

# Sound BYTES

INFORMATION FOR YOUR EARS

## TECHNOLOGY TALK:

### WHAT'S NEW IN HEARING AID TECHNOLOGY

#### Phonak

Phonak introduced their latest hearing aid, the Audeo Paradise. With an improved sound processor, it is faster and has a greater memory capacity. This allows for optimal sound quality and enhancements such as:

- Motion sensors to improve sound quality and speech intelligibility when you are on the move!
- Motion sensors for accurate fitness tracking
- Background noise is better managed in challenging listening environments for ease of listening and improved comfort
- Allows Bluetooth connection to multiple Bluetooth devices at once. Perfect for those who use more than one cell phone, or for those working remotely with a tablet, iPad, or laptop. Multiple Bluetooth connections are available with easy access through tap control

(Phonak Audeo Paradise is only available in RIC model hearing aids)

#### Oticon

Oticon has introduced a new budget friendly line of hearing aids called Ruby. Ruby hearing aids still include many automatic features but at a more cost friendly price. Ruby hearing aids include:

- Rechargeability
- Bluetooth compatibility
- Feedback management

Oticon is now offering an option for those with single-sided deafness. Their "CROS" system transmits sounds from the poorer-hearing ear to the better-hearing ear to allow increased sound awareness

#### ReSound

ReSound has launched their newest hearing aid, **Resound One**. It is the world's first behind-the-ear hearing aid style that includes both the microphone and receiver within the ear canal. Benefits of a microphone housed within the ear canal include:

- Incorporates the unique shape of the individual ear canal in order to gather sound
- By picking up the sound directly inside the ear canal, **Resound One** gives the brain everything it needs to tune in on individual voices, while significantly reducing background noise

#### Starkey

Starkey's Livio Artificial Intelligence (AI) line is happy to announce the most comprehensive rechargeable line of hearing aids on the market. Starkey has many exciting updates in their Edge line and within the Thrive app.

- Starkey's "Edge Control" now has the capability to optimize the ability to hear those wearing masks. Edge mode uses special sound processing to enhance acoustics that are compromised by a mask
- Through Bluetooth compatibility and a free app on your smartphone, "Hearing Care Anywhere" allows you to virtually access your audiologist, saving you a trip to the office.
- Similar to "Find My Hearing Aids" patients can now utilize their Thrive Assistant in order to locate their phone in the event their phone is misplaced. The Thrive Assistant will send out a signal to activate a loud sound alert from your phone.



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## Have You Met Your Deductible?

If you have had the distinct honor of meeting your insurance deductible this year, you understand that health costs can add up. If hearing health has been on the back burner for any reason, now is a great time to act. Contact your insurance company today to see if you have a hearing aid benefit.

We have a team of Audiologists who are passionate about helping people understand hearing loss and improve quality of life through better hearing. Take the first step and schedule a hearing test and hearing aid evaluation today. The entire process from the hearing test through the hearing aid follow-up typically takes about 60 days, so it is best to start in early fall if you are hoping for coverage by the end of the year. Due to holidays and high demand, appointments scheduled in December, cannot guarantee delivery by the end of the year, so starting sooner is better.



## HEARING PROTECTION

### HUNTER'S PLUGS

The recent drop in temperatures indicates Fall is just around the corner. Fall brings football, pumpkin spiced foods and beverages, and for many the long-awaited hunting season. However, firearms are loud! Most firearms produce dangerous noise levels from 140-175 dB. At those levels, it only takes **a single** exposure to cause permanent, noise-induced hearing loss. Research published in the Journal of Otolaryngology, found noise-induced hearing loss can compromise clarity of speech in quiet and cause more difficulty in background noise. The good news, noise-induced hearing loss is one of the few types of hearing losses that can be prevented by wearing hearing protection.

Whether you are headed to the fire range for target practice or trekking out to the woods, it is essential that you protect your ears! Many hunters do not prefer to wear hearing protection while they are in the woods because it makes it harder to hear soft sounds. However, there are now affordable custom non-electronic and/or digital hearing protection options that both enhance environmental awareness and protect your hearing! These are great options to ensure you hear a twig snap in the woods and protect your hearing from worsening. Custom products require an appointment to make earmold impressions and discuss which option is best for your situation. After impressions are taken, earmolds are ordered and typically take 2-3 weeks to arrive. Be sure you are prepared this hunting season and call our office today to discuss all our hearing protection options.



UW Speech and Hearing Clinic  
UNIVERSITY OF WISCONSIN-MADISON

Professional Hearing Services is continuing their commitment to the next generation of audiology and their partnership with the School of Audiology at the University of Wisconsin. This semester we are pleased to welcome Third-year extern Miranda Adamczak.