



Summer 2005

June, July, & August

Volume 1

*Better hearing. Doesn't that sound good?*

Welcome to the 1<sup>st</sup> Edition of our Quarterly Newsletter. Topics will include information about hearing loss, advances in hearing aid technology, communication strategies and other timely news. If you have any tips or suggestions regarding content, please let us know. Perhaps you have a story to tell about your experience with hearing loss or hearing aids. Maybe you would like to share something you learned that has helped you adjust to your hearing aids or to hear better in specific situations. Send any ideas, stories, etc. to us at P.O. Box 297, Jefferson City, TN 37760, or email us at [hearingloss@bellsouth.net](mailto:hearingloss@bellsouth.net). If you prefer not to receive the newsletters, please let us know.

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# HEAR & NOW

## Patriot Center for Hearing Loss Newsletter



### *A grand celebration!*

It seemed a long time coming, but we finally celebrated with an official Grand Opening on April 30. It was a rainy Saturday but that did not dampen our spirits. We had plenty of good music, singing and fellowship. We want to extend our sincere appreciation to everyone who helped make the day a good one, including

the Jefferson City Senior Center's Humdingers, The New Market Senior Center's Bell Ringers, The White Pine Senior's Hillbilly Band, Charley Johnson and his beautiful family, and our friends, The Ramsey Family.

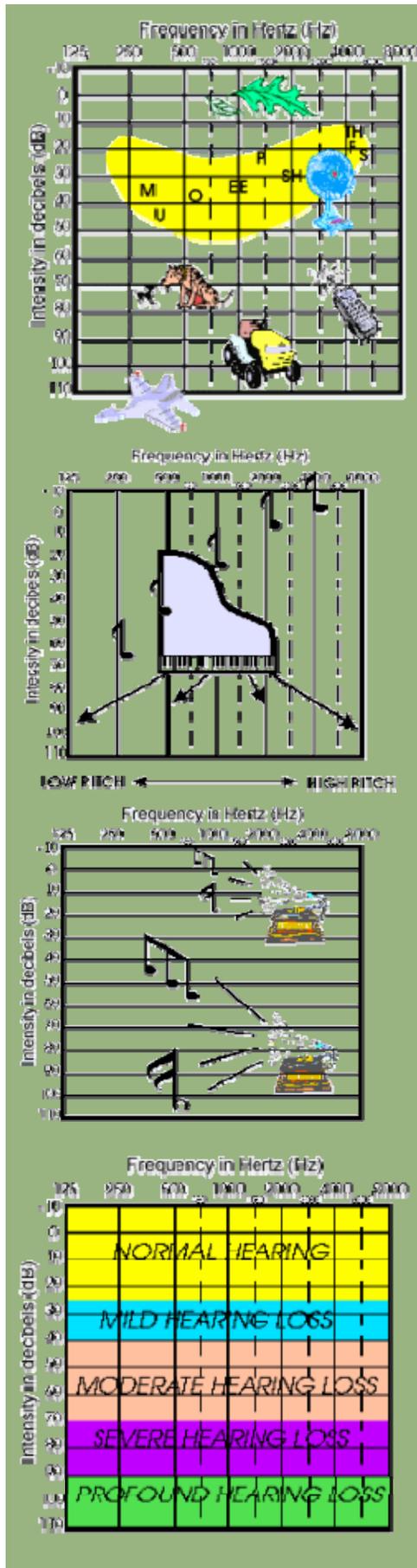
It was a true blessing for us to have the opportunity to meet new people, see old friends, and get to know new friends a bit better. We hope everyone who came enjoyed themselves as much as we did. We realize the weather prevented some of you from attending but we appreciate the warm thoughts and prayers that were sent our way. For those who did come by – Mr. Hicks, Ms. Ellie, Mr. Archambo, thank you so much! Your support means a great deal and is appreciated more than words can ever express. A very special thank you to Jack and Ann Armstrong for not only coming but for actually pitching in and helping.

This is just the beginning and we look forward to many years of providing quality hearing healthcare for you and your loved ones!

### *Friends & Family Referral Program*

If you are not already familiar with our Friends and Family Referral Program, you'll want to know more about it. It is actually very simple. Positive word of mouth is the best form of advertising but statistics show that people are more likely to share bad experiences than good ones. We trust your experience here was a good one. We believe, in fact, that your experience here was so good, you will want to tell your friends, in spite of what the statistics say. So, when you

refer someone to us and they purchase hearing aids, you will receive a \$25 American Express gift check as a symbol of our appreciation for sharing your positive experience. If your experience was less than positive, please tell us. We want to know and we want to make things right. We truly care about our patients and sincerely hope that is evident. Be sure to let your friends and family know to put your name down as the person who referred them. If you have any questions about this program, please give us a call.



An audiogram is a picture of your hearing. The results of your hearing test are recorded on an audiogram. The audiogram to the left demonstrates different sounds and where they would be represented on an audiogram. The yellow, banana-shaped figure represents all the sounds that make up the human voice when speaking at normal conversational levels.

The vertical lines on an audiogram represent pitch or frequency. The 125 Hertz (Hz) vertical line on the left side of the audiogram represents a very low pitch sound and each vertical line to the right represents a higher pitch sound. Moving from left to right on the audiogram would be consistent with moving from left to right on a piano keyboard. The most important pitches for speech are 500-4000 Hz.

The horizontal lines represent loudness or intensity. The 0 decibel (dB) line near the top of the audiogram represents an extremely soft sound. Each horizontal line below represents a louder sound. Moving from the top to the bottom would be consistent with hitting the piano key harder or turning up the volume control on your stereo.

The softest sound you are able to hear at each pitch is recorded on the audiogram. The softest sound you are able to hear is called your threshold. Thresholds of 0-25 dB are considered normal (for adults). The audiogram on the left demonstrates the different degrees of hearing loss.

## Moisture – A Natural Enemy of Hearing Aids



The zing of the fishing reel makes summertime more fun!



Enjoy the *kerplunk* of the ball landing in the cup!

Summer-time is here! And along with it comes higher humidity. Moisture is a leading cause of hearing aid damage and is the root of many repair needs. Moisture in hearing aids is caused by the accidental dunking in your morning coffee or the unintended laundering in your pant's pocket, as well as from good old-fashioned perspiration. But the most common cause of moisture is condensation. Condensation is caused when there is a shift in temperature such as when you wear your hearing aids in an air-conditioned car then step outside into the heat. Even the change in temperature when you remove hearing aids from a nice, warm ear canal (remember the average body temperature is 98.6°) and expose them to a cooler room temperature can create condensation. The droplets of water, as small as they are, will corrode wiring, connections and attack the moving parts of your hearing aids' microphones and speakers. Sometimes, the hearing aids will "die" immediately ... other times, the hearing aids will sound "weak" and at all times, the devastating effect is long term damage to the delicate electrical parts of your hearing aids.

Different methods have been developed over the years with the most common being placing your hearing aids in a small container with granules, closing the top and hoping the moisture will be reduced. This passive method, however, is unreliable because there is no way to actively attack the moisture!

It takes three things to effectively dry a hearing instrument: 1) heat, 2) moving air, and 3) a charged desiccant. The Dry & Store Conditioning System is the *only* appliance that combines all the technologies necessary to combat moisture and moisture-related problems. By removing damaging moisture from all parts of the hearing instrument – including microphones and speakers, processors, switches, and controls – Dry & Store conditioning enhances both *clarity* and *consistency* of sound. Dry & Store is not simply a dryer, and moisture removal is just one of its many benefits. To learn more, give us a call and we will mail you detailed information.

Remember, we offer a full line of accessories for you to care for your hearing aids, including batteries, battery testers, cleaning agents and cleaning tools.

Dry & Store Professional:  
Regular: \$165.00  
Sale: \$123.75  
Includes 2 desiccants & 2 Yr Mfg Warranty

Dry & Store Global:  
Regular: \$100.00  
Sale: \$75.00  
Includes 1 desiccant & 1 Yr Mfg Warranty



SUMMERTIME  
SPECIAL!!

**25% off Dry & Store®  
Conditioning System**

**Bonus: If you purchased your hearing aids from us,  
we will also give you 6 additional desiccants *FREE*  
(bonus savings of \$ 21.00)**





Denise, Joey, Gerri, Teresa

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## Introduction

Since this is our first newsletter, allow me to make semi-formal introductions. I am Teresa, the Audiologist. I have a Doctorate Degree in Audiology and have worked in this field for almost 10 years. People often ask me if I like what I do and the answer is always YES. Without question, I love what I do. Why? Because of you!

As most of you are aware, we are all family here. Denise, my right hand, is my sister and Gerri, my Girl Friday (or Girl Monday as is usually the case) is our mom. Denise has considerable experience working in offices, though she is new to the healthcare field, and can do just about anything she sets her mind to. As you may have noticed, she is very soft-spoken but we are working on that. I

suppose it is good for business when you think about it! Denise and her husband, Ronnie, have a 4 year old son, Joey. He is the light of our lives! As the only child in the family, we are doing our best to spoil him rotten while he tries to keep being the sweet boy he is. Gerri (mom) has owned her own business and has also worked in retail and in a factory. Her experience and being older...well let's just say, more mature, allows her a unique and helpful perspective. My wonderful husband, Tony, is also an invaluable member of the team. He has a full-time job elsewhere but still helps out when he can. He is, without a doubt, my better half ☺.

I think we make a pretty terrific team here and we are honored to welcome you as a vital part of it!

## Summertime Happenings

- Visit us Saturday, June 25, 10 am - 3 pm, at the Harris-Goddard House, 106 W. Meeting St., Dandridge, at a Health Fair for the American Cancer Society. Screenings for hearing loss, blood pressure, & bone density. Info on MS support, senior living, permanent cosmetics, comprehensive breast care and dental conditioning/whitening. There is no admission charge.
- Look for future announcements of our Open House this fall to celebrate our 1<sup>st</sup> Year Anniversary.

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