



birminghamspeechandhearing.com

Hear | Speak | Listen | Learn | Live

Sound Advice

Summer 2016

Upcoming Holiday Closures:

BSHA offices will be closed:

- **July 1st & July 4th** in observance of Independence Day

 Find us on Facebook birminghamspeechandhearing.com

Hearing Clinic Schedule: Dr. Jill Byrd *(Retirement community residents only please)*

Rocky Ridge	TBA	TBA	8/26
Regency	6/6	TBA	8/29
Brookdale	TBA	TBA	8/30
Town Village	6/8	7/13	8/22
Kirkwood	6/9	TBA	8/25
St Martins	6/8	7/13	8/31

Upcoming Events: See What's Happening Next!

Summer Hours:

Dr. Leslie Crawford is available by appointment

Monday through Wednesday: 8:30 – 4:30

Thursday 8:30 – 12:00

Our office is open

Monday through Thursday: 8:30 – 4:30

Friday until 12:00

Lyric event: Special 3-Day Event from June 21st - 23rd

Oticon Expo Event: August 1st - 4th

Exclusive offers available at: www.birminghamspeechandhearing.com

Proud Members of:



Summer | 2016

SoundAdvice

Hear | Speak | Listen | Learn | Live

Introducing...

a revolutionary hearing device *that lets you hear the way you should.*

All the way around

Until now, traditional hearing aids were unable to process sound quickly enough to help you hear all the way around you. Instead, they would focus directly on the speech in front of you and suppress everything else. You could hear the person you were looking at, but not much else. It wasn't perfect, but it was the best hearing aids were able to do.

No more tunnel hearing

Everything has changed with **Oticon Opn™**, the biggest technical breakthrough ever. Its processor chip is 50 times faster than anything Oticon has ever built. The quantum leap in speed is fast enough to break you out of tunnel hearing and helps you hear all directions. This revolutionary hearing device technology lets you hear the way you were born to hear.



Many amazing things happen when you can hear in a full 360 degrees. Sounds are adjusted and balanced all around you—not just directly in front of you. **Opn** separates speech from noise and lets you focus on what is important. It works in harmony with your brain to process sounds exceptionally fast, yielding better speech understanding, less listening fatigue, and better retention of conversations.

Fight mental decline by staying more socially engaged

Recent research shows that people who actively use hearing devices have a lower risk of mental decline as they age and they tend to stay more engaged in active social life. Healthy hearing helps since using proper hearing technology decreases the effort and stress associated with discerning speech.

Join us as we premier this incredible new technology

Oticon Expo Event

featuring Mr. Norm Greenleaf

August 1 – 4, 2016

(Appointments required please)

Call 205-871-3878 today to find out more about Oticon Opn™

Enjoy better speech understanding and reduced listening effort



What Did You Say?

According to the American Speech-Language-Hearing Association (ASHA), the idea that hearing aids can “cure” your hearing loss is incorrect. However, there is a huge benefit and improvement in communication when using properly fit technology. According to the ASHA website (www.asha.org), hearing aids can improve your hearing and listening abilities, and ... “substantially improve your quality of life”. Today’s hearing aid technology is vastly improved over that of 20 years ago. We are even seeing significant advances from products available during the last year. Communication and interactive human contact is vital to good mental health at all ages.

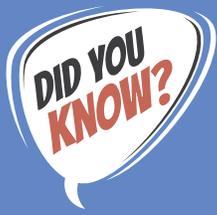
For more information, call our office today (205-871-3878). Schedule a no obligation appointment to see if hearing aids might help you in the activities of daily living. If you already use hearing aids, have them checked, cleaned and adjusted regularly in order to maintain maximum benefit.



birminghamsspeechandhearing.com

4 Office Park Circle, Suite 301 • Birmingham, AL 35223

P 205-871-3878 | F 205-871-3902



Almost 50 million Americans have hearing loss in at least one ear, and this becomes more prevalent with age. Age-related hearing loss is called presbycusis (PRES-be-CUE-sus). This type of hearing loss is typically in both ears, usually begins in the higher frequencies, and is followed by gradual and progressive hearing loss.

" To listen well is as powerful a means of communication and influence as to talk well. "

-John Marshall



Time to Upgrade What You Think About Hearing Aids

Hearing loss is a part of modern life for baby boomers and those over age 70; however, many people have antiquated ideas about what hearing aids will and won't do, and about who needs hearing technology. Here are six compelling reasons why you should schedule an appointment today for a comprehensive hearing test:

- 1. Addressing hearing health may help protect cognitive function.**
A new study from the Bloomberg School of Public Health at Johns Hopkins University has found that using hearing aids may slow cognitive decline related to hearing loss. Results found that over a 20-year period, diminished rate of memory and global mental function were greatest in those participants who did not use hearing aids.
- 2. State-of-the-art features make today's hearing aids better than ever.**
Many hearing aids adjust automatically to different noise environments and pick up sound from all directions. Best of all, many are now completely wireless. These hearing aids stream sound directly from your smartphone, home entertainment system, and other electronics straight into the hearing aid itself—at volumes just right for you.
- 3. Using hearing aids may help unleash earning potential.**
Research has found that hearing aids reduce the risk of income loss by 90 to 100% for those with milder hearing loss, and from 65 to 77% for those with severe to moderate hearing loss. People with untreated hearing loss can lose as much as \$30,000 in income annually.
- 4. Many hearing aids can help mask ringing in the ears.**
Tinnitus affects nearly 50 million Americans and is often the result of noise exposure. Tinnitus is almost always accompanied by hearing loss. The good news is that many hearing aids can help reduce the prominence of tinnitus by amplifying salient speech and background sounds. Hearing aids also help reduce the cognitive stress associated with straining to attend to sound and understanding speech. Assisted listening using properly fit hearing technology helps make interactions easier and may also relieve tinnitus symptoms.
- 5. More than 9 out of 10 of the newest hearing aid owners are happy.**
As many as 91% of all owners of the newest hearing aids (those purchased in the last year) are satisfied with their hearing aids, according to recent research. When you look at just those with wireless hearing aid technology, the satisfaction rates go even higher.
- 6. Today's hearing aid users are giving the thumbs up to others.**
As many as 90% of people who purchased their hearing aids within the last four years say they'd recommend a hearing aid to a friend or family member.

Now With a Speakerphone!

Research has shown that people with bilateral hearing loss greatly benefit from having two hearing aids. Some benefits of having two hearing aids include a better understanding of speech, better sound quality, and greater overall satisfaction. Based on similar principles, the CaptionCall speakerphone delivers audio to both ears—getting them both actively engaged in the telephone call. As a result, CaptionCall users have reported that speakerphone telephone conversations are much clearer and therefore easier to understand since the speakerphone feature allows the use of both ears to understand the conversation.

If you have hearing loss and experience difficulty hearing on the phone, call or come by our office to request **a free CaptionCall phone**. We will send in your order and a CaptionCall representative will contact you to set up convenient and free delivery, installation, and in-home training.



Speech News: Speech Fun!



Do you remember how fun it was to learn silly tongue twisters, nursery rhymes, finger plays and songs from your parents and grandparents? You may remember repeating songs and rhymes like Sally Sells Seashells by the Seashore, Fuzzy Wuzzy Was a Bear, Take Me out to the Ballgame, and Pat-a-Cake. These are just a few of the hundreds of ways to teach children about the sounds,

words, and grammar of our language. Both typically developing children and children with speech-language disorders benefit from practicing speech sounds in tongue twisters. This helps them learn to slow their speech rate to achieve accuracy and gradually speed up—usually with funny results and much laughter!

Research shows the ability to rhyme is an early predictor of reading and spelling skills. Foster these skills by singing songs, reciting old-fashioned nursery rhymes, and reading children's poetry or Dr. Seuss books. Make working on speech and fine motor skills a pleasure by teaching a hand-clapping game like Miss Mary Mack.

Use the treasures in your own memory, head to the children's department at your public library, search the internet, or ask some "older folks" for ideas! Keep those speech-language enrichment activities going all summer long! You'll enjoy sharing a piece of your childhood, and your child will enjoy your attention while having fun improving speech and language skills.

Take Care of Your Hearing While Taking Care of Your Lawn!

Summer is upon us in the south, and with it comes the sounds of crickets, birds chirping, ocean waves, children playing, and of course, the racket of lawn care equipment. Not only is the noise mowers make displeasing pleasing to the ear, it can actually cause damage to your hearing. Most lawn care workers understand that protecting their ears from all those noisy motors is an occupational necessity; however, many homeowners and teenagers mowing lawns for summer jobs may not think to wear ear protection.

Gas powered mowers can produce anywhere from 90-106 decibels (dB) of sound, and these levels of noise can be harmful. Even 85 dB may cause damage to your ears with prolonged exposure, surpassing the Occupational Safety and Health Administration (OSHA) guidelines for permissible sound levels over an 8-hour day. With every increase of 5 dB, those permissible hours are reduced by half (so 90dB for only 4 hours). In addition, if you are standing arms distance from a person and must shout to be heard, it's very possible this competing noise can also cause auditory damage.

Many people listen to music with earbuds while mowing and must increase the volume level much louder than normal to hear the music over the equipment noise. This provides constant and harmful exposure from two sources rather than just one.

Here's what you can do to prevent hearing damage this summer:

- Remind friends and family to wear protective ear-gear or headphones when working in any noisy environment.
- Strictly limit the continuous exposure of dB levels above 85-90 and keep iPod levels low – no more than 60% of their max volume.



How Often...?

According to the Association of Independent Hearing Healthcare professionals, hearing should be checked routinely throughout one's life. They suggest the following plan:

Age Range	How Often
18 – 45 year olds	Every 5 years
45 – 59 year olds	Every 3 years
60 years plus	Every 2 years

Your health care provider or audiologist may have additional recommendations based on your individual circumstances.

" My wife says I never listen to her. At least I think that's what she said. "

-Anonymous