



[birminghamspeechandhearing.com](http://birminghamspeechandhearing.com)

Hear | Speak | Listen | Learn | Live

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

Rocky Ridge	3/10	4/7	5/12
Regency	3/14	4/11	5/16
Brookdale	3/15	4/12	5/17
Town Village	3/16	4/13	5/18
Kirkwood	3/17	4/14	5/19

**Upcoming Holiday Closures:**

BSHA offices will be closed:

- **March 25** in observance of Good Friday
- **Friday, May 27 & Monday May 30** for the Memorial Day holiday

 Find us on Facebook [birminghamspeechandhearing.com](http://birminghamspeechandhearing.com)

## Upcoming Events: See What's Happening Next!

### Event Exclusive Offer—Alta2 BrainHearing™

*“Give your brain exactly what you need to hear”*

**Event Date: March 1–3**

**Complimentary consultation and hearing test with our audiologist**

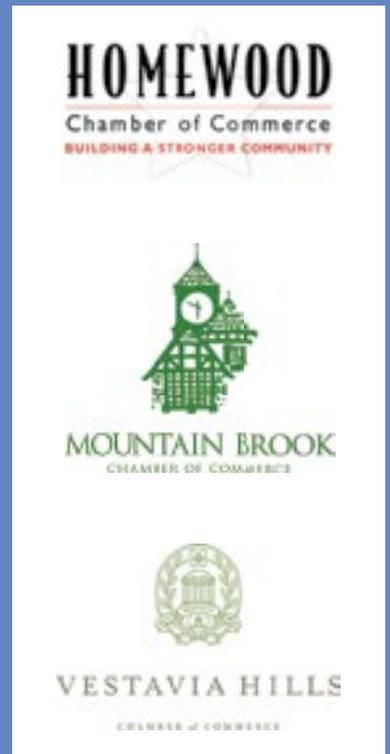
**\$500 off a pair of Oticon’s premium product: Alta2**

**Exclusive EarQ 4-Year Warranty on select devices**

**and Battery Club Membership included**

*Other discounts available*

*Offer Expires 3/31/16. Not valid on previous purchases.*



Winter | 2016

# SoundAdvice

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## INTRODUCING Our NEW Hearing Aid Demo Program

*“Test Drive Before You Buy”*

Making the decision to purchase hearing aids is a big step for many people. To help you ease into the decision, Birmingham Speech and Hearing is now offering a **Demo Hearing Aid Program**. New hearing aids from several major manufacturers can be fit on a demonstration basis, allowing patients to "test drive" hearing aids for a two-week period. These demo hearing aids feature the latest technology and are selected based on each person's hearing test results and specific needs.

We encourage you to take advantage of our new no cost, no obligation Demo Program. In addition, other wireless devices such as a Bluetooth steamer, TV adapter, land line phone adapter, microphone and remote control are available. These accessories pair with the demo hearing aids and can be evaluated at no charge in our office or in your home.

## *What's New in Technology?*

# Oticon Alta2... The hearing solution you can live with!

Oticon's new Alta2 hearing aid is a system created to give you the best, most natural hearing possible. Designed for optimal performance, these hearing aids deliver clear, natural sound that is never tinny or mechanical. Ninety-six percent of new and experienced hearing instrument users report complete satisfaction with the Alta2 system. This new technology may allow you to enjoy an effortless listening experience.

The Alta2 was designed to provide the brain exactly what is needed to understand sound. What we hear is ultimately interpreted by the brain, not just in the ears. Since each brain is uniquely different, you hear differently from anyone else. Revolutionary BrainHearing™ technology enables precise tuning of the Alta2 to match your unique hearing profile and personal sound preferences. Sound is delivered with the most pristine signal possible in a way that your brain is best able to understand. The Alta2 has the fastest

digital processor available to allow you to hear and understand even soft speech better. The result is a personally customized, natural hearing experience.

Our audiologists assist many patients who suffer from tinnitus—the annoying ringing in the ears resembling humming, whistling noises, or even mimicking the sound of chirping crickets. Tinnitus is very common in people with hearing loss. Even though there is no known cure, tinnitus does not have to interfere with your enjoyment of life. Alta2 hearing technology with Oticon's Tinnitus Sound Support feature can be programmed to create customized relief sounds which may minimize the irritating effects of tinnitus.

**Call for an appointment and we will be happy to demonstrate Alta2's Tinnitus Sound Support capabilities.**

***The Alta2 hearing system allows you to hear more clearly, more naturally.***

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Every year, 30 million Americans are exposed to hazardous noise in the workplace.

Occupational hearing loss is the most commonly recorded occupational illness in manufacturing. Remember to use ear protection in noisy work environments.



Hearing aid batteries typically last 3-7 days, depending on factors such as:

- The type and size of your hearing device
- The type and size of the battery
- The number of hours per day your device is used
- The technology level of the device
- The environment in which you live
- The way you take care of the battery



## Can I Wait a Bit Longer to Get Hearing Aids?

It is tempting, but here are three good reasons why you should not wait:

### 1. Your brain will thank you for it!

The longer you wait, the harder it is for your brain to adjust to hearing aids and re-learn certain sounds. After the need for technology has been established, the sooner you begin using hearing aids, the better chance you will give your brain to adapt and re-learn sounds you may not have been hearing for a while.

### 2. Life is better when you hear better!

Research from the National Council on Aging reveals that when people begin to use hearing aids, they experience improvements in their lives. Some of these include their mental health, sense of independence, and social lives.

### 3. Hearing loss is linked to dementia.

According to a recent study by Johns Hopkins University and the National Council on Aging, seniors with untreated hearing loss are significantly more likely to develop dementia over time than those who retain their hearing. Precise reasons are not yet known, but auditory deprivation may be an underlying cause. According to researchers, simply using hearing aid technology could help.

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## Tips for Talking with Someone who has Hearing Loss

Try these tips the next time you talk with a family member, co-worker, or friend with hearing loss. By making a few simple adjustments, you will both get more out of the conversation:

1. **Shorten the Gap**—In loud environments with lots of background noise, move closer to narrow the space between you and the person with hearing loss. Conversations across the room, or from one room to the other, are difficult for everyone, and almost impossible for someone with hearing loss.
2. **Attention Please**—Get your friend's attention by using his/her name, or by lightly tapping their shoulder. Wait until you have established eye contact before starting to talk.
3. **Face-to-Face**—Speak clearly and maintain eye contact with the person who has hearing loss. Lip-reading and visual cues from your facial expressions help provide context and comprehension.
4. **Limit the Distractions**—TVs and noise can cover what you are saying, making it even more difficult for someone to distinguish your voice from the noise. Keep the conversation clear by turning off or moving away from loud distractions.
5. **No Need to Shout**—Speak naturally in your normal voice. Speaking more clearly and slowly can help those with hearing loss understand what you are saying.
6. **Know Your Audience**—Hearing and understanding require focus and can take a lot of energy—for anyone. Someone with hearing loss, however, has to work even harder to follow a conversation, particularly in a group of people. Simply understanding this will help you become a better conversational partner.
7. **Practice Patience**—Be aware that when someone is first learning how to use a hearing aid, it requires a great deal of concentration. Be patient and, if necessary, take a break for a little down time; you can pick up the conversation again later.

**Birmingham Speech and Hearing is pleased to offer group lip-reading classes at no charge several times a year. Call us for more information—205 871-3878**

# Speech News: Social Success



A recent article in The ASHA Leader, a publication of the American Speech-Language-Hearing Association, described the importance of social skills in school-aged children. With almost nationwide implementation of the Common Core State Standards, social skills are now standardized for children from kindergarten through 12<sup>th</sup> grade. These skills include speaking and listening behaviors that allow children to “take part in a variety of rich, structured conversations—as part of a whole class, in small groups and with a partner (from the College and Career Readiness anchor standards for the Common Core).”

Social communication skills are the foundation on which academic goals are built. While most children naturally acquire age-appropriate social communication, children with Autism Spectrum Disorders and other socially based learning disabilities need to be taught. Role play, use of puppets or dolls, video modeling, social stories, and use of peer models are some of the ways a speech-language pathologist might help children learn to listen, speak, and behave when interacting with others. With these building blocks in place, children are much more likely to achieve academic goals and to make their way in the working world with confidence and success.

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## How to Make Hearing Aid Batteries *Last Longer*

Hearing aids can be life-changing, but they cannot help you if they don't have the battery power needed to keep working properly. Hearing aid wearers know that when that little beeping noise is heard in their ear, a spare pack of batteries better be handy.

**Here are some suggestions for extending the life of your hearing aid batteries:**

1. Always use the oldest package of hearing aid batteries first (look for an expiration date).
2. Store extra hearing aid batteries in a dry place and at room temperature.
3. Do not remove the plastic tab until ready to use the battery.
4. Wash your hands before replacing the hearing aid battery.
5. Let the battery sit out for five full minutes after you remove the plastic tab.
6. Leave the battery compartment open when you are not using your hearing aids.
7. Use a hearing aid dehumidifier (available through our office).
8. Remove the batteries entirely if you'll not be using the device for an extended period of time.

Join our **Battery Club** for only \$54 (\$58.86 w/tax) and never be caught without fresh batteries. This includes 10 packs for the price of 8 (6 batteries in each pack).



## What's New with CaptionCall Phones?



The newest version of the **CaptionCall** phone has some updated features: a built-in speaker phone, a smoother touch screen, and a display of missed calls. 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 **free** delivery, installation, and in-home training.

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*" Blindness separates us from things, but deafness separates us from people. "*

Helen Keller