

Before We Help People
To Hear Better... We Listen!

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May Is
**BETTER
HEARING
Month**

HEARING SOLUTIONS

1690 Powder Springs Road
Marietta, Georgia, 30064
770-425-1095
www.hearsolutions.net

Welcome to the 1st edition of our new patient newsletter. *Hearing Solutions* is now in our 18th year of business. You have made this possible by your continued support of the practice through your referrals of family and friends. For this, I am grateful.

Along with my continued commitment to provide you with the most current hearing aid technology, there have been significant additions to the practice. Audiologist, Dr. Jacquelyn Jackson, joined the practice in 2008 and offers testing and treatment for tinnitus, dizziness, vertigo, and imbalance. Billing coordinator, Dawn Frendt, can assist you in verifying insurance benefits. Office manager, Michelle Conway, obtained her Audiology Assistant degree in 2008 and is trained in minor hearing aid repairs. Lauren Leach, Patient Care Rep, can answer your questions about our battery rebate program.



Please feel free to submit topics of interest for future newsletters to dleach@hearsolutions.net

Sincerely,

Donna Leach, Au.D.

Donna Leach, Au.D.

Board-certified Doctor of Audiology

Trade Up Event 20% OFF

If your hearing aids are over 3 years old or if you have never worn hearing aids, you will likely benefit from some of the recent innovations in hearing aid technology. A few examples are:

Receiver-in-the-canal
"Open-fit" and
"Invisible-fit" hearing aids



- Leaves the ear "open" for more natural sound
- No more "closed" up sensation
- Receiver (speaker) housed within the ear canal
- Can use the telephone without annoying whistling
- Fits mild to severe hearing loss

Powerful CIC
(completely-in-the-canal)
hearing aids



- Instantaneously and automatically adjusts for optimum telephone communication
- Automatically detects and optimizes settings for listening in: speech, speech in noise, mechanical sounds, wind and quiet
- Now can fit up to severe hearing losses

Limited to the first 20 appointments. Call Now!!

Effectively Treating Tinnitus with the Neuromonics Tinnitus Treatment

By Jacquelyn C. Jackson, Au.D.



Definition

Tinnitus: a ringing, buzzing, hissing, roaring or pulsing sound in the ear or head that is not created by an external stimulus (is not present in the environment).

Treatment and Device. This FDA approved treatment uses a system that addresses the underlying processes that result in tinnitus disturbance, namely the **auditory**, **attentional** and **emotional** aspects. These processes involve changes within the **auditory** system that lead to the initial tinnitus perception, the **attentional** filters in the brain that allow it to pay attention to tinnitus, and the **emotional** response to tinnitus. Approximately 90+% of individuals who suffer from chronic tinnitus have some degree of hearing loss, which results in a lack of auditory stimulation in the auditory cortex. Due to this auditory deprivation, the brain goes on 'high alert', which causes internal sounds, such as tinnitus, to become louder and results in an increased sensitivity to external sounds (decreased sound tolerance). The brain pays attention to sounds that are novel or negative (harmful); therefore, the tinnitus is brought to conscious attention. As sound is processed, it travels through the limbic system (your emotional drive system) before arriving at the auditory cortex. In the limbic system, an emotional response is attached to the sound; this response, with tinnitus, is often negative or aversive, leading to a 'fight or flight' stress response. In turn, the stress response leads to the disturbance from tinnitus, thus feeding this viscous cycle (tinnitus leads to stress and stress exacerbates tinnitus).

Almost every American adult has experienced tinnitus at some point in their life. Whether it was after going to a concert or shooting at the firing range. However, some individuals experience tinnitus for prolonged periods of time. It has been estimated that approximately 2 million Americans suffer from severe or debilitating tinnitus, while many more experience tinnitus that causes them to seek the advice of a professional. For these individuals, tinnitus interferes with their ability to concentrate, relax and/or fall asleep, occasionally leading to depression or anxiety disorders.

Tinnitus sufferers are often told that there is nothing that can be done; that they must "learn to live with it". However, this simply isn't true. Many patients at *Hearing Solutions* and around the world are experiencing relief from the Neuromonics Tinnitus

For more information, please visit our website at www.hearsolutions.net.



**Recapturing the Everyday
Moments with Breakthrough
Tinnitus Treatment**

"Having Meniere's Disease, I have suffered with tinnitus and hearing fluctuations for over 20 years. I began using the Neuromonics Tinnitus Treatment and Device in November of 2008. Since that time, I have felt less tension as a result of my tinnitus. My sensitivity to the tinnitus has decreased and my hearing seems to be more steady."

- T. Evans, current Hearing Solutions patient and user of the Neuromonics Tinnitus Treatment and Device.

Free Consumer Seminars


May 12th • 10am-12pm
May 26th • 3pm - 5pm

Please call to RSVP
770-425-1095



How to Stop the Spinning?

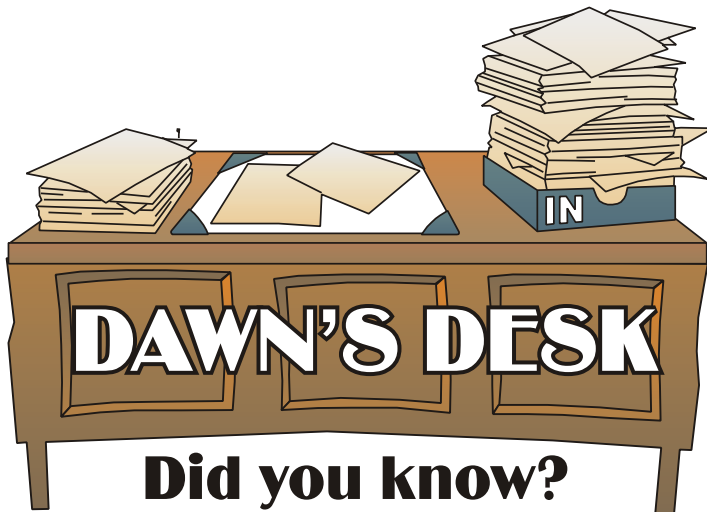
By Jacquelyn C. Jackson, Au.D.

The National Institutes of Health statistics indicate that dizziness, or vertigo, will occur in approximately 70% of the population at some point in their lives. The most common cause of vertigo is Benign Paroxysmal Positional Vertigo (BPPV). This is caused by tiny calcium crystals falling off of the gravity sensor (utricle) of the inner ear. These otoliths (Latin for "ear rocks") get into the inner ear's fluid-filled canals that respond to head movements and position changes. The effect is vertigo (spinning sensation) when moving the head, especially when lying down, rolling over in bed, rising from a laying position and with rapid head movements. Patients may suffer with BPPV for months or years before the symptoms are resolved. Some are put on anti-vertigo and/or anti-nausea medications, which may cause fatigue (and often don't work). Additionally, 

many of the very medications used to treat dizziness, actually have dizziness as a possible side effect.

Fortunately, there is a simple and cost-effective treatment for BPPV that is approximately 80% effective with a single treatment and 90% effective with two treatments. This treatment is called Canalith Repositioning. With this maneuver, the audiologist, physical therapist or physician moves the patient through a series of head positions in order to shift the calcium crystals (otoliths) into the vestibule, where these crystals can dissolve and be reabsorbed. The treatment typically takes only one visit and results in immediate relief from the debilitating vertigo/imbalance related to the BPPV. This technique can only be performed by someone who is specially trained, such as an equilibrium specialist. At Hearing Solutions, we have had great success treating our patients with Canalith Repositioning Manuevers. If you suffer from vertigo or imbalance, you should schedule a vestibular evaluation today with our equilibrium specialist, Dr. Jackson.

For more information, please visit our website at www.hearsolutions.net.



Did you know?

- As of 2009 many Blue Cross Blue Shield plans have hearing aid benefits
- Most insurance companies pay for balance and tinnitus testing
- Your secondary insurance plan may have hearing aid benefits
- I will be happy to verify your insurance benefits

Please feel free to send your insurance and billing questions to me at dfrendt@hearsolutions.net

HEARING AID TAX CREDIT

The Hearing Aid Tax Credit has been reintroduced in the House, and the Senate will soon follow. If passed, it will allow of a tax credit of \$1000 for 2 hearing aids. Please write your Members of Congress and ask them to support this important legislation. For more information and easy to use sample letters, visit www.hearingaidtaxcredit.org

Free Seminars June 9th • 10am-12pm Please RSVP
June 23rd • 3pm - 5pm 770-425-1095

My Testimonial

"I was troubled for the past 10 years with vertigo. As a personal trainer it interfered with my ability to train my clients. I tried Dramamine, prescriptions, diuretics, even stopped drinking coffee... nothing helped!

The treatment with Dr. Jackson took only minutes and was life-changing. The vertigo was totally gone and has not come back. It is just amazing. I urge anyone who has this problem to call and get help. No one should have to live with this, when treatment is so simple".

V. Musch, current patient at Hearing Solutions

- Big Savings on Batteries! -

One Pack:
8 batteries....(\$1.00 a battery)

One Carton:
10 packs = 80 batteries
~~\$80.00~~ \$70.00
Rebate = \$12.00!!
SAVE \$22.00
(\$0.73 a battery)

Plus...

- Receive a 25% off coupon for next carton
- Save money and trips to the store
- Batteries guaranteed fresh

Only \$0.73 per Battery



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