

Hearing Evaluation Services of Buffalo, Inc.



Sound Sense[©]

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Cindy Wasinger
Kristen Orsene
Jaye Lacelles

We're Growing! New Williamsville Office to Open in February

Hearing Evaluation Services is proud to announce that we will be opening a third office on Wehrle Drive next month! For the past year we have been hard at work participating in the design and construction of this office located within the brand new **Wehrle Professional Center**. You will find the Wehrle Professional Center on the border of Williamsville and the Town of Lancaster at **2733 Wehrle Drive**.

This new office will continue to offer the latest state-of-the art test equipment that our patients currently benefit from at our Amherst and Orchard Park

locations. In addition, this location will also feature specialized pediatric video test equipment designed to evaluate even the youngest of our HES patients.

If you find that our new Wehrle Office is more convenient for you, we would be more than happy to see you at this location. You will find ample parking at this one story building that is easy to access. With such easy access, stop by and say hello if you are in the area. We are looking forward to showing off our new digs!

Our staff will be spreading out a bit with the opening of the new office. We are happy to announce that Dr. Kristina Jackson, Dr. Jennifer Sutton and Dr. Anne Orsene will be available for appointments at the Wehrle office in February.

But don't worry Harlem Road patients, these audiologists will also



(Continued on page 2)

New Williamsville Office (continued)



introduce our newest Patient Care Coordinator, Kristen Orsene. With over 15 years of customer service experience, we are confident that our patients will be kept in good hands!

If you have any friends or family in the Williamsville/ Lancaster area that would benefit from our services, don't forget our refer-a-friend program (reviewed on page 3)!

(Continued from page 1)

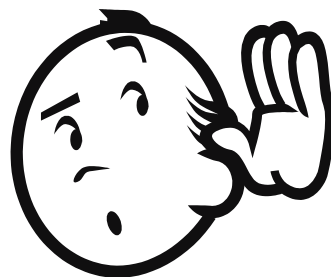
continue to see patients at 4949 Harlem Road on alternate days as well.

HES has always prided itself on offering exceptional customer service. To continue this at the Wehrle Office we are also pleased to



When Was Your Last Hearing Test?

If it has been more than two years since your last hearing test...you're due. You should also have your hearing checked if you have any increased difficulty hearing, new tinnitus (ringing in your ears) or a worsening of existing tinnitus, plugged ears, or ear infections. In order to ensure that your hearing aids are still programmed optimally for your hearing loss, your hearing should be monitored



at least every two years.

What a great opportunity to come and visit our newest location. If Williamsville is convenient to where you live, consider having your hearing checked at our Wehrle office. Hearing tests are typically covered by your insurance.

Call our office today to make an appointment and remember to mention our Wehrle office if you would like to be seen there.

You Can Hear Me...But Are You Listening?

The only similarity between hearing and listening is that you use your ears to do both. Hearing is the *passive* process of perceiving sound, while listening is something you consciously choose to do. Listening requires concentration so that your brain can process meaning from words and sentences.

Even experienced hearing aid users and people with normal hearing can be poor listeners. Luckily, just as physical therapy can help compensate for physical weakness or injury, aural rehabilitation can develop listening skills and strategies to help compensate for those situations when just 'hearing' is inadequate.

The Listening And Communication Enhancement program (**LACE**) is an interactive computerized aural rehabilitation

program for home use. LACE has already helped thousands of people who live with some degree of hearing loss increase their listening skills by as much as 40% and has also been proven to help hearing aid users become more comfortable hearing the new sounds their hearing instruments provide.

The LACE program presents a series of increasingly difficulty listening exercises that target the primary complaints of people with hearing loss: people who talk too fast and listening in background noise. The level of difficulty is customized to your performance; the better you do the more challenging it becomes.

Please ask your audiologist how you can benefit from the LACE aural rehabilitation program. Happy Listening!

Refer-a-Friend (and get a \$20 credit)!

As many of you are aware, this past spring HES began a formal program to recognize our patients who refer a friend or family member to HES. The response to the refer-a-friend program has been terrific! With the opening of our brand new Wehrle Office coming soon, we thought it would be a good time to remind everyone about the program.

The way it works is simple! Just give this newsletter to a friend or family member (who you think would benefit from our service) and when they come in for their hearing test or hearing aid evaluation we will post a \$20 credit to **your** account! Make sure to tell the person you referred to bring the newsletter with them so that we can be sure that you get the credit you deserve.

The \$20 credit can be used towards batteries, accessories or any service that you receive in our office. The credit does not expire, so you can use it when you need it. It is as simple as that. Also, there is no limit to the number of

credits you can accumulate, so if you have more than one friend to refer, simply call our office and we will be happy to send you additional "refer-a-friend" packets.

The Wehrle Office sits on the border of Williamsville and Lancaster and provides an excellent and convenient location for individuals who reside in Williamsville, Cheektowaga, Clarence, Clarence Center, Lancaster and East Amherst. But remember, the refer-a-friend credit can be used at **any** of our HES locations, so don't forget your friends who live near our Amherst (Harlem Road) and Orchard Park offices as well.

The entire staff at HES would like to thank all of our loyal patients for the support you have shown our organization over the past 28 years and counting. The refer-a-friend program is just one small token of our appreciation for helping us to grow and serve more hearing impaired individuals in WNY.

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

4949 Harlem Road, Suite 301
Amherst, New York 14226
716-833-4488

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

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

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Meet our New Staff!

With HES growing, we have been lucky enough to add some terrific audiologists and support staff to our team.

Dr. Nicole Borrelli is our newest audiologist and relocated from Rochester to Buffalo to join HES in November 2009. Prior to joining HES, Dr. Borrelli was a staff audiologist at Clifton Springs Hearing Center in Clifton Springs, NY. Dr. Borrelli was an undergraduate at SUNY Geneseo and then went on to obtain her Doctorate in Audiology from Northeastern University in 2009. Dr. Borrelli specializes in pediatric audiology and hearing aid dispensing.

Our most recent addition is Patient Care Coordinator, **Kristen Orsene**, who joined HES in January 2010. Kristen is currently training at the Harlem Road office and will eventually be the friendly face that greets you

at the new Williamsville location. She has many years of customer

service, management, and supervisory experience in the banking industry.

Jaye Lacelles has been with HES for over a year and started here as an administrative intern. Jaye more than demonstrated her value to the organization and was recently hired after she finished her her Masters degree from RIT in Health Systems Administration.

The addition of Dr. Borrelli, Kristen, and Jaye to the HES staff will ensure we continue to provide the highest quality patient care during our growth.

