

# Listen Up!

Fall 2010

IMPROVING COMMUNICATION THROUGH BETTER HEARING HEALTHCARE

Parker & Castle Rock Centers for

**AUDIOLOGY**

"Your Convenient Source for Hearing Care Services"

**Two convenient locations to better serve you:**

11211 S. Dransfeldt Rd., Suite 133 • Parker, CO 80134 • **(303) 841-8818**

62 Founders Parkway, C-2 • Castle Rock, CO 80104 • **(303) 814-1725**

**www.parkeraudiology.com**

## Parker & Castle Rock Centers for Audiology

- Where you purchase your hearing devices is just as important as what you purchase.
- We strive to make a difference in the quality of our patient's hearing.
- We will assess your individual hearing and communication needs to recommend the hearing solution that is right for you.
- We offer the latest, most advanced hearing technology.
- We ensure that you receive the highest quality hearing care available.
- We match features and benefits to your hearing need, lifestyle and budget.
- We believe communication adds meaning to our lives!



widex **mind™440**  
the pleasure of hearing

## Answer that ring!

Some people simply experience hearing loss. Yet others suffer from a ringing in the ears called Tinnitus. It is a symptom that afflicts an *estimated 50 million Americans*.

Tinnitus is far more common than most people think, and it can affect people of all ages. If the frequent or persistent ringing in the ears has affected your life or the life of someone close to you, call us! We have a hearing device with a one-of-a-kind program that is a proven sound therapy tool for tinnitus management.

This unique program is available in the **Widex mind440** hearing instruments. It is unlike any technology ever placed in a hearing instrument!

The sound therapy program generates soothing tones and harmonic chimes to help you relax. It is offered at *Parker & Castle Rock Centers for Audiology* in collaboration with Widex, a company known for developing innovative hearing technology. More importantly, this is a tool that gives you relief from tinnitus while improving your hearing.

So, "answer that ring" and hear the difference the **mind440** can make for you.

**TECHNOLOGY UPDATE:** We often are asked by our patients if there is a technology available that will help them hear high-pitched sounds. Now there is. It is called the Audibility Extender (AE) and it is only available in the **Mind** hearing aid. The AE is designed specifically for those individuals who have a severe high frequency hearing loss. For instance, **Mind** is recommended for those who cannot hear birds chirping or have difficulty understanding soft voices. The AE technology transposes those higher-pitched sounds, which can no longer be processed because of dead inner hair cells in the cochlea, into a frequency range you can hear. Our patients also report hearing consonant word sounds such as the "s" and "sh" much clearer.



Learn more about the latest technology October 28<sup>th</sup> and 29<sup>th</sup>. Private consultation, complimentary hearing screening, and special pricing available on our newest hearing devices! Details on back.

**M**ost of us have experienced a bothersome ringing, buzzing or hissing in our ears, at least briefly. But when any of these noises are constant or chronic, it becomes difficult to ignore and can negatively impact our life. If you suffer from tinnitus you are not alone. The American Tinnitus Association reports that more than 50 million Americans experience it. Approximately 12 million seek medical attention, while 2 million are unable to lead normal lives because of it. For so many seeking medical help, they are often told to “just live with it.” Untreated, it can lead to frustration, stress, or depression.

*What are the causes of tinnitus?*

Tinnitus may be caused by a sudden loud noise exposure, which sometimes wears off in a short amount of time but leaves permanent damage that can affect one’s hearing at a later age. Head trauma or certain medications can lead to tinnitus. The American Journal of Medicine recently reported that aspirin affects hearing and can lead to tinnitus, especially in men under 50 years old.

*What can be done to treat tinnitus?*

One of the first steps is to have a complete diagnostic hearing assessment. Tinnitus is often present with high frequency hearing loss. An MRI may be ordered by an Otolaryngologist (ENT) to rule out any structural problems that could cause tinnitus. With the presence of hearing loss, hearing aids can be the best course of treatment. Since tinnitus can often be the brain turning up the neural activity due to lack of sound stimulation at certain frequencies from the hearing loss, amplification enables the brain to turn down the sensitivity. Also, the masking affect of amplifying outside sounds significantly lessens the tinnitus.



**FIGHT BACK**  
**Against Tinnitus!**

That highly annoying **RINGING IN YOUR EARS** that affects an estimated 50 million Americans.

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## In our patients’ words...

“ I recently purchased hearing aids, which are the newest technology available. The difference is wonderful!” –G. Hoyer

“ The staff at Parker Center for Audiology always amazes me. Kind, caring, patient, professional, and all with a smile!” –C. Tuck

“ I feel like Linda is the best in the business. I have never had such an extensive, and informative, test for hearing loss.” –A. Rogers

“We look forward to taking care of you and your family’s hearing needs...and to your testimonials!”  
–Linda Baker, Erin Davlin, & Erin Carwin, Doctors of Audiology

# Lyric®: The World's First and Only 100% Invisible, Extended Wear, Hearing Device

**P**arker & Castle Rock Centers for Audiology is among the first audiology practices in Colorado to offer patients a new extended wear hearing instrument. Lyric is the first of its kind that and is worn 24 hours a day, seven days a week, for months at a time.\*

Lyric is *not* an implant. The fitting is a non-surgical procedure that takes only a few minutes. It is inserted and hidden deep inside the ear canal. Not everyone will qualify. Some ear canals are too narrow and may cause discomfort.

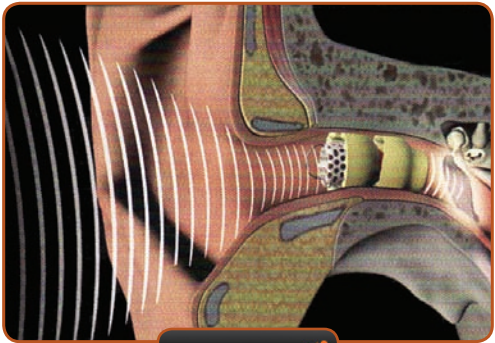
If you are a candidate, you can wear the Lyric during all your daily activities – such as sleeping, showering, exercising, while using headphones or talking on the phone. There are no batteries to charge, no maintenance is needed, and no daily insertion is required.

Interested? Call *Parker & Castle Rock Centers for Audiology*.

*Our first Lyric patient was a 31-year-old man who had hearing loss since he was a child, due to ear infections. His goal was to be able to hear his 18-month-old son, so he was really motivated to try the Lyric. Lyric is for both younger and older patients, so we urge you to come in and give them a try.*

\*Individual replacement needs may vary. †Professional fees may apply. Annual subscription begins the first day of trial. Talk to your Lyric provider for more information. Lyric is not appropriate for all patients. See your Lyric hearing professional to determine if Lyric is right for you. Individual results may vary.

For a Risk-Free 30 Day Lyric Trial†, call us in  
**Parker (303) 841-8818 or  
Castle Rock (303) 814-1725**



## Join Parker & Castle Rock Centers for Audiology on the World Wide Web!

This old dog is learning a new trick! Check out our website, [www.parkeraudiology.com](http://www.parkeraudiology.com), to find links to our facebook and twitter pages! From there you can recommend us to all your friends, find articles and information on hearing loss, or leave comments about our services for us to review. While you're at it, go to [www.yelp.com](http://www.yelp.com) to tell all your friends about your experience at our office. Every month we will be choosing one of our "social media savvy" patients to receive a free gift certificate good towards products and services at our offices.



Parker & Castle Rock Centers for

# AUDIOLOGY

"Your Convenient Source for Hearing Care Services"

11211 S. Dransfeldt Rd., Suite 133, Parker CO 80134

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
PHOENIX, AZ  
PERMIT NO. 4594



Linda Baker, Au.D. Erin Davlin, Au.D. Erin Carwin, Au.D.

Doctors of Audiology

## WHERE WILL YOU NEED TO HEAR TODAY?



## Parker & Castle Rock Centers for Audiology HEARING AID INNOVATIONS

### Openhouse

October 28<sup>th</sup> & 29<sup>th</sup>, 2010

#### *Discover Innovative Hearing Technologies...*

A totally invisible, hassle-free hearing aid that can be worn 24 hours a day, 7 days a week - for months at a time! No batteries to change or maintenance required.

Breakthrough hearing aid technologies that deliver superb sound quality while preserving detail and clarity. Speech and music come alive with high quality sound.

An innovative device for tinnitus sufferers that addresses both ringing in the ears and the hearing loss that often accompanies tinnitus.

#### *During your One-on-One Consultation our Audiologists...*

- Will establish whether or not you need medical treatment and/or hearing aid assistance
- Will evaluate your hearing to verify the type and degree of hearing loss
- Will discuss your hearing concerns and your personal listening needs

*Personal Consultation, Hearing Screening, Special Pricing.  
R.S.V.P for an appointment today!*

**Oct. 28th • PARKER**

11211 S. Dransfeldt Rd., Ste. 133

**Call (303) 841-8818**

**Oct. 29th • CASTLE ROCK**

62 Founders Parkway, C-2

**Call (303) 814-1725**

**JOINING US** is Dr. Mike Iliff, a Doctor of Audiology and Technology Expert from the Widex Hearing Aid Company. Dr. Iliff is past-president of the Colorado Academy of Audiology. He has hearing loss and currently wears the Mind hearing instruments. Dr. Iliff has worn hearing aids for many years, so he can share with you firsthand his experiences with a variety of hearing aid technologies.