

# Cortland Hearing News



Hearing news you can use!

Spring 2012

## Welcome to Our First Newsletter!

Knowledge is power, so we hope to empower you with information about hearing, hearing loss, and hearing health care. We will keep you up to date with what's going on here at **Cortland Hearing Aids** and in the hearing health care field.

In today's technological world, changes and improvements abound, so we'll use our newsletters to bring you information about new hearing technology and options. We're always looking to improve our services to you and to the community, and we have some exciting events planned for the coming year.

**So watch for newsletters — we hope you enjoy it!**

## Audiologist vs. Hearing Aid Dispenser: What's the Difference?

The difference between an Audiologist and a hearing aid dispenser is sometimes confusing to people. A hearing aid dispenser as defined by the government in The Laws and Regulations of Hearing Aid Dispensers as: "A person engaged in the fitting or selling of hearing aids to an individual with impaired hearing." In other words, a hearing aid dispenser is a person engaged in the sale of a very specific thing—hearing aids. They have the ability to test your hearing, but only as those tests relate to the fitting and sale of a hearing aid. A hearing aid dispenser is not required to have a degree in hearing health.

An Audiologist is a professional with eight years or more of education in hearing and rehabilitation of hearing. A Doctor of Audiology (Au.D.) or what most people call an Audiologist is educated and trained to prevent, identify, and assess hearing disorders, as well as to provide treatment—including hearing aids and other assistive listening devices. An Audiologist is typically trained in Speech-Language Pathology & Audiology/Communication Sciences and Disorders before they even begin the four year program necessary to become an Audiologist.

More than any other hearing care professional, the Audiologist understands how the degree of your hearing loss affects your communication with others and your quality of life. Audiologists typically know the emotional as well as physical issues involved with hearing loss and are very familiar with the fears and problems that can arise from this complex condition. They build their practice on the care of hearing not on the sale of hearing aids, but Audiologists can and do dispense hearing aids. Their rehabilitation and technical training result in a more holistic approach to solving hearing problems. Educating and counseling patients and their families about their hearing losses and providing realistic expectations are essential for success with hearing.



**Dr. Suzette Pace, Au.D.** looks forward to seeing you soon. Call **Cortland Hearing Aids** today at **607.756.1053** to schedule your next appointment!



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RETURN SERVICE REQUESTED

**607.756.1053**

**[www.CortlandHearingAids.com](http://www.CortlandHearingAids.com)**

## Facts on Hearing Aids

Today's hearing instruments are barely noticeable. Not only are they smaller and more advanced, but in a society where it is common to wear cell phone earpieces they rarely attract notice. Typically, hearing aids can be worn in five ways: behind-the-ear, receiver-in-the-ear, in-the-ear, in-the-ear-canal and completely-in-the-ear-canal. The hearing aid fitting process generally consists of six stages: assessment by a hearing care professional, treatment, planning, selection, verification, orientation, and validation. Validation can mean repeat care by an audiologist in order to create a patient specific hearing threshold.

The widespread use of computers has made the process of fitting hearing aids more accurate and efficient. Hearing aids are also shown to work better when a patient has them in both ears (binaural). Over 60% of individuals with hearing loss are fit with two hearing aids. The benefits of wearing two hearing aids are enhanced ability to a) hear better in the presence of background noise, b) determine where sound is coming from, and c) hear soft sounds at lower levels.

Today's hearing aids are able to be paired with different technologies.

Approximately 60% of new hearing aids are equipped with a telecoil. This optional feature couples directly with hearing aid compatible telephones and cell phones, assistive listening devices, public buildings and services with an induction loop. The telecoil improves intelligibility in noisy situations, poor acoustical environments, and at long distances from the speaker. Bluetooth technology and personal FM systems are two other options available to aid in challenging listening environments. There are many styles and models of hearing aids to satisfy each individual's hearing loss needs.

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## Referral Rewards Program

The greatest compliment our practice can receive is the referral of a friend or family member by one of our satisfied patients. When your friend or family member purchases hearing aids through us, they will receive a **\$50 discount**, and we will provide you with a **\$25 gift card!**

Call **607-756-1053** today for more information.