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- Secure Horizons
- United HealthCare



Open House: A representative from Widex will be on site **June 16th.**

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D'Anne Rudden, Au.D.
 Doctor of Audiology
 Board Certified

Volunteer of the Month
 Gateway Battered Women's Shelter
 Yoga Program

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A Better Hearing NEWSLETTER

Information on hearing loss and hearing aids presented by Longmont Hearing Center

The hearing care specialists preferred by doctors and patients alike.

SPRING 2009

Is it Time for a Change?

We all entered this year with both hope and apprehension. We saw our economy turn upside down in 2008 and look to 2009 as a year of change. For most of us, that means our spending habits will change, becoming more conservative, not purchasing what we do not need. However healthcare is not a frivolous want, but a need.



Hearing healthcare is one of our most basic needs affecting our ability to communicate. For those experiencing gradual hearing loss, it can affect daily communication with loved ones and friends, causing frustration and isolation. So, to compromise our hearing is to compromise our quality of life.

professional qualifications and their skills at finding the best solution for your unique hearing needs. A highly qualified audiologist is your best bet for finding a hearing technology that's just right for you.

What should we look for this year when making a hearing healthcare decision? The least expensive hearing instrument may be the most expensive if it does not solve the problem or the company goes out of business. The more expensive hearing aids may not be appropriate or necessary depending on lifestyle and budget. As we have stated in previous newsletters, you should choose your audiologist as you would choose your medical doctor. Know his or her

We are seeing much diversity in today's hearing technology. The new Widex Mind 440 and 330 hearing instruments offer amazing noise reduction for greater clarity. They also offer a stunningly original relaxation program. Providing the newest technology, exemplary service, and unmatched follow-up care to ensure that my patients continue to maintain the best possible hearing is the cornerstone of my practice.

Longmont Hearing Center's commitment this year is to continue offering patients the best hearing solutions. Our promise to you, your loved ones and friends, is to provide the very best care, service, and value for your hearing investment.

Why We Talk So Much About Technology

We talk a lot about technology in every one of our newsletters. That is because we, as hearing professionals with over 15 years experience in fitting hearing aids, cannot emphasize enough the importance of getting the right technology for your specific hearing needs. Allow us to share a case in point. We had a patient come in for his annual check-up. He had a 5-year-old hearing aid. He

commented that his current hearing system didn't sound like it used to. I put a pair of the new Mind hearing instruments with dual integrated sound processing and advanced noise control on him for a listening demo. It improved his clarity discrimination from 48 to 92 percent. That's amazing! He thought so too, and ordered the new hearing system. We are proud to offer the best technology to our patients!

SPECIAL EVENT

OPEN HOUSE

Win \$50 Worth of Groceries

Tuesday-Thursday, June 16, 17 & 18

FREE Hearing Screening & Consultation

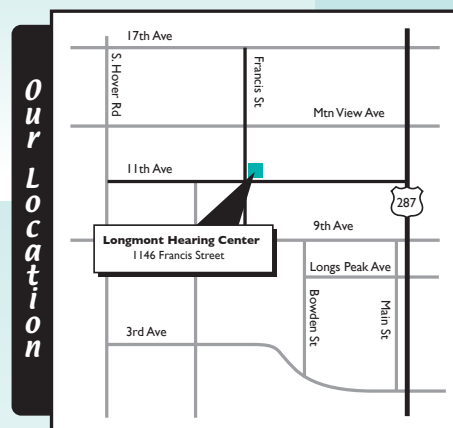
Call (303) 651-1178

SPECIAL GUEST



Joining us is Dr. Michael Iliff, a Doctor of Audiology and Technology Expert from the Widex Hearing Aid Company. Dr. Iliff is president of the Colorado Academy of Audiology. He has hearing loss and currently wears the Mind hearing instrument. Dr. Iliff has worn hearing aids for many years, so he can share with you his experiences with a variety of hearing technologies.

By Appointment Only



Longmont Hearing Center

(303) 651-1178

1146 Francis Street
 Longmont, CO 80501

Locally owned and operated since 1992!

"Your convenient source for all of your hearing care needs"

www.longmontheating.com

What is the BEST Technology Level for Me?

ADVANCED HEARING TECHNOLOGY

- Maximizes speech intelligibility
- Effective in all noisy listening environments
- Customized listening programs
- Cancels feedback (whistling) from all directions
- Exceptional listening comfort
- Ultimate accuracy for all hearing losses and ages
- Excellent sound quality
- Stay active in meetings and other social events
- Lead busy lifestyles both indoors and outdoors
- Go out to eat at noisy restaurants
- Want the best hearing technology there is
- Better hearing in dynamic listening situations
- Hear everyday sounds with a high degree of comfort
- Long-lasting battery life

How will it improve my quality of life?

MID-LEVEL TECHNOLOGY

- Preserves sound quality from side and back
- Outstanding sound quality for almost everyone
- Excellent sound quality in most situations
- Minimal feedback (whistling)
- Moderately active lifestyle
- Frequently attend group meetings
- Attend small family gatherings
- Are rarely in busy restaurants or large groups
- Want improved hearing in many situations, automatically

BASIC TECHNOLOGY

- Lower cost digital
- Good sound quality
- Soft sounds are audible, loud sounds are not uncomfortable
- Less active lifestyle
- Are usually in quiet environments
- Occasionally attend small gatherings

Patient **Will Rothrock** Sales Manager



Will Rothrock, a 57-year-old baby-boomer, was recently fitted with his first set of hearing aids. Will works for FlexLink Systems, a manufacturer of automation equipment and material handling systems, headquartered in Gothenburg, Sweden, and in Allentown, Pennsylvania. He works from a home office in Erie, Colorado.

Will's job takes him to many different areas of the country and into many different sound environments ranging from factory production floors to large conference room presentations. He began to notice that he was having trouble hearing when, during an annual physical, a nurse screened his hearing with a hand held device. "When she started the test, and got no response from me what-so-ever, she took the device and tapped it on the office desk, thinking it was not working. Once she confirmed that the batteries were good and that everything was working normally, she looked at me and said "Wow, you really can't hear."

"After that, I started to notice that I was having trouble understanding conversations, especially in noisy environments, and that I was asking my colleagues and family members to repeat themselves constantly. At a recent trade show, I was trying to carry on a conversation with a friend and fellow colleague from Sweden. I realized, half-way through our conversation that neither of us could really understand what the other was saying. It was a long discussion!"

At the recommendation of his wife Kris, a Medical Assistant at a local family practice, Will scheduled an appointment to get his hearing evaluated by D'Anne Rudden, (a Doctor of Audiology) at Longmont Hearing Center. Kris mentioned that a number of her patients had gone to see Dr. Rudden and that they were very satisfied with the results. Dr. Rudden's test revealed that Will had substantial hearing loss in his right ear, and marginal hearing loss in his left. "She explained to me that although I could "hear" conversations, I probably had to work very hard to understand them, which was exactly my experience."

After explaining that his particular hearing loss could be treated with some of the newer "open fit" style hearing aids, Dr. Rudden put Will into the top-of-the-line, Widex Passion devices and offered to let him try them for a while. "I noticed a huge difference immediately, but I also did some research and found out that my "demo" pair was pretty much the best you could buy. I wondered if I really needed these super-smart hearing aids or if I could get by with something less expensive," he said. "I asked about it when I went back for my follow up and D'Anne happily fit me with a less expensive pair to try out. It felt like I was trying to hear while walking under a canoe," he explains. "I was in a Starbucks checking my email when I received a phone call. With the music in the background, the talking, coffee making, and order taking going on around me, and all of that background noise being amplified indiscriminately, I couldn't hear what was being said on the other end and I had to go outside to finish the conversation. In the same situation, with the higher end devices, the background noise stayed in the background. It was like night and day", he said. "I ended up purchasing the pair that Dr. Rudden initially recommended."

"Dr. Rudden was very professional and genuinely interested in my hearing needs," he says. "She would have kept trying any number of hearing aids on me if I kept asking her." He added, "I need to let my friend in Sweden know about these hearing aids before the next trade show. He is in the same boat that I was in. I'm tempted on my next trip to headquarters to let him try these out."

RECIPE Breakfast Casserole

Breakfast is the most important meal of the day. So start out the day with something hearty, healthy, and stick-to-your-ribs good!



- 1 pound regular or hot sausage**
- 6 slices of bread (cubed)**
- 1 cup grated sharp cheese**
- 7 eggs**
- 1 teaspoon dry mustard**
- 1 teaspoon salt**
- 2 cups of milk**

Cook sausage, crumble into bits then drain. Place cubed bread in greased 8 by 12 inch baking dish. Mix other ingredients. Add sausage to mix, then cheese, and pour over bread. Bake at 350 degrees for 45 to 50 minutes. Serves 3-4, heartily!

Just released: Mind by Widex Hear Better. Excellent Sound Quality!

BENEFIT	TECHNICAL DESCRIPTION
Hear More	Dual ISP (Integrated Signal Processing) builds upon the greatest technology ever put inside a hearing instrument. And an innovative feature like the Audibility Extender works to help you hear high-pitched sounds like a young child's voice or the beeps of a microwave oven or coffee maker you may not have heard in years!
Hear Better	With Dual ISP, you get double the processing power to analyze sounds in your environment. A TruSound system works to ensure that changing between different sound environments is made as smooth as possible.
Control	With SmartSpeak, your MIND hearing aids verbally tell you what program you are in, in your choice of 22 major languages! And an Optional Remote Control gives you discreet adjustment of multiple programs.
Relax	Zen, a Widex – only patented program, uses fractal technology to generate soothing harmonic tones and chimes which can aid you in relaxation.
Improved Speech Understanding in Noise	MIND hearing aids offer an Advanced High Definition Locator and Speech Enhancer for improved speech understanding in noise. It's like having 15 microphones in the hearing aid, each adjusting continuously to optimize how you hear sounds from different directions.
Longer Battery Life	EcoTech II Technology for low current drain and longer battery life.
Be Comfortable	Open-Ear, thin tube, micro-sized models available for discreet and comfortable wear.
Be Stylish	Available in a variety of colors.
Protect Your Investment	Nanocare Wax Protection System is a state-of-the-art way to protect your valuable in-the-ear and completely-in-the-canal hearing aids from wax and moisture damage.

