



Sound Sense[®]

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2007 Open House

Tuesday
October 2, 2007
1:30pm - 4:30pm

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4949 Harlem Road
Suite 301

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Please RSVP to 833-4488

Get Connected!

- FM Systems**
- Amplified Telephones**
- Bluetooth Connectivity**
- Cell Phone Connectivity**
- iPod Connectivity**

FM Systems: Going Beyond Hearing Aids

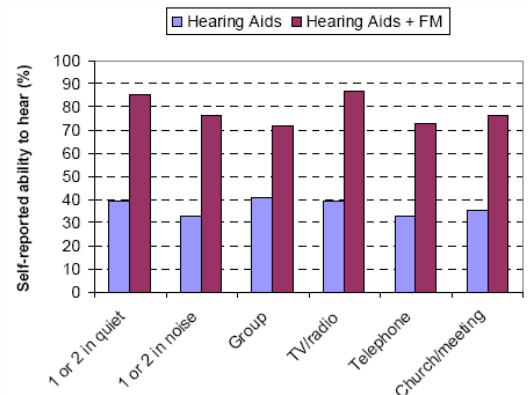
An FM system is a wireless communication system that is used in conjunction with hearing aids. The primary goal of an FM system is to increase the volume of what you want to hear over the distracting noise around you, or to increase the “signal-to-noise ratio (SNR)”.

The FM system is composed of a transmitter that picks up the voice from the speaker and sends it via radio waves directly to a tiny radio (FM) receiver that is connected to the hearing aids. This type of system can be used with nearly all behind-the-ear style hearing aids. Additionally, with the recent release of a neck loop receiver, an FM system can now be used with in-the-ear hearing aids that have a telecoil.

Even the best hearing aids available cannot improve the SNR as effectively as an FM system can. An FM system is able to “bridge” the distance between the talker and the listener *significantly* improving the SNR and easing the communication burden. The use of an FM system with the hearing aids can make communication much easier on the telephone, watching television, in a car, during a business meeting, or in a restaurant.

In a recent study of 36 new FM system users, the majority of subjects indicated that their listening abilities were much better with FM systems than with hearing aids alone. At the end of a seven week trial, all the participants chose to continue using their FM system. A number of our patient’s have already realized the benefits of using an FM system along with their hearing aids.

Our upcoming open house will feature the most current FM technology, including a brief demonstration. To get an in-depth demonstration in combination with your hearing aids, we encourage you to make an appointment with one of our audiologists who are specially trained in FM systems.



Enjoy the Movie Theater Again

People with hearing loss frequently avoid activities if they know they will struggle to hear well. For some, this includes avoiding movie theaters. However, many theaters today provide some form of assistive listening device for people with hearing loss. Here are some ways that theaters can help you enjoy movies again.

Headphones

Most theaters offer viewers headphones to use during the movie. You can request a set from the box office attendant when you purchase your ticket. You will be required to leave either your driver's license or credit card as a security deposit. When you return the headphones, your deposit is returned to you.

Open Captions

Captioning is one of the most effective ways to help people with hearing loss enjoy the show. Some theaters offer captioned movies, however, they generally only offer captioning for one showing of one movie each day. The particular movie that is captioned and the time it shows will change every day. At these designated captioned show times, captions appear directly on the movie screen allowing all viewers access to the information.

Seat-Based Caption Display Systems

Some theaters offer a more advanced type of captioning called "seat-based caption display systems." These systems vary in their configuration but generally the captions are presented on a large LED display mounted on the rear wall of the theater. The viewer uses a reflective panel held in place by their cup holder to read the captions at their seat. They position the panel so that they can see the movie and read the captions simultaneously. This system allows only those with a reflective panel to access captioning and does not interfere with anyone else's ability to see the movie screen.




This past February, the Regal Entertainment Group hosted a research symposium with representatives from organizations serving people with hearing loss. They explored the use of various technologies that would allow persons

with hearing loss to attend any movie at any time. Hopefully, captioning will become more prevalent as a result of this symposium.

We have contacted several local theaters to find out what kind of accommodations they have available for people with hearing loss.

To find out what shows are captioned (either open or seat-based) check your local paper or try an online site such as www.fandango.com

Regal Elmwood	(871-0950)	 
AMC Maple Ridge	(833-9500)	 
Regal Transit	(633-8918)	 
Dipson Amherst	(834-7655)	
Dipson North Park	(836-7411)	
Dipson Market Arcade	(855-3022)	 
Movieland 8	(895-3409)	

-  Headphones available by request – all shows
-  Select shows have open captioning – check listings
-  Seat based captions for select shows – check listings

HES Update

We are sad to announce that Dr. Hillary Carter has recently left Hearing Evaluation Services to relocate to Helena, Montana with her husband and son. She will continue to work as an audiologist in Helena. We have greatly enjoyed working with Dr. Carter and her skill and compassion have been evident to both her colleagues and patients. We will all miss her and wish her the best of luck in the "Big Sky Country".

Epoq—The Newest Device on the Block

One of the “features” of this year’s open house is the newest product from Oticon called the “Epoq”. This new hearing aid, which became available in early June is the first hearing instrument with wireless connectivity at its core. The Epoq is powered by a newly developed wireless digital chip, which essentially creates a wireless sphere around the user. This enables two Epoq hearing aids to work together and coordinate the sound at both ears. This results in more accurate, realistic, and natural listening and better hearing in noise.

In addition to the hearing aids communicating with one another, Epoq, when used with a streamer, is capable of communicating with Bluetooth devices. The streamer is a small wearable device similar to an MP3 player. It picks up the Bluetooth signal from your cell phone, for example, and delivers it directly to your hearing instruments. With Epoqs, you can also opt to hear your phone calls through both hearing aids, which may improve your ability to understand the speaker, especially if you are in background noise. No more taking out your hearing aid to use your cell phone or searching for a telecoil

compatible cell phone. The streamer can be paired with any Bluetooth enabled devices and can also be plugged into non-Bluetooth systems like a home stereo.

The Epoq is available in all hearing aid styles. You can get Epoq’s that fit in your ear or behind your ear, including the popular “open-fit” design presented in our last newsletter. So, if you are ready for new hearing aids and are interested in learning if the Epoq is the right choice for you, please call our office for a consultation. If your last hearing test was more than one year ago, we may request that you also schedule a hearing evaluation appointment. This will ensure that your audiologist presents you with all your best and most appropriate options.

Join us at our open house and listen to the new Epoq.



Hearing Aid Tax Credit Legislation

According to the Better Hearing Institute’s (BHI) most recent survey of 56,000 households, 31.5 million Americans have hearing loss. While 95% of individuals with hearing loss could be successfully treated with hearing aids, only 23% currently use them. 2 out of 3 people aged 55 years and older with hearing loss report that the affordability of hearing aids is their primary reason for not treating their hearing loss.

If passed, legislation called the “Hearing Aid Assistance Tax Credit Act” introduced in the House (HR. 2329) and Senate (S. 1410) could assist up to 1.2 million children and 11.5 million adults afford hearing aids. These bills would provide a tax credit of up to \$500 per hearing aid for people age 55 years and over and for dependent children, every five years. If utilized, this tax credit equates to a price reduction of 25%-35% in the cost of hearing aids.

A Call to Action

If you or a family member would like to benefit from a tax credit towards the purchase of hearing aids, the best thing you can do is write a personal letter to your Congressperson and Senator urging support of House bill HR. 2329 and Senate bill S. 1410. The most effective letter would be one written in your own words describing your personal situation and your need for hearing aids. Contact information for your local Congressperson can be found at: www.congress.org/congressorg/home/

Sen. Charles Schumer 313 Hart Senate Office Bldg Washington, DC 20510-3203	Sen. Hillary Clinton 476 Russell Senate Office Bldg. Washington, DC 20510-3204
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* Adapted from “Tax Credits for Hearing Aids—A time which has come” by S. Kochkin from the Better Hearing Institute.

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

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Amherst, New York 14226
716-833-4488

4063 North Buffalo Road
Orchard Park, New York 14127
716-662-0707



**“Get Connected” at the 2007
HES Open House Celebration**

Last year Hearing Evaluation Services celebrated its 25th anniversary with an open house. It was such an overwhelming success that many people have requested another one. Therefore, we are pleased to host our second annual open house on Tuesday, October 2nd from 1:30 pm - 4:30 pm at our Harlem Road office.

Over the past decade there has been an explosion of not only hearing aid technology but also other “hearing assistive technologies” designed to help connect hearing impaired people with their world. The focus of this year’s event will be connectivity, and we will show you ways to get connected, not only to your friends and family, but to your home, cell phone, television, and even your iPod.

This year we will bring you through several stations that will highlight and demonstrate equipment designed to help connect you to the outside world.

Once you take your “tour of technology” you will receive a thank you gift for attending. There will also be a raffle, food and drink, and plenty of good conversation.

We welcome you to come and spend some time visiting with us.

As you read through this newsletter, you will be introduced to some of the technologies we will demonstrate at the open house. Along with our audiology staff, we will have a representative from one of the hearing aid companies available to demonstrate equipment and answer questions.

We sincerely hope that you will be able to join us for this celebration. Bring a guest and come “get connected”!

***Please RSVP to 833-4488
if you will be joining us.***

