

WINTER 2012

**NEWS &
EVENTS:**

**Hearing Aid
Open House**

February 28 & 29

Demo high-end
hearing aids for
FREE for 2 weeks.

No obligation to buy!

Call 304-522-8800
for an appointment
to see an audiologist.

**Trade In Old
Hearing Aids**

\$400 credit per *pair*
of premium hearing
aids purchased

\$200 credit per *pair*
of mid-level hearing
aids purchased

Applies to hearing
aids purchased here
or elsewhere!

0% financing
available through
CareCredit

Offer good on one
pair only



**TOUMA
AUDIOLOGY AND
HEARING AID CENTER,
INC.**

Greetings from Touma Audiology & Hearing Aid Center at River Cities ENT!

We hope you are having a bright and prosperous 2012 and what better way to do that than to improve your hearing health and quality of life? River Cities ENT is happy to offer the broadest variety of technologies and styles of hearing instrument devices in the region to best serve our patients!

We are proud to have our audiology department lead by two Au.D.'s (doctors of audiology.) This higher level degree ensures that you receive the excellent diagnostic care and hearing aid expertise that you deserve. Unlike hearing aid dispensers, a team of certified audiologists can thoroughly evaluate your hearing and recommend a customized solution, including digital, programmable, and sometimes nearly invisible hearing aids.

Hearing loss affects approximately 12% of the U.S. population; that's 38 million Americans! If you are a part of this demographic, *we can help you!*

Types of Hearing loss

Not all hearing loss is the same! Therefore, not all hearing loss is treated in the same way. First, a complete medical and audiologic evaluation is done by an otolaryngologist and audiologist to determine the nature of the loss and afterwards, a treatment can be determined.

Sensorineural hearing loss (nerve loss) is common among the aging population as well as patients who have been exposed to noise. Other causes can be drug toxicity or genetic factors. These patients are best treated with hearing amplification.

Conductive hearing loss implies there is a mechanical problem with the hearing mechanism. Impacted wax, perforated ear drums, fluid in the middle ear, or other anomalies of the middle ear can lead to this kind of loss. Typically medical or surgical management of these issues is the treatment of choice. There are also some exceptions where hearing aids are the more appropriate option.

New Hearing Aid Technology



"Bluetooth connectivity streams the cell phone signal into the hearing aids for a clearer signal"

We are very excited to introduce the Phonak Spice + platform! These high-tech hearing aids and accessories are designed to improve speech understanding, even in difficult background noise, as well as help you stay connected using the newest Bluetooth technology.

Phonak M H2O—The new Phonak M H2O series is designed for people with a mild to severe hearing loss who are interested in high performing, highly reliable, and very discreet hearing aids. These new products have achieved the Ingress Protection Rating IP67. This means they are water, sweat, moisture, and dust resistant. What this means for you is that you can enjoy a wide range of water activities and sand sports comfortably and confidently!

With Phonak wireless accessories, multimedia entertainment, communication, and work are much more fun. TV, telephone, MP3 player, GPS and computers can be enjoyed effortlessly.

ComPilot—The ComPilot provides easy wireless access to TVs, MP3 players, and phones to name but a few. The Bluetooth connectivity wirelessly streams the cell phone signal (or some landline phones) into the hearing aids for a clearer, audible signal. It guarantees stable connectivity and the best possible voice quality, while staying hands free. The built-in remote control is designed for ease of use with convenient program and volume changes. ComPilot is the first accessory to offer the benefit of Voice-Alerts making it easier than ever to use your hearing aids.

TV Link S—The TV Link S base-station wirelessly sends audio signals from the TV or any other audio source to the ComPilot within a range of up to 30 meters. Stereo-Sound provides a greater listening experience with no audible transmission delay ensuring listening pleasure for all wireless Phonak hearing aids.



Thank you for taking the time to review our new products. With all of the recent technological enhancements, we are confident that together, we can find a hearing solution that is right for you. We take pride in our staff and products and hope to see you soon to discuss your options.

Have a wonderful year!

Sincerely,

Barb Danford, Au.D., CCC-A, Doctor of Audiology

Marie Graziani, Au.D., CCC-A, Doctor of Audiology

Darla Kingery, HIS, Hearing Instrument Specialist

Jeanene Booth, Certified Audiology Assistant

Allison Mester, B.S., Au.D. Candidate, Graduate Clinician