



Spotlight on Dr. Marni Novick



If you have been to the Los Altos office within the last year, you might have met Dr. Marni Novick. Marni is the newest addition to our audiology staff, and she came to us with a wealth of experience. First, a little background: Marni received her Master's degree in Audiology from the University of Iowa. Unless you are in the hearing aid industry, you wouldn't necessarily know that some of the most respected hearing aid research in the world comes from Dr. Ruth Bentler's lab at University of Iowa. At Pacific Hearing Service, we are well acquainted with Dr. Bentler and have participated in some of her research projects. Dr. Novick had the golden opportunity to work closely with Dr. Bentler while completing her Master's degree. Marni went on to obtain her doctorate degree from the Pennsylvania School of Optometry, School of Audiology in 2004. Until recently, she served as a professor for the University of Florida long-distance training program.

Most audiologists are asked from time to time how they ended up in this profession. Many will tell you they "stumbled" upon it as they were working towards a career in speech pathology or other health science profession. Marni has a different story. Marni was diagnosed

with hearing loss when she was 14 months old and fitted with hearing aids at 16 months. She has worn hearing aids all of her life. This gives her a unique perspective that allows her to understand, first hand, the communication frustrations her patients' experience. Here's what Marni tells us about growing up with hearing loss:

"Communication with others was not always easy! I always had to sit in the front row in school classrooms. I didn't even discover closed captioning until my freshman year in college! Since we never had closed captioning on the televisions in our home, I always had to sit very close to the television to fully appreciate the shows and movies. Now, I frequently use an FM system at lectures and in noisy restaurants. And I am constantly reminding my family and friends to face me when speaking so I can lip-read."

With her patients, she really knows how to set realistic expectations and tells them what hearing aids can and cannot do. Marni often shares her communication strategies for a variety of listening situations with her patients. "I know that I may not be able to help every single hearing-impaired person in the world, but I'm going to try my hardest and best!"

Many of Dr. Novick's patients have made a special effort to tell us how happy they are to have her as their audiologist. She has a talent for listening to her patients and assuring them that she is going to do everything in her power to address their hearing needs. And she has the know-how to do it! We are so happy to have her as a part of the Pacific Hearing Service family.

Did You Know...?

We try to be sure our patients are fully aware of all the services we provide. But we sometimes find people don't know all we have to offer. So here's a list of things we think you should know about...but might have forgotten.

1. **Complimentary hearing aid cleaning service.** If you purchased your hearing aids from Pacific Hearing Service, we will clean your hearing aids, at no charge, for as long as you have them. It's a perfect time for a "spring cleaning!"
2. **Applications for a free amplified phone from the California Telephone Assistance Program (CTAP).** Did you know that every person in California with hearing loss qualifies for a free amplified phone? Drop by and pick up an application today.
3. **Accessories! There are all kinds of accessories available for your hearing aids.** How about audio-wipes for cleaning your hearing aids? Moisture problems? A Dry-n-Store box will help keep them dry.
4. **Education.** Every month we offer special classes for our patients which focus on managing hearing loss. Friends and family are invited, too.
5. **Attention Forum and Classic Residence Patients:** Did you know that a Pacific Hearing Service audiologist comes to the Forum in Cupertino and the Classic Residence by Hyatt in Palo Alto on a regular basis? If you live in one of these residences, contact us to find out what services we are providing where you live.

Hearing vs. Listening: The LACE Solution

People who wear hearing aids frequently tell us that, although their hearing aids provide benefit in many situations, they still miss out from time to time on words and conversations. That is because we HEAR with our ears...but we LISTEN with our brains! Even people with normal hearing sometimes miss important parts of conversations. Can your brain be re-trained? Research tells us it can.

LACE (Listening and Communication Enhancement) is a computerized, interactive software training program that helps you to improve your listening skills. The developers of LACE describe it as physical therapy for your ears. Physical therapy can build strength to help you compensate for a particular physical weakness. LACE can help you develop your listening, communication, and interaction skills to help you compensate for weaknesses in your brain's listening ability. (We call this the auditory processing area of your brain.)

How does it work? You can use LACE on your home computer or even on your TV. (Our Menlo Park office has an on-site LACE program. You can call the office to arrange using it in our comfortable conference room.) The software program addresses five listening challenges.

- Listening in background noise
- Understanding fast talkers
- Focusing on one voice when there are multiple talkers
- Filling in the blanks you miss using available information
- Remembering the words someone has said and predicting what might come next.

At the end of each training session, LACE automatically transmits your exercises to our office using a secure server. (If using LACE on your TV, scores are not transmitted to our office.) That way, we can review your progress and, if necessary, make adjustments to your hearing loss treatment program.

Most people improve their listening scores by the third day of training. We believe that LACE, in combination with using quality hearing aids, will significantly improve your listening skills and, most importantly, your comfort level when in challenging communication situations.

Call either our Los Altos or Menlo Park office today for more information on LACE. Or just drop by the office and purchase your copy today. To encourage our new hearing aid users, we are offering a discount on LACE if you buy the LACE software within 6 months of purchasing new hearing aids.



"I am just as deaf as I am blind. The problems of deafness are deeper and more complex, if not more important than those of blindness. Deafness is a much worse misfortune. For it means the loss of the most vital stimulus — the sound of the voice that brings language, sets thoughts astir, and keeps us in the intellectual company of man."

—Helen Keller

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Just For Laughs!

An old man was wondering if his wife had a hearing problem. So one night, he stood behind her while she was sitting in her lounge chair.

He spoke softly to her, "Honey, can you hear me?" There was no response.

He moved a little closer and said again, "Honey, can you hear me?" Still, there was no response.

Finally he moved right behind her and said, "Honey, can you hear me?"

She replied, "For the third time, Yes!"

Pacific Hearing Service
496 First Street, Suite 120
Los Altos, CA 94022
3555 Alameda De Las Pulgas, Suite 100
Menlo Park, CA 94025

