



Spring

Special points of interest:

- The Taste of Sound
- Loneliness Epidemic
- Wax
- New Audiologist
- Technology

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Inside this issue:

Loneliness Epidemic 2

Ear Cleaning 3

Fun Facts 3

Meet Our Staff 4



New Technology 4

The Taste of Sound

The ability to hear conversations in noise is the number-one request of people seeking help for hearing difficulties. The vast majority of those people identify restaurants as the most challenging.

The most recent Zagat survey listed noise as the number two complaint in restaurants. Understanding the overall noise level done correctly are important elements in customer satisfaction; the volume, type and speed of music greatly influences the restaurant experience. Slower music causes diners to linger longer and increases the overall bill with buying more expensive wines and cocktails. In fact, studies showed that the overall bill increased 23% with the right combination of classical music and low volume background noise. Conversely, fast tempo music increases heart and blood pressure rates which translate directly into eating more and faster. *People drink more and drink faster when exposed to loud music.*

There are many studies assessing the effects of sound on taste, texture, aroma/flavor, even how a person feels about the given source of background noise influences their perception of food and drink taste. Restaurant chains such as Chipotle and Hard Rock Café have long incorporated this knowledge in their dining experience.

The ideal level for conversation is 55-65 dB; when sound levels pass 70 dB, conversation becomes difficult. Some restaurants have noise levels at 80 dB or louder--for someone with hearing loss, the contrast between speech in noise needs to be much greater [than someone with normal hearing] which makes communicating in louder restaurants very difficult. Restaurant owners know the loudness, tempo of the music affect how long we stay and how much we drink. The challenge is guests are uncomfortable if they have to shout to communicate, but also if the restaurant is too quiet and they feel they have to whisper.

So what can you do?

Download a sound level meter APP such as NIOSH Sound Level Meter which allows you to measure sound in restaurants.. Sit in quiet area, avoid rush times, ask them to turn the music down, support those establishments where you feel comfortable and/or those that will work with you, try a crowdsourcing APP that you can contribute to regarding noise levels in restaurants.

Soundprint is a popular APP that allows you to rate and review places based on their sound levels. This way you can plan your next meeting, date, or family outing around a great place to eat to hear and connect with each other.



NIOSH Sound Level Meter
EA LAB

TINNITUS FACTS

Tinnitus is the experience of a sound without an external source, usually in the form of ringing. Speak with your doctor to receive an audiological evaluation if you suspect symptoms of tinnitus.



Though tinnitus is associated with hearing loss, this may not always be the case.



13 million Americans report tinnitus symptoms without hearing loss.



Of those with the condition, 40% experience tinnitus throughout 80% of their day.



At least 30 million Americans suffer from tinnitus.



Around 1 in 4 sufferers report tinnitus symptoms as loud, while 1 in 5 report them as nearly disabling.



27% of people aged 65 to 84 experience symptoms of tinnitus.



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**"Treating
hearing loss
may help
more than just
your hearing".**

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The Loneliness Epidemic

Page 2

Loneliness and social isolation can be as damaging to health as smoking 15 cigarettes a day, researchers warned, and the problem is particularly acute among seniors, especially during holidays.

Two in five Americans report that they sometimes or always feel their social relationships are not meaningful, and one in five say they feel lonely or socially isolated. According to a 2018 survey from *The Economist* and the Kaiser Family Foundation (KFF), more than two in ten adults in the United States (22%) and the United Kingdom (23%) say they always or often feel lonely, lack companionship, or feel left out or isolated.

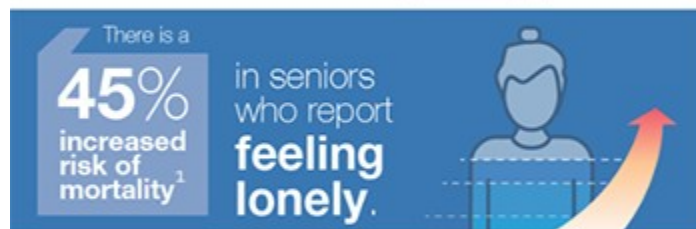
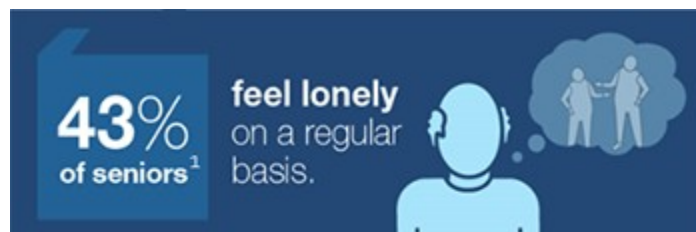
And the thing about loneliness isn't just that it makes you feel bad, but that it's bad for you. The lack of connection can have life threatening consequences, said Brigham Young University professor Julianne Holt-Lunstad. There are lots of health consequences.

Among key findings: An estimated \$6.7 billion in annual federal spending is attributable to social isolation among older adults. Poor social relationships were associated with a 29 % increase in risk of coronary heart disease and a 32% rise in the risk of stroke.

Scientists have long known that loneliness is emotionally painful and can lead to psychiatric disorders like depression, anxiety, schizophrenia, and even hallucinatory delirium.

But only recently have they recognized how destructive it is to the body. In 2015, researchers at UCLA discovered that social isolation triggers cellular changes that result in chronic inflammation, predisposing the lonely to serious physical conditions like heart disease, stroke, metastatic cancer, and Alzheimer's disease. One 2015 analysis, which pooled data from 70 studies following 3.4 million people over seven years, found that lonely individuals had a 26% higher risk of dying. This figure rose to 32% if they lived alone.

The good news is that friendships reduce the risk of mortality or developing certain diseases and can speed recovery in those who fall ill. Feeling confident in social settings can be improved with being able to follow and participate in conversations. Today's hearing aid technology has made tremendous advancements in allowing the patient to communicate with greater ease.

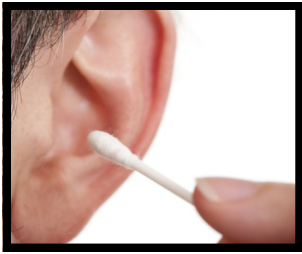


FACT: Hearing loss leads to social isolation

Untreated hearing loss has long been linked to increased social isolation and loneliness.

Studies show that treating hearing loss (with hearing aids) can reduce the risk of cognitive decline associated with hearing loss and can help prevent dementia. **The benefits of wearing hearing aids may also include:**

- **Reduced mental fatigue**
- **Decreased feelings of isolation and depression**
- **Improved memory, attention and focus**
- **Improved communication skills.**



Do's and Don'ts of Earwax Removal

Page 3

Fun Facts Origins

"Close But No Cigar"

In the 1800's cigars were given as prizes for carnival games.

"Dressed To The Nines"

Meant you were rich enough to literally purchase the entire 9 yards required to make a full suit including the vest.

"Pull Out All The Stops"

Organists would pull out all the stops on every pipe on their organ in order to play at maximum volume.

"Give A Cold Shoulder"

In Medieval times, a guest would be given a cold piece of meat from the shoulder of pork, beef, or lamb when the host felt it was time for them to leave.

"Crying Crocodile Tears"

Likely from an ancient idea by Photios who claimed crocodiles shed fake tears to lure their prey.



Hearing Aid Induction Loop Area

The hearing loop is a wire that circles a room, and is connected to the sound system. The "loop" transmits the sound electromagnetically which is picked up by the telecoil in the hearing aid.

Earwax, "cerumen", is a yellow, orange, or even dark material that is made in the ear canal. The purpose of earwax is to naturally clean the ear canal and also protects the ears from bacteria, dust, foreign particles, and microorganisms. In normal conditions, earwax works its way out of the canal and into the ear opening naturally. However, sometimes there is a build-up of wax which has to be removed. There are many ways to remove earwax--some are safe, and some are not. **Let's review best practices for dealing with earwax:**

Do's:

Do understand that earwax is normal. If it does not block the ear canal or impede your hearing, it can be left as is.

Do know the symptoms of earwax build-up. These include decreased hearing, ear fullness, ringing in the ears, and changes to how your hearing aid functions.

Do seek medical help if you experience a change in hearing, ringing, or fullness in your ears, and/or ear pain. Other conditions may exhibit symptoms like earwax build-up, such as ear infections. See a medical professional to rule these out if you experience any of the above symptoms.

Do ask a medical professional prior to using at-home remedies to remove earwax. Certain medical conditions can make some at-home remedies unsafe.

Don'ts:

Don't put anything smaller than your elbow in your ear (your Mother was right!).

Don't use cotton swabs, bobby pins, keys, paper clips, and other implements to clean or scratch your ears. These can cause damage to your ear.

Don't clean your ears too much. Over cleaning can cause irritation or infection of the ear canal and can even cause the wax to build up.

Don't use ear candles. Studies have shown ear candling does not reduce the amount of wax in individuals' ear canals. Additionally, ear candling can damage the ear canal and eardrum.

Don't forget to clean your hearing aids as recommended by your Audiologist.

The Hearing Clinic



Better Hearing Starts Here

Two Locations to Meet Your Hearing Needs

Farmington: 248 - 881 - 3026

Brighton: 810 - 225 - 2205

hear@hearingcliniconline.com

Welcome Dr. Anita Altschul!

Dr. Anita Altschul was born outside of Chicago and lived in the Indiana suburbs until the age of 12, when they moved to Asheville, North Carolina. Anita studied Psychology at the University of North Carolina Greensboro where she received her Bachelor of the Arts degree in 2012.

A musician in her spare time, Dr. Anita decided to combine her love for helping others and appreciation for sound and thus chose to pursue Audiology. Anita obtained her Doctorate of Audiology from Louisiana State University-New Orleans in 2016 and has been a Michigan resident ever since completing her fellowship in Adrian, Michigan in 2015. Dr. Altschul is passionate about educating people about hearing loss and rehabilitation, so that those with hearing loss can begin to reconnect with their world and loved ones.

"Hearing is truly one of the main gateways our brain is able to perceive the world. It is important to keep our brains stimulated and active, and hearing is one of the easiest ways to facilitate this process. When others can't hear it can be frustrating for both parties involved, but it is important to realize this frustration stems from others caring and wanting to connect with their loved ones."



Dr. Altschul currently lives in Detroit. In her spare time, she plays several instruments, tours with a band, and likes to spend time with her cat and dog, enjoys sewing, drawing, and most creative endeavors.

Dr. Altschul has been practicing with us since June displaying her passion, compassion, and expertise with all of her patients. We are very fortunate to have Dr. Anita on our team!

Are Rechargeable Hearing Aids For Me?

Rechargeable hearing aids are a fairly recent addition to the hearing healthcare landscape. In the past, rechargeable batteries were not capable of providing enough power in a small enough battery to be feasible for use in hearing aids. Recently, though, thanks to lithium-ion technology, rechargeable batteries are not only available, they are also long-lasting and reliable for use in hearing aids! In general, the battery will last 3 – 4 years before it needs to be replaced.

A rechargeable hearing aid system consists of hearing aids with rechargeable batteries, a charging station for the hearing aids, and a power cord. When the hearing aids are not in use, they should rest in their charger, which also doubles as case.

It is as simple as that — if the hearing aids aren't on your ears, they should be charging in their case! The chance of losing the hearing aids is lessened. And charging time is typically short, so the hearing aids are always ready to be used. Charging stations can even charge the hearing aids up to three times without being plugged into an outlet.

There are many positive reasons to consider if rechargeable hearing aids are the best option for you.

The benefits of rechargeable hearing aids are many. You no longer need to buy hearing aid batteries. You don't have to worry about keeping spare batteries on hand. If you keep them charged, you shouldn't run out of a power at inconvenient times. Rechargeable hearing aids are better for the environment because you aren't buying and disposing of regular, zinc batteries.

There is no need to fumble with inserting or removing tiny batteries from the hearing instruments. In fact, there is no battery door on the newest rechargeable hearing aids. Those patients with limited dexterity, arthritis, and low vision are excellent candidates for rechargeable devices.

Rechargeable devices with BlueTooth compatibility are now available in all styles of hearing aids.

Rechargeable hearing aids are a great solution for someone who wants a low-fuss and reliable battery system for their hearing healthcare needs in multiple levels of technology and all styles.

If you want to give one of our popular rechargeable hearing aids a try, we can help.

Call our Brighton office 810-225-2205 or Farmington office 248-881-3026.