



Sound Waves

Ear and Hearing Health News, Advice, and Little Fun from Your Community Audiologist

From Salesman to Doctor: Knowing your hearing healthcare provider

By Dr. Clint Keifer



Following high school and military service, I was offered an opportunity to become a “hearing instrument specialist” (BC-HIS) for a major hearing aid chain. With no formal education beyond a H.S. diploma, I received on-the-job training to become a hearing aid salesman.

I loved working with people, but was turned off by the sales approach to treating a health problem as complex and important as hearing loss. Although naturally drawn to solving problems, I was extremely limited and frustrated by my lack of education and ability to provide comprehensive hearing care. Once I discovered that Doctors of Audiology were for ears/hearing what Doctors of Optometry were for eyes/vision, I set out to become an audiologist.

That was more than 17 years ago—time flies! As a practicing audiology doctor for several years now, I have witnessed the repercussions of inappropriate hearing aid fittings, missed diagnoses, and discouraged patients who have “sworn off” hearing aids due to bad experiences. It is not easy for these individuals to regain trust in hearing healthcare, but when they do, they usually become loyal advocates for others with similar problems.

Unfortunately, it is all too easy to find a dealer who is eager to make commission off of your hearing aid purchase, selling you whatever you are willing to buy. It can take some effort to look past all the hype and flashy advertising and recognize that obtaining quality hearing healthcare is much more than the sale of a product.

Understanding the differences in hearing care providers and ultimately seeking comprehensive audiologic care can help in avoiding bad first experiences, but also ensure that medical diagnoses are not missed, treatment options are individualized, and maximal outcomes are achieved.

For more, go to www.toledohearingdoc.com/audiology/audiologist-vs-hearing-aid-dealer/.

“Quality tends
to fan out like
waves”

—Robert M. Pirsig

Services Provided at GLA

- Comprehensive hearing evaluation
- Tinnitus (ringing in ears) evaluation and management
- Cerumen (earwax) removal
- Functional communication assessment, counseling, and improvement strategies
- Prescriptive Hearing Aid fitting and verification measures
- Hearing Aid adjustment, cleaning, and repair
- Custom ear and listening products (musician plugs/monitors, noise protection, ear bud adapters)

Scan the QR code to visit our FB page!



Powerful Rewards: NEW Referral Program



New additions to the Keifer family! We welcomed Bennett and Willa into our lives April 13th.

Positive word-of-mouth is the most powerful compliment one can give a small business.

We would like to thank our loyal patients who refer friends, family, and associates for hearing aid services by giving batteries to BOTH you and your referral!

Here is how it works:

1. Refer someone you know who could benefit from our services (and make sure they give us your name)
2. Your referral establishes ongoing hearing instrument services at our office (by ordering new devices or if able to work with existing equipment)
3. We give you and your referral FREE batteries (60 batteries each) and a big THANK YOU for supporting our office!



Technology: Caption Phones

We all know the benefits of television captioning, but what most people don't know is how captioning has been applied to another device we use daily—the telephone.



Telephone relay services (TRS), such as Text Telephone/"teletypewriter" (TTY), have actually been around for many years, which allowed a 3rd party relay operator to type speech into text for an individual with hearing impairment or deafness to read.

Advancements of technology and caption services have greatly improved the application to telephone conversations. The FCC maintains a TRS fund which pays for captioning services in the US under the Americans with Disabilities Act.

Newer phone systems such as the **CapTel**, **CaptionCall**, and most recently the **Clarity Ensemble** have been

produced to utilize the captioning services available through the TRS fund.

Each phone system is designed for use by the hearing impaired and requires, or works best with, a high-speed internet connection. These systems also provide basic amplification (up to 40-50dB) and/or tone control and are hearing aid and cochlear implant compatible.

Caption services are a great option for individuals who have difficulty participating in normal phone conversation. The captioning can also help ensure proper understanding of important information such as phone numbers, addresses, dates, etc.

Product specific differences tend to be mostly physical design/appearance and ease of use, but may also offer different capabilities for amplification or clarity.

When choosing between phones, consider the dexterity, vision, and "tech-savvy-ness" of the user. Your audiologist can assist in determining which are good products to match needs and can also lead to low or no out-of-pocket costs for captioned phones where state funding requires certification by a qualified professional.

Most people have experienced it at some point—if only very briefly from time to time. We even make light of it by saying “someone must be talking about me.” But for millions of Americans, “ringing in the ears” can be quite debilitating when these internal head noises never stop.

Tinnitus: Pronounced “*TIN-uh-tis*” or “*tin-NITE-us*”, this is the perception of head or ear sounds in the absence of corresponding external sounds. Tinnitus affects 1 in 5 people and symptoms vary greatly among individuals in relation to loudness, pitch, quality (“buzz” vs “ring”), and how often it occurs.

Causes: While the cause of tinnitus cannot always be determined, we do know that it is likely to accompany hearing loss and can be an early effect of noise damage. Think about the ringing and muffled hearing many experience after leaving a loud concert—a sign of damage! Other causes include:

- Age-related hearing loss
- Medication/drugs
- Neurological disorders
- Ear infection/inflammation
- Earwax blockage
- Vascular disorder
- Tumor (rare)
- Other auditory abnormalities
- TMJ
- Head/neck injury

Impact: Although many people gradually adjust to their tinnitus, the effects of tinnitus can be quite debilitating for others, leading to poor sleep, anxiety,

frustration, feelings of distress and helplessness, depression, and even suicidal tendencies.

Making matters worse, many doctors are unaware of the resources and treatments available to help manage this problem and instead frequently tell people “you just have to live with it.”

Help: Obtaining proper audiologic evaluation for hearing and tinnitus is the sensible first step. This helps identify causes and potential treatment options, allows for initial counseling and education, and determines the need for further evaluation or referral to other health professionals.

In addition, the *Toledo Tinnitus Support Group* was recently established in partnership with the American Tinnitus Association and Great Lakes Audiology to provide our community support and better access to resources for those dealing with tinnitus. Contact us for details.

Sounds Delicious: Strawberry Jello Cake

Ingredients:

- 1 box of white cake mix
- 1 small box instant strawberry Jello
- 1 small tub of Cool Whip



Directions:

1. Bake the cake as directed
2. Cool to room temperature
3. With a fork, poke holes into the cake about an inch apart all over.
4. Mix Jello with 1 cup hot water and 1 cup cold water, stir until dissolved
5. Pour 1/2 of the Jello liquid over top of the cake. Let it sink in, then pour a little more at a time over the top until gone
6. Place cake in refrigerator for 3 hours +
7. Spread Cool Whip over cake when chilled
8. Garnish with chopped nuts, shredded chocolate or strawberries and **Enjoy!**

Share your favorite recipes! — email us at earcare@glaudiology.com

SUMMER SALE!
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 Mention this newsletter and receive:
Zephyr Dri&Store- \$10 OFF
Dri-Briks 3-pack \$3 OFF



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