

Audiology Informer

Carlson Ear Nose & Throat Associates

Annual Hearing Evaluation

The American Academy of Audiology recommends annual hearing evaluations beginning at age 45. If it has been over a year since your last hearing exam, you should consider scheduling your test now.

Not sure if you should have your hearing tested? If you experience any of the following complaints, a hearing evaluation is advised:

- Hearing loss in one ear
- Ringing in the ears (tinnitus)
- Difficulty understanding or following conversation
- Feeling like people are mumbling or speaking unclearly
- Having family members or others ask you if you have a hearing problem

Mini Hearing Aids

There has been a trend in hearing aids towards smaller and more discrete options. These new mini-hearing aids offer the latest technology, excellent sound quality, and are extremely comfortable. Mini-hearing aids are worn on the top of the ear with a very slim wire that directs sound into the ear canal. They are often nearly invisible on the person who is wearing the hearing aids.

Mini-hearing aids are now available for individuals with varying degrees of hearing loss. New technology called receiver-in-the-ear (RIE) moves the speaker of the

hearing aid into the ear canal with a tiny, slim wire. Because the speaker is now in the ear canal, we can increase the sound output of the hearing aid without the concern of feedback or whistling from the hearing aid. This is a great option for individuals who desire a discrete hearing aid while still benefitting from the power and sound quality they deserve.

The mini-hearing aids are excellent at providing clear sound quality and incorporating other features such as noise reduction. They offer a comfortable option and

clear, natural sound quality. Mini-hearing aids are available in a wide variety of shapes and sizes. Some include discrete volume controls and program or memory switches. Most make seamless, automatic adjustments for changes in sound environments.

There are so many benefits to the new mini-hearing aids for individuals with varying degrees of hearing loss. They are no longer just for mild hearing loss and may be an option for you or someone you know. Call our office today for a free consultation.



Hearing Aid Prices

Hearing aids range in price from around \$1000 to \$3500 per hearing aid depending on the technology and the quality of the product that is selected. There are many factors that influence the price of the hearing aid. Technology level and the features that are included in the hearing aid contribute to the cost of the hearing aid. Other factors that are involved in cost are the research and development of the product, customization of the product to fit the wearer, manufacturing costs, and the time spent with the professional who fits, services, and provides follow-up for the hearing aids.

When the cost of a pair of hearing aids is averaged over the life of the product (about 5 years), the cost is less than \$3.00 a day. This is less than a latte a day at a coffee shop. That's not too bad when you consider that hearing aids help you hear better and can improve the quality of life for the wearer and the people around them. Many insurance plans offer discount programs or help cover hearing aid expenses. Check your benefits or call our office for help.



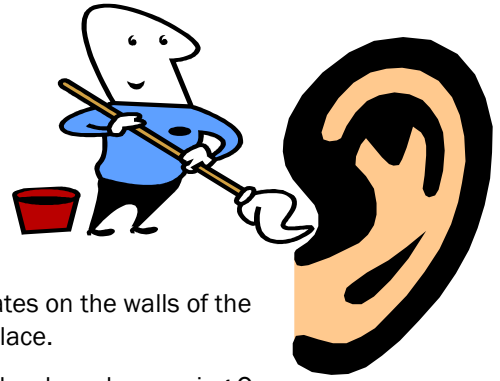
CARLSON
EAR NOSE & THROAT ASSOCIATES

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EARWAX— The Ugly Truth

Earwax, or cerumen, is normal and is produced by glands in the ear canal to serve many purposes. While it may not be pretty, cerumen has protective, lubricating, and antibacterial properties and is responsible for trapping dust and dirt from reaching the eardrum. In normal quantities, it is a good thing and it is self cleaning for most individuals. The skin in the ear canal was designed to grow from the eardrum out to the ear canal opening. Old earwax is constantly being moved out of the ear canal by the growth of the skin cells and by the movement that the jaw creates on the walls of the ear canals when talking and chewing. Most of us do not even notice this is taking place.



We often see patients with earwax accumulation near or on the eardrum because they have been using Q-tips or other tools to attempt to remove the earwax, and the earwax has been pushed down too far. Ideally, the ear canals should never need to be cleaned. However, there are certain circumstances when cleaning should be done. Cerumen impaction, or excessive accumulation of earwax, can cause many adverse symptoms and should be addressed by an Ear, Nose and Throat physician. Some of these symptoms include earaches, fullness or a sensation of a plugged ear, partial hearing loss, ringing in the ears, itching, odor, or discharge from the ear.

The proper way to clean the ear is the use a washcloth to wash the outside of the ear and never insert anything in the canal. As mentioned earlier, Q-tips effectively push earwax down near the eardrum and are not recommended. Ear candling is another method that is not recommended for its lack of effectiveness and safety concerns. Over-the-counter cerumen softening drops may help certain individuals who tend to accumulate wax and may be recommended by your physician or audiologist.

What's New at Carlson Ear Nose & Throat Associates?

Healthy Hearing Seminars—Wed. January 20th @ our Swan Rd. office / Wed. January 27th @ the Oro Valley Hospital / Wed. February 17th @ our Swan Rd. office / Wed. March 17th @ our Swan Rd. office. Call today to sign-up. Space is Limited.

Dizziness, Vertigo, Lightheaded, or Off-Balance - Do you or someone you know suffer from these symptoms? Our office specializes in the evaluation, diagnosis and treatment for all of these complaints.



James Carlson, M.D., M.B.A.

Thomas Kang, M.D.

Jonathan Lara, D.O.

Elizabeth A. Finch, Au.D.

Amy M. Wheeler, Au.D.

Amanda L. Wysopal, Au.D.

Stephanie Carlson, R.N., CNOR

Do you have other ENT needs? Let one of our Ear, Nose and Throat physician help you! We are currently accepting new patients for vertigo, dizziness, allergy testing and allergy injections, snoring, sinus problems, ear blockage, throat pain, voice care, and more!!! Call for an appointment.

A hearing device designed like no other

Discreet. Sleek. Sophisticated.

ReSound Live™ is an exclusive hearing device with appealing design. Its slim profile tucks neatly behind the ear so others won't see it. You will forget wearing it because it is as lightweight as a paper clip. ReSound Live offers astounding battery life for such a small device, helping you keep up with everyday life. And, you enjoy the most cutting-edge digital technology with great sound quality available from ReSound.

A hearing device that looks good, and sounds even better.

ReSound Live™

Actual size Receiver-in-ear BTE

SURROUND SOUND by ReSound™

\$400.00 OFF a new PAIR of ReSound Live 5, 7, or 9 hearing aids.

Offer cannot be combined with any other offer, or with any insurance benefit or discount.

Offer expires 3/1/2010

ReSound

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