

January 2021

New Technology Announcement

- Learn about the new Oticon More Device

2021 Insurance Updates

Tinnitus--What's that sound?



New Hearing Technology Just Released!

Hear More with Oticon More.

Introducing Oticon More™, a life-changing hearing device with BrainHearing™ technology.

Science shows that we hear with our brains and not our ears. Oticon More helps your brain decipher intricate details of relevant sounds for better speech understanding with less effort and the ability to remember more.

Oticon More™ hearing devices were developed to work more like how your brain works, because they learned through experience. This is because Oticon More has the world's first Deep Neural Network embedded on the chip.

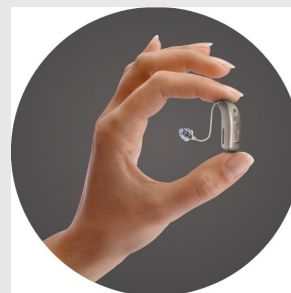
As a result, Oticon More:

- **Delivers 30% more sound to the brain***
- **Increases speech understanding by 15%***
- **Reduces listening effort so that you remember more of what is being said**

All in a rechargeable hearing aid that delivers direct streaming from iPhone® and Android™ devices**. And with the sound clarity of Oticon More, you won't miss treasured moments in life. **Now that's More.**

If you are wearing hearing aids over 3 years old, this is a significant improvement in sound quality! We are excited to share it with you, so you can hear the difference.

A special invitation to hear what you've been missing: Let us demonstrate how Oticon More brings you closer to the sounds of life that should be heard, not missed. Special upgrade offer available until February 12 for our patients by mentioning this newsletter.



*Compared to Oticon Opn S™, Santurette, et al. 2020. Oticon More clinical evidence. Oticon Whitepaper.

**Android devices need to support ASHA to allow direct connectivity to Oticon More. Please visit oticon.com/support/compatibility for more information



Schedule your free demonstration
here

2021 Insurance Updates

2021 Insurance Update

We are committed to providing the best possible hearing healthcare. We are happy to file charges with your insurance provider for diagnostic testing and hearing aid benefits.

Medicare Beneficiaries

Please know that routine hearing testing is not a Medicare covered expense and there will be a \$80 fee associated with this test. *If you feel that your hearing has changed, this changes the test from routine to medically necessary.* Please have your physician fax a referral for a hearing evaluation to 919-573-0797 so that the test may be billed and covered by Medicare. If you have health insurance other than Medicare, we will be happy to file a claim with your insurance provider.

Please note that in 2021 we are **OUT OF NETWORK for Humana and Humana Medicare**. Despite this, we hope you will continue your care with us and are happy to file your testing for any out of network benefits you may have. We do our best to keep our fees low and charge \$80 for a comprehensive hearing evaluation.

Follow-ups for hearing aid checks, programming, and most repairs are not covered by any insurance and therefore not billed to insurance. These follow-ups are included with your investment in hearing technology for a period time, or with enrollment in our Hearing Aid Wellness program. Details on our Hearing Aid Wellness program are below.

We understand insurance can be confusing so if you have any questions, please do not hesitate to contact our office at 919-570-8311. We look forward to continuing to help you Hear Life in 2021!

****Hearing Aid Wellness Program****

Want to maintain the same great services without worrying about cost? We are offering a program that extends services on your hearing devices for 1 year. This program includes unlimited hearing aid checks, programming visits, hearing aid supplies (tubing, domes and wax guards) and 10 packs of batteries for 1 year. The cost is \$365. Maintain your hearing for only \$1/day.

Tinnitus--What's that sound?

The good news is you do not just have to learn to live with it.

Tinnitus, the experience of buzzing, pulsing, or



ringing in the ears when no external source of sound is present, afflicts millions of Americans each year—in many cases with symptoms so severe that it can be associated with depression, anxiety, sleep disturbances and interference with concentration. Therefore, its underlying cause must be determined to find the best solution.

Tinnitus can be caused by:

1. Hearing loss
2. Medications
3. Physical Injury (TMJ, head or neck injury)
4. Neurologic disorders (multiple sclerosis, vestibular migraine)
5. Circulatory changes

The most common cause of tinnitus is the presence of sensorineural hearing loss (damage to the inner ear). The brain is constantly searching for sound and when it does not get the sound, due to hearing loss, it tries to compensate for the loss. This can result in the brain beginning to pick up on spontaneous firing of nerves in the auditory system and perceives it as sound.

The good news is you do not just have to learn to live with it. Tinnitus can be managed with different levels of intervention.

1. Sound therapy—listening to sound that is constant and relaxing during periods of bothersome tinnitus. This allows the brain to recognize a constant real sound instead of the tinnitus. This results in the brain habituating to the tinnitus. Habituation cannot occur if the tinnitus is completely masked. This treatment is helpful at night when trying to fall asleep with bothersome tinnitus. Simply turning on soft music, or a fan can help take your mind off of the tinnitus to get a restful nights sleep.

2. Hearing Aids or Cochlear Implants—Treating diagnosed hearing loss with devices help fill in the areas where sounds are missing. This retrains the brain to focus on real environmental sound over the tinnitus. Straining to hear makes a person more likely to notice tinnitus and hearing devices are proven to reduce listening effort.

3. Lifestyle—High salt, caffeine and stress often exacerbates tinnitus. Eat a balanced healthy diet, exercise and monitor stress levels. Participation in enjoyable activities reduces the brain focus on tinnitus.

4. Other Counseling—in some cases of more severe reactions to tinnitus a referral to a mental health professional for facilitation of cognitive behavioral therapy is beneficial. This form of therapy can help you appropriately deal with stress, anxiety, depression and negative thinking.

Treatment of tinnitus is a team approach involving you the patient, primary care provider, audiologist and sometimes mental health professional. At Wake Audiology, we specialize in creating a treatment plan based off your individual needs.

Share Your Experience

At Wake Audiology, we commit to reconnecting you to your friends and family through better hearing. Helping you hear life! Your satisfaction is of most importance to us and we want you to have an exceptional experience at every visit. Your feedback is very valuable and appreciated. Please consider sharing your experiences by reviewing us on Google or Facebook.

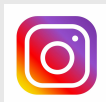


Expansion is almost complete!

We've officially expanded into the suite next door. We are waiting for our furniture delivery next week to finish settling in. Things that remain on our to-do list are custom acoustic art, and sign installation. We cannot thank Matchline Interiors enough for their creativity in helping this vision come to life. At your next visit, we hope you will enjoy the new look of our clinic as much as we do! We'll be posting a video tour on our Facebook page sometime soon and updated pictures to Instagram.

We forgot to take before pictures, but here is a picture of our entry at our ribbon cutting in 2019, and the entry now!

Follow more updates Facebook or Instagram:



Hear What Our Patients Are Saying...

"I am so impressed by this staff. They were so friendly and caring. Dr. Vrooman and Ginny made me comfortable from the very beginning and kept this professional but fun."--Gina S.

"Just got home from my appointment with wake audiology this afternoon and once again was treated with total professionalism from the sanitized greeting at the front door, right up to the minute I left. Today I had an appointment with Dr. Jessica Silvani, who was knowledgeable in every respect, extremely friendly and made me feel very comfortable talking about my hearing problems. She made several recommendations to me which I absolutely appreciated. I've been coming here over 5 years now and would never think of going any place else because they go out of their way to make your hearing experience their number one priority. I absolutely recommend them and rate them five-stars."--AB

Thank You

We Appreciate Your Referrals

Referring your friends and family is the highest compliment you can pay us. As a thank you for referring new hearing aid patients, we will make a contribution to a charity of your choice.

Thank you for choosing Wake Audiology as your hearing care provider.

Sincerely,

Dr. Samantha Vrooman, Dr. Jessica Silvani
Ginny and Sandy



Patient Testimonials

We have dozens and dozens of patient reviews of our staff and services

Patient
Comments



Meet Our Staff

We're here to serve you and your hearing needs. Learn more about us.

Our Staff



Our Office

Come visit our conveniently located office. We look forward to seeing you.

Contact Us

**Wake Audiology & Hearing
Aid Associates**
[www.wakeaudiology.com]

