

HEARtoday

Issue 05 | Summer 2012

Welcome...

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It's hard to believe we are already half way through the year and after much talking, organising, and debating the Olympics are finally just around the corner. Whatever your views are on the subject, let's hope it is a memorable occasion and is remembered for all the right reasons! Fingers crossed the weather for that improves and for our summer generally.

Since our last newsletter there have been the usual spring conferences and product launches. The majority of focus from manufacturers during this period has been to concentrate on the cosmetics of the hearing aids. With digital chips getting ever smaller the ability to reduce the size of aids whilst still using many of the modern

advancements in technology is now better than ever and the world of truly "invisible" hearing aids has been launched. On a cautionary note they are only suitable for more mild to moderate hearing loss and are dependent on the shape and size of your ear canal so sadly aren't an option for everyone. Nevertheless, if this is something you may be interested in then more information is inside.

Also in this edition we explore the reasons behind why we lose our hearing as we get a little older and what is actually happening inside the ear. I'll also be telling you about my next challenge for charity, and we have our usual crossword challenge with the chance of **winning** £25 worth of Marks & Spencer gift vouchers.

Can I also take this opportunity to thank every one of you who kindly filled out the questionnaire I sent out to you in the post at the end of last year. Your feedback was extremely helpful and hopefully helps us to continue to provide you with the best possible service.

Finally, as I continue to embrace (through gritted teeth sometimes) the modern world, for those of you who have a twitter account, we have finally succumbed. If you would like to follow us then search for **@monmouthhearing**.

Enjoy the read and have a lovely summer...

**MONMOUTHSHIRE
HEARING CENTRE**

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Time for a new challenge!

As most of you are aware from reading previous newsletters I normally set myself a new challenge each year in the quest of raising money for charity. As I took last year off, I felt moving house was enough of a challenge, I have now got my motivation back and signed up to do the Three Peaks Challenge in August this year.

Many of you will have heard of the challenge but for those who haven't, it entails climbing the mountains of Ben Nevis, Scafell Pike, Snowdon within 24hours! This year my charity is "Hearing Dogs for the Deaf" who are celebrating their 30th birthday. Having worked in the hearing industry for over 10 years I am aware of the benefits this charity provides to its recipients. As many of you experiencing a hearing loss know, it can be frustrating and isolating. Luckily for

most, wearing hearing aids brings us back into a hearing world but for those where this isn't enough, hearing dogs are a lifeline.

Hearing dogs alert their recipients to important sounds and danger

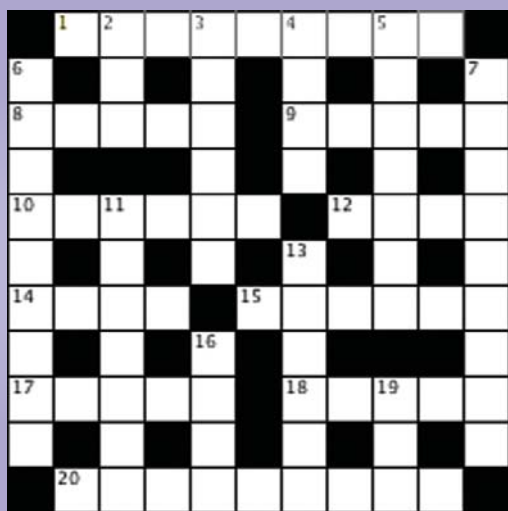
signals like the phone or a smoke alarm going off. They provide a new level of confidence,

companionship and independence for a deaf person who may have felt too isolated and vulnerable to leave their home.



It costs £49,000 to cover the overall lifetime costs of a hearing dog which is a free life changing service offered to all hearing dog recipients. So with much hillwalking already done and even more on the horizon my main aim now is to raise as much money as I can! If you would like to sponsor me then you can either visit my webpage www.justgiving.com/Helen-Coles or send a cheque made payable to "Hearing Dogs for Deaf People" to Monmouthshire Hearing Centre, 7 Agincourt St, Monmouth NP25 3DZ.

In the next edition I will let you know how I got on...



Across

- 1. Abandoned town (5,4)
- 8. Electromagnetic telecommunication (5)
- 9. Flat surface(5)
- 10. Female parent (6)
- 12. Portable shelter (4)
- 14. One of the Channel Islands (4)
- 15. Subject to death (6)
- 17. Sound (5)
- 18. Storage centre (5)
- 20. Soon (9)

Down

- 2. Did possess (3)
- 3. Oral (6)
- 4. Outstanding (5)
- 5. Most feeble (7)
- 6. Likely to turn out well (9)
- 7. Provide with fresh air (9)
- 11. Small dog (7)
- 13. Made of wood (6)
- 16. Chief god of ancient Greece (4)
- 19. Comrade (3)



Complete the crossword, with your name, address and telephone number and return it to our shop via post or hand by 31st July 2012 to win £25 M&S vouchers. The winner will be chosen at random. Good Luck!

Why does our hearing deteriorate as we get older?



We understand the simplistic answer “it wears out” but what actually happens?

The correct term for what is affectionately known as “age related hearing loss” is *Presbycusis* but what exactly does it mean.

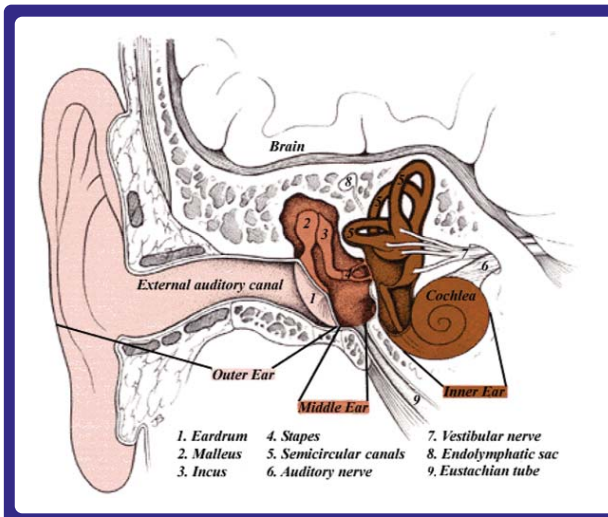
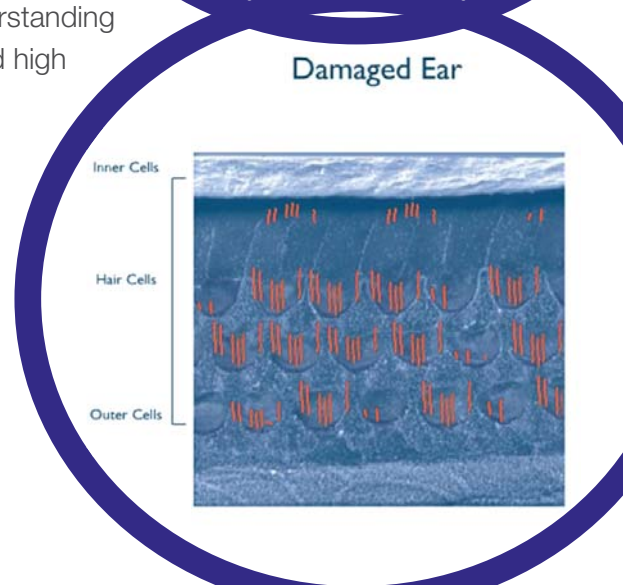
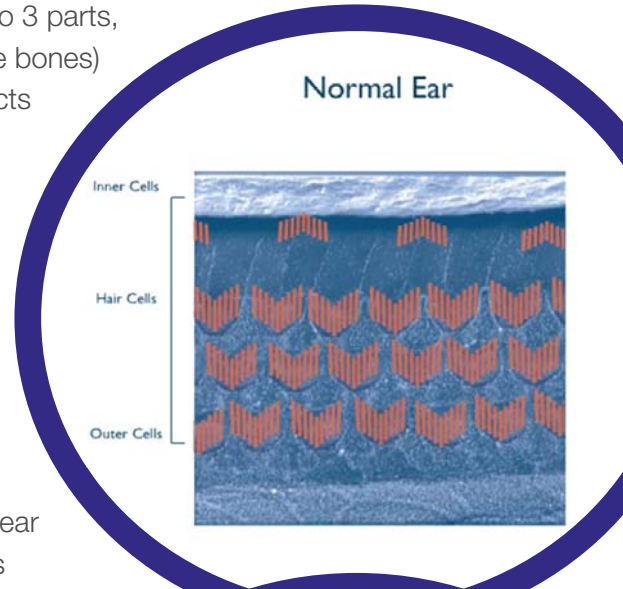
We have all seen pictures of the ear and we are aware it is divided into 3 parts, the outer ear (pinna and ear canal), the middle ear (eardrum and three bones) and finally the inner ear (the cochlea). *Presbycusis* in most cases affects the inner the ear, the cochlea and that is our focus.

Inside the “floor” of the cochlea is the basilar membrane which is where inner and outer hair cells sit. Approximately 15,000 hair cells are found in any one ear. The purpose of these hair cells and their associated nerve endings is to fire off electrical signals to the brain which is then interpreted into understandable sounds and speech.

However, as we become older these hair cells begin to deteriorate, becoming dead or damaged and initially effects the high frequency sounds. The loss of the hairs cells doesn't discriminate between one ear more than the other and therefore mostly commonly effects both ears equally. The known symptoms of this will include having trouble understanding speech in noise, the speech of others seems mumbled or slurred and high pitched sounds like “s” and “th” are difficult to hear and tell apart.

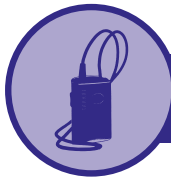
Often people who have *Presbycusis* will struggle to hear high pitched sounds like the phone ringing or birds chirping but will have no problem hearing the low pitched rumble of a truck coming down the street. Because the process of loss is gradual, people who have *Presbycusis* may not realise their hearing is diminishing for several years.

More than 50% of people over the age of 60 has some degree of hearing loss, but only one in three people who could benefit from a hearing aid actually wear one!



How does the ear function?

The three parts...



Phonak nano

One of the smallest and most powerful hearing aids in the world!

Phonak have just released their smallest ever in-the-ear hearing aid. The nano is more than just a tiny hearing aid though; it is also the perfect combination of maximum hearing performance with minimum size. It is custom crafted to fit entirely in your ear canal, using computer-aided design and the latest generation of advanced materials so that wearing comfort is guaranteed while consistently delivering outstanding sound quality.

The Phonak nano is for mild to moderate-severe hearing loss. With Phonak Ambra and Phonak Solana it is available in two price and performance levels to suit your personal preferences or budget.

If you would like to find out more about nano then please call us to book an appointment on 01600 772 111.

“Nothing to see
Everything to hear”

PHONAK life is on

Nothing to see. Everything to hear

The Widex T-DEX is a hands-free solution for conversations on your mobile phone via any make or model of hearing aids as long as they have been fitted with a telecoil. The T-DEX comes with a built-in rechargeable battery, as well as a charging cord.

How T-DEX works:

The user places the T-DEX around their neck and activates it when the phone rings. The sound is transmitted wirelessly to their hearing aids so they can hear and converse directly. Calls are answered and ended by means of a single push button.

T-DEX amplifies the excellent sound from the mobile phone, so it is perfect in situations with a lot of background noise. With its hands-free operation it is also easy to talk on the phone while driving.



Oticon Intiga

Immediate acceptance,
immediate benefits



Intiga is the world's smallest fully wireless hearing solution with binaural processing and wireless capabilities. It challenges the belief that getting used to amplification is a lengthy, demanding process. By delivering immediate benefits and immediate acceptance, Intiga makes the transition to wearing instruments - particularly for first-time users - a seamless, positive experience.

Subtle cosmetics and fully-automated sound processing make Intiga virtually invisible for the user and everyone else!