpful. Try to avoid too many visual distractions.

LISTENERS

Inform others.

Do not hide the fact that you wear a hearing instrument or that you depend on speech reading to understand conversation. By letting others know about your situation, you will make communication easier for all involved.

Select your setting.

If possible, avoid communicating in a noisy place. The best environments for conversations are those free of background noises. When convenient, turn off the television, radio, stereo, dishwasher or other background noises, and shut windows and doors to enhance communication.

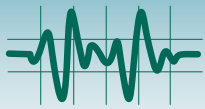


Learn speech reading.

Consider taking a course in lip reading or practice it on your own. Speech reading can't replace a hearing instrument, but it can supplement your use of a device and will make conversations easier to understand.

For more tips on communicating with hearing loss, contact your AudigyCertified™ professional.





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Watch our educational video on hearing at
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Calendar of Events

- July 29** Mill Valley Community Center Educational Lecture 11am-12pm
- August 20** Santa Rosa Bennett Valley Senior Center- Free Movie Night 4-7pm
- August 22** Sonoma County Council on Aging Summer Run
Petaluma Fairgrounds 10am-4pm
- September 15** Novato Margaret Todd Center Educational Seminar 11am-12pm
SRJC Fall Lip Reading Classes (TBA)
- October 12, 19, 26** Mill Valley Community Center Lip Reading 4-5pm
Patient Education Lecture- Mendocino Coast District
Hospital (TBA)
- October 28** Mill Valley Chamber of Commerce Business Expo

BATTERY SPECIAL

Buy one pack, get one free.

Offer expires August 31, 2010.

Please join us at the Santa Rosa Bennett Valley Senior Center for PATIENT APPRECIATION MOVIE NIGHT

4-5pm Free Hot Dogs and Popcorn

5-7pm Movie: Casablanca

Please RSVP

As always, 75-day trial and 100% Service Satisfaction Guarantee on new technology solutions.

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