

**HEARING EVALUATION SERVICES  
OF BUFFALO, INC.**



# Sound Sense<sup>®</sup>

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## **Celebrate Valentine’s Day on HES!**

As you know, hearing better can empower you to enjoy your life and all the people in it with a new passion. During this special time of year, we encourage you to help the most important person in your life—your significant other—to experience the same joy by hearing better themselves. The first step to better hearing is a baseline evaluation.



**For the month of February, when you bring your significant other into one of our offices to have their hearing evaluated you will receive a romantic lunch for two!**

As a Buffalo-based practice, we are proud to support local restaurants. You will receive two \$10 gift cards to one of the following restaurants:

- My Tomato Pie in Amherst
- Mangia in Orchard Park
- Buffalo Brewpub in Williamsville

Great relationships rely on great communication.

Take this first step to improve your communication with your loved one this February.

If you’ve noticed that your loved one is asking you to repeat, turning the TV volume up, or struggling in groups, talk to them about taking advantage of this offer. Be sure to mention this Valentine’s Day special when scheduling your appointment to come in together.

### **In This Edition...**

- Celebrate Valentine’s Day on HES!
- Good ear hygiene
- Welcome our newest addition, Dr. Nicole Baumgartner
- Tinnitus Group Educational Sessions a big success!
- “Good to Hear Giveaway” Winner—Katie Fish
- Check out our latest YouTube video

## Put Down That Q-Tip

There are some people who swear by sticking a cotton swab (Q-Tip) into their ears to remove excess wax and debris. From punctured eardrums to impacted wax, there are many negative consequences associated with "do-it-yourself" ear cleaning.

The ear canal has specialized cells that produce cerumen, commonly known as ear wax. For some people, ear wax accumulates much faster than others, which can lead to wax build-up and even decreased ability to hear or even pain. Using a cotton swab in an attempt to remove the excess wax can do more harm than good. Even if you swab your ears and think you are cleaning out wax, often times you are just packing it further in your ear causing more build-up and making the eventual removal by our audiologists more difficult.

Additionally, the eardrum is easily reached with a swab and is so delicate it can be easily ruptured by even the gentlest touch of the swab. The pain of a



ruptured eardrum is quite severe and while a punctured eardrum will often heal, it typically takes awhile and can lead to a conductive hearing loss.

So this leaves us with the question, do we really need to clean out our ears? The answer is generally "no". In most cases, during a shower, enough water enters into the ear canal to loosen the wax that has accumulated.

Additionally, the skin in your ear canal naturally grows in an outward, spiral pattern. As it sloughs off, ear wax goes with it so there is little need for a cotton swab.

Anyone with wax build-up can be seen by one of our audiologists who can safely and effectively remove it to get you hearing better.

So remember what your mama told you...Don't stick anything in your ear that's smaller than your elbow.

## Welcome Dr. Baumgartner!

Please join us in welcoming our newest Doctor of Audiology, Nicole Baumgartner. Dr. Baumgartner received her clinical doctorate in Audiology from the University at Buffalo and has been practicing in New York State since 2006. She started her career working in a hospital setting in Cooperstown, NY. She then returned to Buffalo and has been working locally since then. Dr. Baumgartner has extensive experience with both adults and children for hearing testing and hearing aid fittings, including the Lyric device. You will see Dr. Baumgartner working at the office in Williamsville. We are pleased that she has joined us. Dr. Baumgartner truly exemplifies our culture of treating patients like family.



### Bothered by Tinnitus?

Join Hearing Evaluation Services for an informative discussion on tinnitus. Learn about the causes, the links to your hearing, and available therapies to help manage tinnitus.

These complimentary sessions are held the **1st Wednesday of every month from 3:30—5:00 pm.**

The sessions are led by one of our Doctors of Audiology who is a certified Tinnitus Specialist.

Take the first step to managing your tinnitus by calling to reserve your spot today.

**633—3344**

**Tinnitus Group  
Educational Sessions**

## “Good To Hear Giveaway” Winner

In November, we posted a request on our Facebook page asking for nominations for what we called the *Good to Hear Giveaway*. People nominated friends and family members who have struggled with hearing loss and shared their stories of how new hearing aids could change their life.

We were overwhelmed at the response we got from Western New Yorkers. If you know how Facebook works, and what it means for something to “go viral”, this contest did just that. The friends and families of the nine deserving nominees shared their stories with other friends and families to help get them votes to win. It was a contest for the people, by the people.

This giveaway ended up doing more than naming a winner to receive a set of new hearing aids, courtesy of Hearing Evaluation Services, it spread an incredible amount of awareness about something we all have a personal connection to - hearing loss and how it affects people just like you.

Nine nominations and over 4,000 votes later, we are pleased to announce that Katie Fish is the lucky winner! Katie has had hearing loss since childhood but never let that stop her from achieving her goals. Her family worked hard to give that little girl (now a beautiful young lady) several sets of hearing aids over the years to make sure she could go on to become the incredible person she is today.

Regardless of the challenges created by her hearing loss, Katie was an amazing ice hockey player and even played at the Empire State Games a few years ago. She still hasn't hung up her skates and has now moved into the role of coach. Of course, that is when she isn't too busy with her job at Medaille College working as the Online Student Services Coordinator.

With the help of Oticon USA, HES has gifted Katie a set of premium level hearing aids and we will continue to provide her with the very best hearing healthcare possible. Katie's story, along with our other nominees' stories, are some of the finest examples of how deserving people right here in Western New York have overcome hearing loss.

But what about the other eight Runners-Up? If you would like to read their stories, visit our Facebook page and you'll see that all of these people are incredibly deserving of hearing aids.

To recognize these individuals, HES matched every vote with \$1 for each of our Runners-Up to be used towards new hearing aids or services, courtesy of HES.

In the end, this was a contest that took on a life of its own – and in turn, changed the lives of deserving people. This is the type of goodwill that is at the heart of who we are at HES.

Katie, Dr. Rebecca Wantuck, and former Buffalo Sabre, Rob Ray recently sat down to do a radio show at the WBEN 930 AM News Talk Radio studio to talk about how she overcame her hearing loss and went on to play and coach girls hockey right here in Buffalo!

Go to our Facebook page at [www.facebook.com/HearingEvaluationServices](http://www.facebook.com/HearingEvaluationServices) and “Like” us to see Katie's inspirational story and follow her progress with her new hearing aids.

**Good to Hear Giveaway winner, Katie Fish.**  
**Like us on Facebook to see her story.**  
**[www.Facebook.com/HearingEvaluationServices](http://www.Facebook.com/HearingEvaluationServices)**



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## Winter Edition

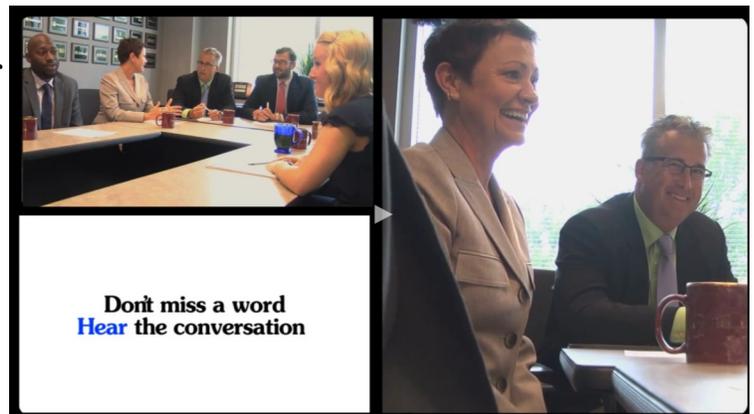


Scan our QR code to visit our updated website!  
[www.HearingEvaluationServices.com](http://www.HearingEvaluationServices.com)

## HES Launches Newest YouTube Video

Over the last several years we have been working on a series of videos that can be accessed from our website and from YouTube. We set out to make these videos in an effort to help educate our community about the services we provide. We have a variety of short videos that speak to these topics and even some hearing aid maintenance and troubleshooting tips too!

We recently finished the final addition to our YouTube video series. This video highlights our passion for helping our patients achieve a better quality of life through hearing better. The video features just a few of the examples of how utilizing customized hearing technology can improve your hearing and happiness at work, home, and everywhere in between.



Watch us on



If you do not wish to receive our newsletter, please call our office.