SUMMER IS HERE

I hope you are all having a pleasant summer and finding ways to enjoy some great Michigan weather.

I’m excited to be hosting Hiroku, a visitor from Yasu, Japan, as part of Clinton Township’s sister city exchange program. Now in its 17th year, the program aims to “Promote peace through mutual respect, understanding and cooperation.”

I hope you will join us for our “Sweet 16 Picnic” on August 11—our way of thanking you for your loyal support over the years.

Have a fun, safe summer. If we can help with any of your hearing needs, we hope you will give us a call.

Roz Leiser, M.A., CCC-A

Join Us for Our “Sweet 16” Picnic at the Waterford Senior Center on Wednesday, August 11

Call it “customer appreciation” or just good old-fashioned summer fun!

Oakland Audiology invites you to celebrate our 16th Anniversary with us at our indoor “Sweet 16” Picnic at Waterford Senior Center
Join us for Lunch, Games, Trivia Contest & More!
Please RSVP: Oakland Audiology at 248-673-8000

11:30—2:00 p.m.
3621 Pontiac Lake Road

Update on MP3 Players and Hearing Loss

We have reported on MP3 players and their affect on hearing in past newsletters. With widespread use of these portable music players, researchers are continually exploring this topic. Following are some updates on how using MP3 players can affect users of all ages.

A report published in the June 2010 issue of the Archives of Otolaryngology, Head & Neck Surgery found that people using MP3 players are leaving themselves open to temporary changes in hearing. These “temporary threshold shifts” could eventually lead to permanent but delayed damage to hearing.

Given that some people become more susceptible to loud-noise damage with aging, MP3 players could be even more of a hazard to middle-aged and older adults.

Paul R. Kileny, director of audiology and electrophysiology at the University of Michigan Health System, provides another interesting fact about MP3s: “The effect of putting earphones in your ear canal varies with the size of the canal. The younger you are or the smaller you are, the smaller the ear canal. A small ear canal makes music louder than the same music played at the same volume in a larger ear canal.”

Bottom line on using MP3s: Keep the volume at a level where you can still hear conversation around you and limit the time you listen.
Hearing Aid Coverage Mandated in a Growing Number of States


In New Hampshire, NH HB561 now requires insurers “to cover the cost of a hearing aid for each ear, as needed, as well as related services necessary to assess, select, and fit the hearing aid with a maximum for the hearing aid and related services of no less than $1,500 per hearing aid every 60 months.”

North Carolina set a coverage limit of $2,500 per ear every 36 months, but capped eligibility at 21 years of age.

These new laws, which go into effect January 1, 2011, bring the total of states with hearing aid coverage mandates to 18. Michigan is not one of them.

Titanium Golf Clubs Linked to Hearing Loss

New generation titanium drivers are becoming increasingly popular with golfers because they add distance to a player’s strokes. But now doctors are warning golfers who use these ultra-thin faced clubs that the sound the clubs create when they strike a ball may be significant enough to cause hearing damage.

The warnings are based on research in the case of a 55-year-old man who developed tinnitus and hearing loss in his right ear after playing golf three days a week for 18 months with a thin-faced titanium driver, the King Cobra LD.

Researchers ruled out age-induced hearing loss and damage from exposure to other loud noises before deciding to test his golf club. They then compared the sound produced by the patient's club with five other titanium clubs, and then with older-generation steel clubs.

They found that all six titanium clubs exceeded safe limits, while only two of the six steel drivers posed a hazard.

Noise-induced hearing loss can result from high-intensity "impulse noises," such as gunshots or explosions.

The safe limit for impulse noises is 110 decibels. The titanium drivers all exceeded this limit, with one club cracking out 128 decibels—sufficient enough to produce hearing loss. Noise measurements would have been even higher at an enclosed driving range.
STAFF TRAINING & SEMINARS

We are continually updating our skills to keep up with the latest services and advances in hearing care and hearing instrument technology.

Some recent seminars our staff has participated in:

**June**—Seminar on Siemens hearing instruments

**July**—Workshop in Philadelphia to learn about ReSound Alera™ advanced hearing aids.

**September**—Cochlear implant mapping seminar.

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**Stadium Horns at World Cup Pose Hearing Risk**

Wishing you could have watched the World Cup matches in person? This might change your mind …

Those long horns blown by fans at World Cup matches are so loud—a deafening 127 decibels—that anyone within close range could suffer hearing damage, say experts.

Called *vuvuzelas*, the horns emit a sound almost as loud as a jet taking off at about 1000 feet, which is around 130 decibels, enough to cause immediate inner ear trauma.

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**Attention: Local 653 and 5960 Members**

**NEW—Scholarship Fund Donations!**

Oakland Audiology and Optimum Hearing Care will donate $25 to your local’s scholarship fund with each hearing aid you purchase from us.

When you schedule your appointment with us, please be sure to mention that you are a member of Union Local 653 or 5960.

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**The #1 reason people seek a hearing solution:**

The recognition that their hearing has worsened. Usually this occurs from making a serious mistake, family pressure or safety concerns.

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**Hearing Aid Donations Up**

With the year only half over, we are pleased to report that donations of used hearing aids are up considerably:

105 aids donated to date this year, compared to an average of about 80 aids in other years! Thank you!

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**LOOK FOR US IN THE COMMUNITY**

**GM Golden Handshake**
First Thursdays of the month @ 9:00 a.m.

**UAW Local 594**
Third Tuesdays of the month

**UAW Local 653**
Fourth Thursdays of the month

**UAW Local 5960**
Third Wednesdays of the month

**Waterford Hearing Loss Association**
Third Wednesdays of the month at 2:00 pm
Visit Us At Two Convenient Locations!

Oakland Audiology
Pine Tree Plaza
4202 Pontiac Lake Road
Waterford, MI 48328-1259
(248) 673-8000
email: oaklandaud@comcast.net

HOURS
Monday-Friday 9 am-5 pm
CLOSED from 12 noon-1 pm
Evenings & Saturdays by Appointment
www.oaklandaudiology.com

Optimum Hearing Care
44150 12 Mile Rd. in Novi
North side of 12 Mile, just west of Novi Road
(248) 305-3355
email: info@optimumhearingcare.com

HOURS
Monday-Friday 9 am-5 pm
CLOSED from 12 noon-1 pm
Evenings & Saturdays by Appointment
www.optimumhearingcare.com

Comprehensive Hearing Aid Services
• Full support and service after your fitting!
• 45-day trial period, with a money-back guarantee!
• Free cleanings and adjustments!
• Free check-ups!
• Free batteries for the first two years!

Check Out Our “Sweet 16 Picnic” On Page 1!

Hearing Loss—Look on the Bright Side
• You find you don’t hear what you used to pretend you didn’t hear.
• You can’t hear your partner snoring anymore.
• People appreciate that they don’t have to talk about you behind your back; as long as they keep smiling while they face you.
• Your friends trust you with a secret, not realizing that you probably didn’t hear it in the first place.

YOUR REFERRALS MEAN A LOT!
If you refer someone to Oakland Audiology or Optimum Hearing Care, and they keep their hearing aids after their trial period is up, we will have a gift card waiting for you at our office.
Choose a $25 gift card from one of several major retailers as a token of our appreciation!