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Sound Care's Animal Connection

Along with introducing myself, I also would like to introduce my two cats, Lily and Claude. Lily is my brown tabby cat who has lots of spunk and energy. Her favorite activities are lounging in the sun and people watching from the window sill.



Claude is my white and tan long-haired cat. He is a very sweet cat who loves to curl up on the couch and have his belly rubbed.

Dr. Gima Vergara

Family Festivities *Continued...*

phisticated sound studios – processing and reproducing sounds faithfully. For example, ReSound Metrix™ was designed to remove distortion and other side effects of digital processing that are often too obvious in other hearing instruments.

Dispel myths. Just because someone has hearing loss, it does not mean he or she is going deaf. However, it is important to see a hearing health-care professional to find the cause of the hearing loss and prevent it from worsening. Show them their hearing is important. Hearing loss can occur gradually – sometimes over many years. Perhaps they have forgotten how important hearing is to their quality of life. Reminiscing together about special gatherings may remind them of the times they, too, enjoyed the holiday bustle.

* Source: National Council on Aging.

** Source: Better Hearing Institute.

Fall "New Technology" Open House

Sept. 21-23, 2010

Please join Dr. Anderson and Dr. Vergara and a representative from GN Resound from Tuesday, September 21st through Thursday, September 23rd, for a free hearing screening and to demonstrate the latest advances in wireless hearing aid technology. Complimentary beverages and snacks will be served.

Please call (708) 660-2350 to make an appointment!



Introducing the ReSound Alera

The hearing device that brings you closest to natural hearing.



Technology is part of our daily lives and it continues to be a part of improving the quality of hearing aids. Sound Care Hearing is happy to introduce the first hearing aid in history to have truly WIRELESS Connectivity to both television and cell phones. The ReSound Alera is a new generation of Surround

Sound by Resound aids that allow you to experience the richest sound quality possible while maintaining environmental awareness even in the most complex listening situations. The Alera provides you with robust and echo-free connections to audio signals from TV, MP3 players, computers and mobile phones. We want our clients to be the first to know about this new product so call us today for your complimentary demonstration!

Features of the Alera:

- *Its tiny size hides discreetly behind your ear*
- *Its slim, curved shape fits comfortably*
- *Color choices help blend the device with your hair color or skin tone*
- *Enjoy a surround sound experience that is rich and full like natural hearing*
- *Automatically adjusts to changing sound environments*



ReSound

Don't Let Hearing Loss Dampen Family Festivities

Spreading Holiday Hearing Health

If you have a family member or friend with hearing loss, the holidays bring unique challenges. While many people look forward all year to family gatherings and holiday parties, those with hearing loss may feel apprehensive or anxious.

One of the first signs of hearing loss is difficulty hearing in noisy environments. It can be especially difficult to understand speech over background noise like dinner music or a football game on TV. This is due to high-tone, nerve-type hearing loss that affects consonant sounds (necessary to understand words) that are in high frequencies.

It can be confusing because in quiet environments, a person may be able to hear and understand speech just fine. But add background noise, and he or she may only hear a low drone and miss the high-frequency sounds of speech.

"Just Getting By" Means Missing Out

It's estimated that 10% of the U.S. population has hearing loss. Many don't know they have a hearing problem or are reluctant to seek help. They may feel embarrassed or think they can "just get by" without treatment. But that means asking others to constantly repeat themselves, feeling left out of conversations and not fully participating in festivities that could create cherished memories. Neglecting hearing health can lead to increased feelings of isolation and even depression.

Many people experience depression during the holiday season for a variety of reasons, including health problems. Adults who suffer from untreated hearing loss are more likely to report feelings of depression and anxiety than those whose hearing loss has been treated.*

How to Offer Support and Encouragement

Family members and friends can encourage those with hearing loss to do something about it. Here are some suggestions:

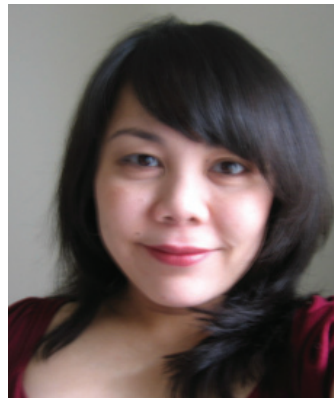
Let them know they are not alone. One in six baby boomers (ages 41-59) have a hearing problem, and one in 14 Generation Xers (ages 29-40) already have hearing loss.**

Discuss advancements in technology. Today's digital hearing instruments are not what most people expect. They can best be compared to tiny, yet highly so-



Continued on back page

What's New



Dr. Gima Vergara
Licensed Clinical and
Diagnostic Audiologist

Dr. Gima Vergara, Au.D., FAAA earned her Bachelor of Science degree in Audiology from Illinois State University. She earned her Master of Arts and Doctor of Audiology degrees from the State University of New York at Buffalo. Dr. Vergara completed her fourth year Au.D. externship at the Buffalo Hearing and Speech Center where she performed hearing aid dispensing, vestibular evaluations, and audiometric evaluations for adult and pediatric populations. Dr. Vergara's particular areas of interest in Audiology are hearing amplification, auditory rehabilitation, vestibular evaluation, and evoked potential evaluations. She is a fellow of the American Academy of Audiology.

Support Groups



Hearing loss and Tinnitus Support Group meetings are offered the first Saturday of each month from 1:00-2:00 p.m. in the Rush Oak Park Hospital in Conference Room A, behind the gift shop.

Snacks and refreshments will be offered. Call us today to tell us that you are interested, and would like to attend!



Dr. Rebecca L. Anderson
Owner/Audiologist

Hours:
Monday: 9:00 - 7:00
Tuesday - Friday: 9:00 - 5:00
Saturday: By Appointment
Late Evening Hours Available!

Take Advantage of these Special Offers!

Please accept these offers exclusive for our newsletter readers, and take a look at our New & Improved Battery Club!

Refer A Friend Program

Refer a friend to come and see us and you will receive a complimentary hearing aid service visit! (\$35.00 value)

If your friend purchases a set of hearing aids, receive one full year of hearing aid service visits! (\$150.00 value)

Frequent Buyers Program

Purchase 5 packages of hearing aid batteries (8 cells) at the regular price, \$6.99 plus tax, and receive one package free. No need for a punch card, we will track your purchases for you!

No Worry Plan

Deposit \$50.00 into your battery account, and we will send you batteries when you call us to let us know that you are running low. We will mail your batteries to your home at no extra charge (\$6.99 plus tax with no shipping fee). Your account must be pre-paid with a check or credit card.