

# Pacific Hearing Service News

Spring 2011

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## The Technology Edition!

Just a few years ago, when a manufacturer launched a new high-tech hearing aid, you could count on that device being the "top of the line" for several years. As technology is changing ever faster, we now have new and exciting technology being introduced every few months! As you can imagine, this keeps us very busy staying on top of the latest devices. There are so many new and innovative things happening in the hearing aid industry, we decided it was time to devote a whole newsletter to the latest and greatest in hearing aid technology. We hope you enjoy this newsletter and that you find something you can get excited about, too.

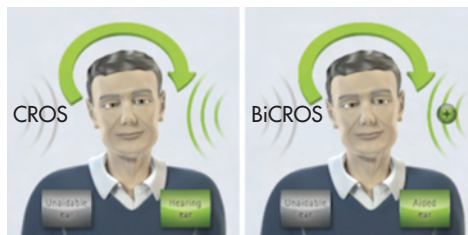
### Technology We Are Excited About

Dr. Marni Novick



Do you have normal hearing in one ear and a profound loss in the other? Or, do you have mild to moderate

hearing loss in one ear and unusable hearing in the other? Have you been told you can only wear one hearing aid because the other ear is so bad? If you answered "yes" to any of these questions, the new Phonak CROS or BICROS might be the answer for you. CROS/BICROS technology has been around for a long time...but never like this. The new Phonak CROS or



A microphone on the bad side sends the sound to the normal hearing ear.

A microphone on the bad side sends the amplified sound to the better side.

BICROS hearing aid is designed for people who, because of single-sided deafness, are unable to hear people talking who are on the "bad" side. For example, let's say you are deaf in your right ear but have normal hearing in your left ear. You are taking a road trip with a friend. You can have a great conversation as long as you are the passenger. Your good ear is directed to your friend. However, when you drive, you are completely cut off because your friend in the passenger seat is talking to you on your deaf side. With CROS technology, the speech you want to hear is picked up by a microphone and routed, wirelessly, to your better ear! Old CROS and BICROS hearing aids were big and bulky. The new Phonak device is small and lightweight. What a difference! Now we finally have a great option to offer people with single-sided deafness.

Dr. Brook Raguskus

I'm also excited about some new Phonak devices, but these are very different: The Phonak Ambra and



Audeo S Smart IX. Probably the most common complaint we hear from our hearing aid users is that they have difficulty hearing in noisy

environments like restaurants. Imagine if you could push a button on the hearing aid, or your hearing aid remote control, and have the microphone "zoom in" on the person in front of you. That is exactly what Phonak has done with its new Stereo Zoom and Zoom Control. Need to hear the grandkids sitting in the back of the car? No problem! Just "zoom" to the back and the hearing aids will focus on what's behind you. This is the most sophisticated noise reduction technology we have seen in hearing



### Just for Fun!

A woman who was hard-of-hearing ordered a pastry at the coffee shop. "Would you like me to heat it for you?" the attendant asked. He was startled by the glare the customer gave him as she backed away and said, "What makes you think I'm not capable of eating it myself?"

### Did You Know...?

#### California Telephone Access Program

You have seen the commercials on TV, but did you know that Pacific Hearing Service, Menlo Park, is an official display site for the CTAP phones? If you would like to try out some of the phone options before you commit, call our Menlo Park office (650-854-1980) and arrange a time to come by a take a look!



Visit our website at [www.pacifichearing.com](http://www.pacifichearing.com)

aids so far. Not to mention the fact that these hearing aids are Bluetooth compatible so you can get a direct connection to your cell phone or your TV. These hearing aids have a lot to offer.



**Dr. Jane Baxter**

The Starkey Wi hearing aid is what I am excited about right now. Not only does it have excellent

noise reduction features, but if you want a direct connection to your TV, there is not a more elegant hearing aid available. Most hearing aids that provide direct links to your TV or iPod require that you wear an interface of some sort. Usually there is a button to push. Not with the Starkey Wi. You simply plug the SurfLink Media device



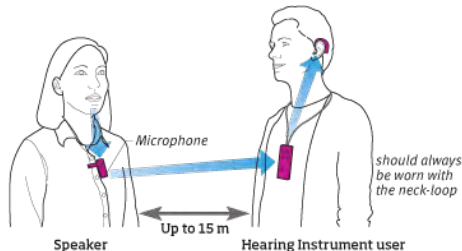
into your TV. When you walk into the room and your TV is turned on, the signal automatically goes directly to your hearing aids! No buttons to push, no device to wear. It couldn't be simpler. The Starkey Wi is an excellent hearing aid in and of itself. But the availability of this simple-to-use wireless connection makes it an outstanding option for people who have difficulty hearing the TV. And one last fact about Starkey technology: it has the absolute best feedback control available. If feedback is your problem, almost any of the new Starkey products could solve it.

**Dr. Deborah Clark**



We have been selling Oticon products for many years. Oticon was the first hearing aid manufacturer to launch Bluetooth

compatible hearing aids. The Oticon Epoq and now the Oticon Agil are high-end products that are Bluetooth compatible. Some of the mid-range products are compatible as well.



So, what's new? Oticon is the first again. You can now obtain a wireless microphone that sends the signal directly to your hearing aids. Imagine sitting in a noisy restaurant with your spouse. You are having difficulty sorting through the noise and understanding the conversation. Now imagine handing him/her a small microphone to wear on the collar or

around the neck. Suddenly, his/her voice is being transmitted directly to your hearing aids...with almost none of the noise! It's great for the car and lectures, too. It's a new accessory that's compatible with many of Oticon's current hearing aids. If you wear Oticon hearing aids, ask us about this new device.

**Dr. Peg Lisi**



It has always bothered me that there has never been a really good "starter" hearing aid: a simple,

inexpensive device for people who have never worn hearing aids and are just starting to get their feet wet. Now, Starkey has introduced the AMP. If you have been putting off getting hearing aids because they are too expensive, or too big, or you just feel like you "aren't ready yet," this might be the device for you. If this sounds like you, call us and ask about giving the AMP a try.



**You're Invited!**

Please come to our introductory presentation exploring tools for stress management and communication for people with hearing loss. Your friends and family members are also welcome.

**Presenter:** Lynn J. Kearney, MS, LMFT is a licensed therapist who has a particular interest in how hearing loss affects overall stress level.

**When:** May 3<sup>rd</sup>, 10:30 a.m. to noon OR May 10, 6:00 p.m. to 7:30 p.m.

**Where:** Menlo Park office

Please RSVP: 650-854-1980 (Snacks provided)

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