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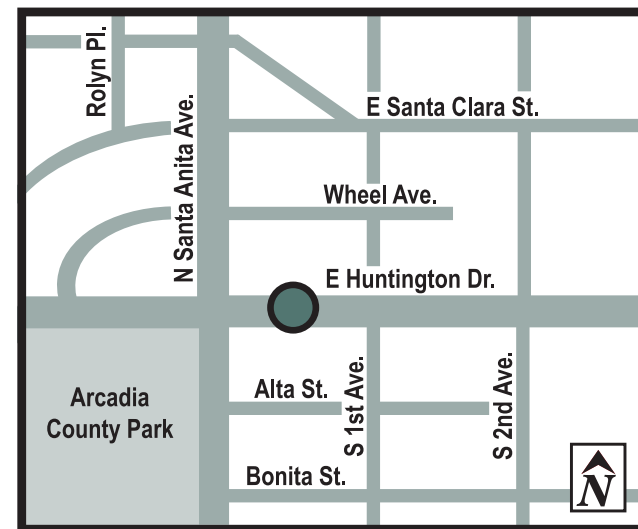
House Ear Clinic Opens New Location In Arcadia

House Ear Clinic's newest location opened this month in Arcadia. The new clinic is located 55 E Huntington Drive, suite 108. According to Dr. Senne, Director of Audiology, the new location in Arcadia allows House Ear Clinic to service an ever expanding patient base from this area.

A grand opening event has been slated for early October. To contact the new Arcadia location, call (626) 445-5488



Joanna I. Navarro
M.A., CCC-A



This new clinic will provide a wide range of services including complete audiological services, state of the art hearing aid selection and fittings, and a complete line of Assistive Listening Devices (ALD's).

Widex Puts Optimum Audibility in Motion with the New Inteo *m-Series* Micro-Size Hearing Instrument

Inteo m-Series helps you hear things that no other hearing aid can allow you to hear.

Widex U.S.A., founded collectively in 1956 by U.S. Navy veterans Henry Melt-sner and Harold Spar and the Topholm and Westermann families in Denmark, is one of the world's most respected hearing aid manufacturers. Widex hearing instruments have helped millions of adults and children, and their innovations have had a profound impact on the industry.

Today, Widex is introducing the remarkable small *m-Series*



- a new line of micro size hearing aids. All *m-Series* models are based on unique Integrated Signal Processing (ISP)-what the company says is the greatest break-

through technology ever put inside a hearing instrument. ISP is like having a "second computer inside" that watches the first one and works to make necessary adjustments. Integrated Signal Processing is a significant improvement over older digital or analog hearing aids- and, as an example, it can be compared to the evolution of television from older black & white and color TV sets to today's sharper, clearer, more natural High Definition TV's. And Widex is the only hearing instrument manufacturer able to offer unique ISP.

The discreet *m-Series*, with intelligent ISP technology, offers beautiful combination of size and performance. *m-Series* are available in Inteo (premier level), and will soon be available in Aikia (high level), and Flash (mid level) ISP hearing instruments. And there are

even tiny *m-Series* Open-Fit models for people with high-frequency hearing losses!

INTEO *m-Series*

People with a hearing loss in the high pitches often misunderstand certain words or miss some of the beautiful sounds of nature-even when they are using properly-fit and very good hearing aids. But that was before the Inteo's unique Audibility Extender. Because of the Audibility Extender, Inteo hearing instruments - including the new Inteo *m-Series* Model - actually move high-pitched sounds that many patients cannot hear to a lower pitch range where they can hear.

This can be very important when someone is trying to listen to a child's high-pitched voice, or listening to the music that they love, or hearing everyday household

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LONGER MOBILE USERS AT RISK OF HEARING LOSS

People using mobile phones for more than four years and longer than 30 minutes a day are at risk of developing hearing loss particularly at higher speech frequencies, a study conducted by Post Graduate Institute of Medical Education and Research has said.

"This hearing loss was more in the dominant ear (ear of use). Presence of fullness in the ears, ear warmth, strange noises in the ear are warning signals which should not be ignored," Dr Naresh Panda, head of the department of Otolaryngology (ENT) at PGIMER, who along with his team conducted the 18-month long study, said.

He said the aim of the study, 'which is a preliminary one', done on 100 long term mobile phone users from Chandigarh, was to assess if long term mobile phone

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Advancing Hearing Treatments

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LONGER MOBILE USERS AT RISK OF HEARING LOSS

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use had any adverse effect on hearing and central auditory pathways?

Panda said the study was conducted on people between the age group of 18-45 years and those who were using GSM handsets.



The study group was divided into three categories -- those using mobile phones for 1-2 years, 2-3 years and 3-4 years and above.

Asked if PGIMER was suggesting that people should stop using mobile phones, Panda said it was just a 'preliminary study and our aim is not to spread panic among the public. All we are saying that people should limit or curtail their usage and take measures like using ear phones.'

Source: AP

Hearing Loss and Depression: Not a Lost Cause

Joe had always been an upbeat and busy person, enjoying a wide range of activities with his family and friends. Then, as he was nearing his 80s, Joe's happy disposition and positive outlook on life suddenly changed. He became uncommunicative and withdrawn.



What happened to Joe? "I started to realize that I was losing my hearing," he recalls. "All the activities I used to enjoy, like going to concerts and the theater, I couldn't do anymore."

The breaking point came when Joe's grandson was in a school play and "I couldn't hear a thing, even though I sat in the front row. I saw his lips move and people were applauding, but I had the surreal feeling that I wasn't even there. It was devastating; as if a black cloud descended on my life."

That darkness had a name: depression. "People say that, all things considered, a hearing impairment is not as bad as other diseases and disabilities," Joe says. "Still, when you feel cut off from the buzz of life, your whole

outlook changes."

As in many other cases, Joe's hearing loss didn't just happen overnight. It was a slow and insidious process, which, ear specialists say, can take up to 30 years to develop, and may not be discernible at first. Unfortunately, once it is, many people still delay getting help. By the time they finally do, they may already be in the throes of mental anguish.

Depression – A Chronic Problem

Various research studies indicate that as health problems increase, so does the risk of depression. It is a way of grieving our losses. In Joe's case, it was the loss of all the sound-based stimuli and activities he used to enjoy in his retirement. Doctors know that depression is a common complication of a chronic illness. Ongoing pain or discomfort that affects a person's independence or mobility, as well as the adjustment to new limitations imposed by an illness, can trigger a psychological and emotional reaction.

American Psychiatric Association studies indicate that people with chronic illnesses have a 25 to 33 percent chance of getting depressed. For those without chronic illnesses, the chances are much lower; between 10 and 25 percent for women and 5 to 12 percent for men.

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sounds like a doorbell, the phone ringing, and high-pitched beeps from the microwave and other timers, or even hearing the sounds of nature like the singing of birds.

As an another example, sounds like "s" or "sh" that many people have not in years may be heard again.

The highlights of this new Inteo m-Series technology include:

- Micro Size and a Slim Tube Option That Makes the Hearing Instrument Barely Noticeable Natural and Clear Sound
- Revolutionary Integrated Signal Processing (ISP) for Ultimate Performance in Noise

- Audibility Extender That Moves High-Pitched Sounds That People With High Frequency Hearing Loss Cannot Hear to a Lower Pitch Range to Help Them Hear
- Directionality That Automatically Adjusts to Help People Hear and Understand Better
- Ultimate in Stopping Hearing Aid Whistling - Almost Everywhere
- Available in 6 Elegant and Stylish Colors

With this promising new technology, people might be surprised to hear the many sounds that they did not even know they were missing!

Can hearing loss qualify as a chronic illness? It is certainly a prevalent one. According to the National Institutes of Health, hearing loss is one of the most common conditions affecting older adults. Roughly one-third of Americans 65 to 74 years of age and nearly half of those 75 and older have age-related hearing loss called presbycusis.

Among seniors, hearing loss is the third most prevalent disabling condition, behind arthritis and hypertension.

Turning A Deaf Ear

Several years ago the National Council on the Aging (NCOA) conducted the largest known study on the effects of an untreated hearing loss on adults and their families. It surveyed 2,300 hearing impaired people age 50 and over, and found that those with an untreated hearing ailment were more likely to suffer from depression, sadness, anxiety, and even paranoia.

But even though the negative effects of hearing loss can be significantly reduced with hearing aids, some people delay treatment or resist getting it altogether. Why would someone with a hearing disability not use hearing aids? Denial, vanity, and finances were three top reasons cited by the survey respondents. Two-thirds said their hearing was "not bad enough." About one-half cited the cost of hearing aids. And one in five expressed concerns that a hearing aid would make them "feel old," or "what others will think about me."

Instead of getting help, these people become withdrawn and isolated, leading to erroneous assumptions that these folks

are confused, unresponsive, or uncooperative. Of course, nothing could be further from the truth.

Getting Sound Results

Sometimes, in cases of a severe, long-lasting or chronic depression, seeking professional help might be just what a doctor ordered. But in many cases relief is, literally, within an earshot. In fact, numerous studies have repeatedly shown that hearing aids can and do enhance a person's quality of life by improving communication, social interaction, and overall lifestyle.

A survey by Better Hearing Institute (BHI), a Washington D.C. area-based non-profit organization that educates the general public about the hearing loss, treatment and prevention, shows that nine out of 10 Americans who have hearing aids enjoy a higher quality of life.

The NCOA study also bore out the benefits of treatment. Hearing aid wearers and their families reported considerable improvements in their mental health, family relationships, social interactions, self-confidence, sense of safety, and life in general.

Can a hearing aid really improve a person's outlook? Just ask Joe who, after three months of anguish and self-imposed isolation, was fitted with a digital hearing aid. "It did make a world of difference," he says. "I started to enjoy life's little pleasures all over again."

Limited Time Only! FREE Gift with Purchase!



ClearSounds Amplified Cordless Telephone

A perfect complement to your new hearing instruments and ideal for those looking for a state-of-the-art portable phone that combines style and versatility. Amplification up to 50dB, Caller ID/Call Waiting with Caller ID, Amplified 2.5 mm headset jack, expandable up to two additional handsets, hearing instrument compatible.



Offer valid with the purchase of any one set of Inteo m-Series hearing instruments. May not be combined with other offers. No cash value. Expires on 10-31-2007. Does not apply to past purchases. See House Ear Clinic, Los Angeles for details.

**Need batteries, supplies or an assistive device?
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