

April 2009

DILES HEARING CENTER

Spring Edition

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May is BETTER HEARING MONTH

We at Diles Hearing Centers look forward to celebrating BETTER HEARING MONTH each May.

It is an opportunity for us to educate the public about the importance of hearing conservation through wearing sound protection, hosting consumer seminars, providing information regarding the need to have hearing tests at least annually, and highlighting the latest technology in hearing devices, such as the Oticon Dual.

It is also a chance for you, our patients, to encourage your friends and loved ones to protect their hearing or seek professional guidance should they feel they have a hearing loss. Since you took that all important first step to have your hearing checked, you are a great resource.

Are You on the Green Team?

Are you trying to do your part to help the environment? Want to join us in helping to conserve paper and other resources? Receive our newsletter via e-mail. With our new format we are able to send the newsletter as an attachment. You should be able to open it with most versions of Microsoft Word (ours is 1997).

Call or e-mail us at dileshearing@gmail.com with NEWSLETTER in the subject line and put the desired e-mail address in the body. It's just that simple. Plus, when our next newsletter is ready you'll be one of the first to receive it!

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We will be hosting a seminar in the Jackson area on **Tuesday, May 12** and in Athens on **Wednesday, May 13**.

If you know of anyone who may benefit from attending an educational seminar on hearing, please have them contact our office for details. Seating is limited at each site.

We've Got the Power!

Oticon, the leading manufacturer of hearing devices, has done it once again! Introducing the new **Epoq & Vigo Power** hearing devices.

These power devices are for individuals with severe hearing loss and a sleek, stylish design you'll recognize from Oticon.

With spatial sound, wireless connectivity, and several models to choose from, there is a power model for most everyone with a severe loss.

Call us to find out more or schedule an in-office demo and hear the power yourself!

Hearing Aid Tax Credit Bill Needs Your Support

Several years ago a bill was presented in Washington to provide a tax credit to assist individuals with the cost of hearing devices. While nothing happened then, it is being revisited with the new administration.

The bill is H.R. 1646 and, if passed as presented, would allow for a credit against income tax for the purchase of hearing aids. It is designed to assist individuals whose income is below \$200,000 annually and may be used for persons over age 55 or for a dependent child.

According to the American Speech–Language–Hearing Association (ASHA), “currently 1.28 million Americans purchase hearing aids each year...with 2/3 requiring two devices.”

And, according to AARP, hearing loss is the third most prevalent chronic health condition facing seniors, affecting 1 out of 3 older Americans. And, according to NIOSH, noise induced hearing loss is the most common occupational disease.

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SAVE MONEY...Purchase an Extended Warranty

Almost all of our hearing devices have the option to extend the initial warranty after the first year. What does this mean for you?

Consider the following scenario: you are on vacation and lose your hearing device while viewing the Grand Canyon. What do you do?

When you return to Diles you realize you didn't purchase the extended Loss, Damage & Repair warranty (L/D/R). The cost to you to replace it is the full cost of a new hearing device. However, if you have the extended L/D/R coverage*, the cost to you is just a few hundred dollars. (*Limited

to one loss claim per aid.)

It is similar for a repair warranty. If you have the extended coverage, there is no cost to you. Without it you will pay at least \$325 to have your device repaired...just about the cost of the warranty for one year.

When you get your first year warranty reminder card, be sure to make your appointment and discuss your options with our staff. The savings and peace of mind you will have far outweigh the small investment.

“You're on vacation and lose your hearing device...what do you do?”



An extended warranty saves you money

Tax Credit...

Unfortunately, Medicare does not cover hearing aids and few third-party plans offer a hearing aid benefit, "which places the entire burden of the hearing aid purchase on the consumer."

Support of this legislation will provide assistance to those "who are most in need of these devices but are unable to afford them."

The benefits of wearing hearing devices are reduced anger, anxiety, and depression along with improved health status and less incidence of pain. In addition, recent studies suggest that those who wear hearing devices have increased earning power, up to 50% more than those who do not wear hearing devices but need them.

Contact your state representative and urge him or her to support H.R. 1646, the Hearing Aid Tax Credit Act. Not sure who your representative or congressman is? All you need is your zip code + 4 and go to the following websites:

House of Representatives:

<https://writerep.house.gov/writerep/welcome.shtml>

Congressman:

<http://www.congress.org/congressorg/home>

"Wearing hearing devices can increase earning potential by 50% versus not wearing when needed"

Do you, your child or grandchild suffer from "iPod ear?"

According to Mary Ann Malloy, M.D., as seen on WMAQ-TV Chicago, many individuals "may be going directly from listening to iPods to wearing hearing aids as loud noise damages their hearing." She further states that this is referred to as "acoustic self-mutilation." As a result of these activities there is an increase in the number of people who are experiencing hearing loss at younger ages and it is more severe.



Loud noise damages the hair cells, which are responsible for transmitting sound to the inner ear. However, prolonged exposure can damage these cells and kill the nerve cells, resulting in deafness. Damage occurs when there is prolonged exposure to intense, damaging sounds - those above 80 decibels.

A personal stereo (iPod, MP3 player, etc.) when played at high volume emits sound at 100 decibels; a rock concert is 110 decibels. Signs that noise exposure might be damaging include ears ringing after exposure and painful or muffled hearing for hours or days.

Lastly, audiologist Dr. Kathy Foltner states, "if you are standing 3 feet from a person using an iPod and can hear the music, the person listening to the iPod is at risk for hearing loss!"

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**Helping People Hear
Since 1949**

We're on the Web!

Visit us at:

www.dileshearing.com

ATTENTION VA CLIENTS...

We have seen an increase in the number of Veterans who receive their hearing devices from the VA, but find it inconvenient to travel to Chillicothe to obtain batteries or have adjustments made. Diles has a way to help.

Complete Hearing Care (CHC) is available for purchase by Veterans or anyone who has a hearing device regardless of where it was purchased.

This plan provides quarterly cleanings and adjustments to your hearing device or devices prolonging the life and reliability of them.

Call either office for details on how you can take advantage of this great value and service.

Our Mission:

We at Diles Hearing Centers have a commitment to our clients to make sure each and every one is reaching his or her maximum hearing potential. We now have more tools than ever before to help you overcome your difficulties. We look forward to being your partner to improve your enjoyment of time with family and friends.

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