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# **S.E.N.T. NEWS:** *did you hear that?*

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NEWSLETTER

FALL 2007

*-Written by Laura Assante Johnston, Au.D.*

## **NEW TECHNOLOGY**

*The hot item in hearing aid technology is the “Open Ear Instrument.” These devices can be traditional digital behind the ear instruments with a tube that replaces the custom earmold, or a smaller, more design sensitive behind the ear instrument with a receiver in the ear. The advantage to open ear instruments is the reduction of voice resonance (your voice will sound more natural). The disadvantage is that they are not for everyone. They may not be acoustically appropriate for all hearing losses. They are best for mild losses or a high frequency hearing loss with normal low frequency hearing. They may work for losses up to a moderate level, although they might not be optimal. The Oticon Delta has the unique triangular shape and is available in many color options. The Siemens Centra Active or Cielo Active has a moisture resistant case for active individuals with the option of a remote control and rechargeable battery system. They are available at various price levels. Come in and see if this is an option for you.*

*Blue tooth compatibility with hearing aids is making an appearance. One manufacturer introduced a product that allows you to hear your cell phone ring in your ears, push a button on a device you wear around your neck and talk, hands free, on your cell phone through your hearing aids. This product was recently introduced and I expect to see improvements and refinements in this direction with this technology.*

*Overall, we know that behind-the-ear hearing aids offer the most space for technology and microphone advancements; they are the most durable and because they can be sufficiently vented, will have fewer problems with voice issues than custom in-the-canal instruments. As new technology emerges, expect to see improvements in design, cosmetics and appeal with the behind-the-ear style.*

## **ASK YOUR AUDIOLOGIST**

***Q: Why do I see so many full-page ads in the paper for hearing aids?***

*A: Marketing studies say that an ad placed once, usually goes unnoticed, but an ad placed multiple times is recognized. Therefore, you may be noticing that some facilities tend to market in the newspaper more than others. Here are my words of advice regarding hearing aid ads. You know the saying: if it sounds too good to be true than it is. Sometimes bargain items advertised are used to get people into the office for more expensive items. Overall, it is best to see an audiologist you trust to seek advice on a hearing instrument for your needs and discuss the cost and technology options.*

***Q: How long should my hearing aid last?***

*A: I would like to say forever, but that is not true. Unfortunately, nothing lasts forever, especially technology and especially something that is being exposed to natural elements (moisture, dust, pollen, ear wax). Hearing aid manufacturers have limited repair options on older instruments. A hearing aid that is 5 years old or older in need of repair will be sent to an “All-Make” company (a company that looks for parts for the repair). After 5 years, we see an increase in the frequency of repairs. If you like to keep up with technology, replace your instrument every four years; if you have grown attached to your hearing aid and want to take an economical approach, replace your instrument if it is over five years old and you have invested in one or more “All-Make” repairs.*

## **INTRODUCING KIM KNUDSEN**

*She is a dispensing audiologist with 20 years of experience. She can take care of all your hearing aid needs in Carmichael on Mondays and Wednesdays and Folsom on Tuesdays and Thursdays. She has been a great addition to SENT Hearing Aid Center!*

## *What's New at SENT Hearing Aid Center?*

*After more than 30 years at J Street, the physicians of Sacramento ENT have relocated to their new building and SENT Hearing Aid Center has joined them at this location. You can find us all at 1111 Exposition Blvd., Building 700. The physicians are upstairs and you will find us downstairs. Our beautiful office is located off of the Capital City Freeway at the Cal Expo exit. Go west on Exposition Blvd. Turn into Expo Point and look for the two-story building with the white arch in front of the entry. Come see us at our new office.*

### **SENT Hearing Aid Centers**

**Dr. Laura Johnston, Au.D. Judy Hanson, M.S.**

**1111 Exposition Blvd., Building 700  
Sacramento, California 95815**

**916.736.1911**

**Kim Knudsen, M.S.**

**1561 Creekside Drive  
Folsom, CA 95630**

**916.984.8830**

**6555 Coyle Ave. #340  
Carmichael, CA 95608**

**916.966.2700**

# **WE HAVE MOVED!**

## **SAME FAMILIAR FACES, NEW LOCATION!**

*1111 Exposition Blvd., Building 700*

*916.736.1911*

## **NOVEMBER AND DECEMBER ARE BATTERY MONTHS! BUY 2 PACKS AND GET 1 PACK FREE!!!**

***TWO EARS ARE BETTER THAN ONE!***

**If you are only wearing one hearing aid, contact us for a free consultation and trial on a second instrument. You will be surprised to hear what you were missing.**

***ARE YOU READY FOR A NEW HEARING AID?***

**Contact our office for a consultation to discuss new technology! 916.736.1911**