

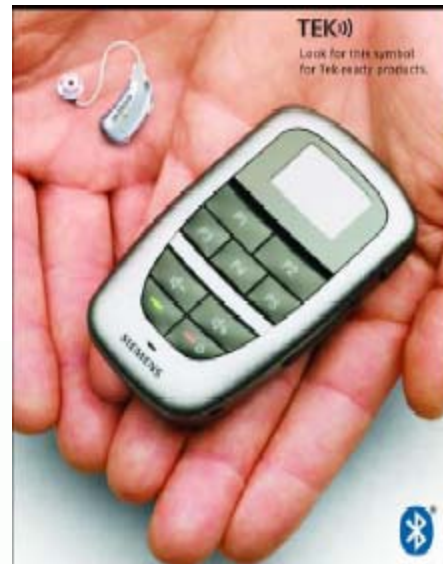
Fall Update

Connecting Your World To Your Hearing Aids

Most manufacturers have introduced products over the last year that improve a persons ability to connect their hearing aids to the world around them. How you may ask? This is achieved through the use of auxiliary devices that wirelessly connect the hearing aids to devices such as the TV, telephone, cell phone, I-pod, and computer. Wireless connectivity has opened up a world of possibilities for people with hearing loss. The result varies from clear hands free cell phone use when driving, to trouble free connection with the TV and home phone.

If you are threatened by technology please put your fears at rest, the connection is easy to achieve by just following some simple steps. Hearing aids purchased within the past two years may be compatible with these systems. Enjoy what life has to offer by taking advantage of our fall special on state-of-the-art wireless technology or our winter open house series available in January (see next newsletter for dates and times).

Oticon • ConnectLine™



INTRODUCTORY OFFERS FOR WIRELESS PACKAGES

| OTICON EPOQ USERS | PHONAK EXELIA, VERSATA, CERTENA & AUDEO YES USERS | SIEMENS PURE AND MOTION USERS |
|--|---|--|
| <p>CONNECTLINE BUNDLE Includes: Streamer, TV adaptor, and phone adaptor</p> <p>\$450.00, a \$200 savings</p> | <p>iCOM/VOIIS TV BUNDLE Includes: iCom and Voiis</p> <p>\$400.00, a \$100 savings</p> | <p>TEK BUNDLE Includes: Tek device and TV adaptor</p> <p>\$425.00, a \$100 savings</p> |



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Farmer’s Almanac Predicts a “Frigid, Wet, Wild and Snowy” Winter in 2009

Winter can be a tough time for some to make it into the office, so plan ahead for the winter season. Make sure you have an adequate supply of batteries, wax guards, domes, and cleaning supplies to get you through the cold winter months.

Call today to schedule an appointment to have your hearing aids checked before the snow flies and the holiday season begins. If the weather prevents you from driving, we are now offering a batteries-by-mail program which includes shipping of 36 batteries for \$32.00.

U.W. Madison Doctorate Student Joins Our Staff to Complete Her Externship

We are pleased to announce that Heather Zingler has accepted an offer to join our staff until May 2010 to complete her student externship. She will be working under the supervision of all of our licensed audiologists gaining experience in all areas of the profession.

Heather grew up in Milwaukee. She graduated with honors from U.W. Madison receiving her undergraduate degree in Communicative Disorders. She is currently working on a research project investigating speech recognition abilities of adult cochlear implant users.

Heather has recently become an auntie for the first time and is absolutely in love with her niece. She enjoys gardening, canoeing, and time with family and friends.

Affording Hearing Aids in an Economic Downturn

It’s no secret that the economy has been challenging for some time now, which is affecting most people. In this tough economy, one can be tempted to put off purchases into the future when things “may be better.” The question posed here is how important is your hearing health to both yourself and to your loved ones? Can you afford not to hear the sound of your grandchild’s voice or the siren wailing behind your car so you can move over on the interstate? These are important questions to ask yourself.

In view of the economic times, Professional Hearing Services has decided to offer a one-year-no-interest payment plan or up to four years of equal payments with interest to make hearing aids more affordable. There are also different levels of hearing aid technology with corresponding price points. Often, consumers only hear of the most expensive hearing aids while in fact, hearing aids are available in several different price ranges to match different lifestyles.

There is a coupon on the www.professionalhearingservices.com website for those who are computer savvy. Another option is a 5% discount off the price of hearing aid(s) for consumers who pay for their hearing aids in full at the time of pick-up. It should be noted that most of these offers cannot be combined. Although the economy may not improve in the near future, hearing health is still vital. For more information, please contact one of the audiologists of Professional Hearing Services.

Wisconsin Passes Law SB27/A.B. 16

Wisconsin has become one of the first states to pass a law requiring insurance companies to cover hearing aids, cochlear implants, and surgically implanted auditory devices for individuals under the age of nineteen.

The law was passed in May of this year and becomes effective on January 1, 2010. Under this legislation, two hearing aids will be covered every 3 years. The coverage amount is yet to be determined. This law comes as a relief to families of children with hearing loss, as the cost of hearing aids may present financial hardship.

Information taken from ASHA Leader, July, 2009