



Sound Sense[®]

Tinnitus Evaluation and Treatment Program

HES Professional Staff

- Anne Orsene, AuD- Director*
- Donna Lavallee, AuD*
- Kristina Jackson, AuD*
- Jennifer Long, AuD*
- Edward Lobarinas, PhD*
- Jill Bernstein, AuD*
- Jennifer Sutton, AuD*
- Nicole Holahan, AuD*
- Rebecca Wantuck, Au.D.*
- Cherise Silverthorn, Student Extern*

HES Support Staff

- Joyce Kessler- Office Manager*
- Madeline Muscarella*
- Melanie Gawlik*
- Cindy Wasinger*
- Kristen Orsene*
- Jaye Lascelles-Nephew*

Do you or someone you know experience bothersome 'ringing in the ears'?

Hearing Evaluation Services is pleased to announce the launch of our comprehensive tinnitus program. We will now be evaluating and treating patients who experience bothersome tinnitus beginning on February 22, 2011 at our Werhle Drive location.

Tinnitus refers to any noise heard within the head. It is estimated that tinnitus affects approximately ten percent of the adult population in the United States. Tinnitus is described by different people in different ways, such as:

- Ringing
- Buzzing
- Roaring
- Chirping
- Whoosing
- Rushing

For individuals who suffer from chronic bothersome tinnitus, the sounds they hear can cause unnecessary stress, anxiety, or sleeplessness. A comprehensive tinnitus evaluation provides us with crucial information

regarding your tinnitus and allows us to work with you in developing a treatment plan and, when appropriate, make referrals to the necessary medical specialty for further evaluation. The tinnitus evaluation begins with a Tinnitus Needs Assessment, which involves an in depth discussion about your tinnitus and how it affects your life. After the needs assessment, the audiologist will administer a comprehensive audiological evaluation with specialized testing to determine the pitch and loudness of your tinnitus and evaluate how your auditory system responds to noise. We will then determine your candidacy for sound therapy (currently the most effective tinnitus treatment method) and work with you to develop an individualized treatment plan to help you cope with your tinnitus.



Call to schedule your tinnitus evaluation with our tinnitus specialist, Dr. Nicole Holahan, and find out how to manage the 'ringing in your ears' today!

633-3344

In This Edition...

- New! HES now offering Tinnitus Evaluations and Treatment
- New! Lyric, the worlds first invisible extended wear hearing device
- Is your hearing aid set properly? Find out today.

Hearing Evaluation Services now offering 'Lyric': The first and only extended wear hearing aid!

People have a love-hate relationship with traditional hearing aids. While regaining their hearing is a huge plus, many are frustrated with the limitations and maintenance that comes with these devices. In fact, many decide to just live with their hearing loss rather than put up with the daily hassles.

'Lyric' is different from traditional hearing aids because it is placed deep in the ear canal, millimeters from the ear drum, and stays there for months at a time*. The outer ear naturally directs sound towards the Lyric hearing device, where sound is then amplified close to your ear drum. Deep canal placement helps to improve directionality and localization (ability to determine where sounds are coming from), reduce feedback and occlusion (plugged feeling), minimize background noise, and helps to improve your ability to hear high frequency sounds.

Lyric is NOT an implant and does not require any special surgery or anesthesia. It is comfortably placed in your ear canal by one of our audiologists. Lyric can be worn 24 hours a day, 7 days a week, for several months at a time*. Once placed, Lyric is invisible, so no one will know why you are hearing better except you. Because Lyric is placed deep inside the ear canal, it is 100% invisible. People cannot see Lyric in your ear, and you can talk on the phone normally because nothing is outside the ear to

interfere with a phone or headset. The exterior of Lyric is made of a soft material specifically designed to contour to the ear canal. This soft exterior helps make Lyric comfortable to wear. After an initial adjustment period (anywhere between 7 and 14 days), most patients no longer feel Lyric in their ear.

At regularly scheduled intervals or when your Lyric dies, you simply return to our office and we remove the old device and replace it with a new one. Lyric works on an annual subscription basis. You purchase a one-year subscription that covers all your replacement devices and office visits. You are able to take advantage of any upgrades made to Lyric because your replacement device will always be the most current version of Lyric that is available.

DAILY WEAR HEARING DEVICES



Behind-The-Ear
(BTE)



OPEN-FIT



In-The-Canal
(ITC)



Completely-In-The-Canal
(CIC)

EXTENDED WEAR HEARING DEVICE



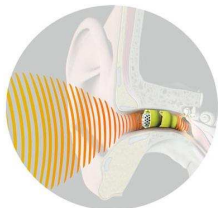
Lyric™

You can use Lyric during your daily activities such as sleeping, showering, exercising, and talking on the phone. There are no batteries to change, no maintenance or cleaning, and no daily insertion or

‘Lyric’: Invisible hearing aid! (continued)

removal of the device is required.

Although Lyric is an exciting and unique hearing solution, it is not the right solution for everyone with hearing loss. Your audiologist will assess your hearing loss, ear size and shape, medical conditions, and lifestyle to determine if Lyric is appropriate for you.



* Individual replacement needs may vary.

We have a limited number of appointments available March 30 and 31 with the representative from Lyric available to personally oversee your fitting. At this time, Lyric is fit exclusively at our Main Street location.

Call today for your appointment!

833-4488

Are your hearing aids set properly?

“According to a study by **Consumer Reports**, 66% of the nation’s hearing aids may be set incorrectly.”

Experts agree that the use of real ear measures, particularly speech mapping, is the gold standard for fitting hearing aids. In fact, the United Kingdom mandates the use of real ear measures as an evidence-based approach to verifying all hearing aid settings. Unfortunately, real ear measures are optional in the US, and a recent study showed that only 30-40% of US audiologists have the equipment to perform real ear measures, and only 16% use it routinely.

Sounds scary doesn’t it? Well, those of you who obtained your aids at HES can relax.

Hearing Evaluation Services has been using real ear measurements to verify all hearing aid settings for years. You may remember the process. The audiologist places a small probe microphone in your ear canal, inserts the hearing aid, and measures how much amplification you are receiving across frequencies. Target values are based on your individual hearing loss. The audiologist

verifies that the hearing aid is set properly for you. If not, the hearing aid is re-programmed to meet these targets for audibility. Once a hearing aid fitting has been verified, both the audiologist and patient can rest assured that their hearing aid is providing appropriate amplification.

So, what if you hearing changes? Well, then it is time to re-program and re-verify your hearing aid settings. This is why HES recommends a hearing re-evaluation every two years (or sooner if you notice a change). Has it been awhile since your hearing aid settings have been verified? If so, please contact us for an appointment.

Do you have a friend or family member who you think needs their hearing aid settings verified? HES feels so strongly about the importance of hearing aid verification that we will verify any patients settings, even if they obtained their aids elsewhere. Just have them call our office and we will check to see if their hearing aids are set properly. Help a friend hear better, have them call today. 😊

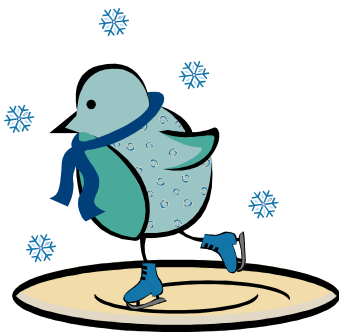
**“HEAR THE DIFFERENCE”
HEARING EVALUATION
SERVICES OF BUFFALO, INC.**

4600 Main Street, Suite 201
Amherst, New York 14226
716-833-4488

4063 North Buffalo Road, Suite 3
Orchard Park, NY 14127
716-662-0707

2733 Wehrle Drive, Suite 200
Williamsville, NY 14221
716-633-3344

Winter Edition

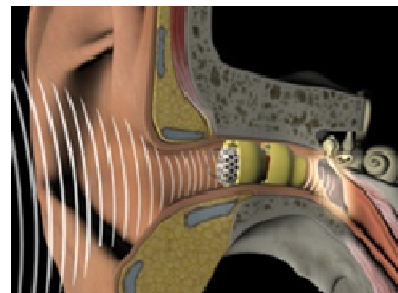


HES Offers Two Exciting New Programs!

Comprehensive Tinnitus
Evaluations and Treatment



The Lyric Hearing Aid—the only
truly invisible extended wear
hearing aid.



Read on for more information...