

HEARING EVALUATION SERVICES  
OF BUFFALO, INC.



# Sound Sense<sup>®</sup>

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- Donna Lavalley, AuD*
- Kristina Jackson, AuD*
- Jennifer Long, AuD*
- Jill Bernstein, AuD*
- Jennifer Sutton, AuD*
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- Nicole Ball, AuD*
- Carolyn Whitcomb, AuD Resident*
- Caitlin Marczewski, AuD Resident*

HES Support Staff

- Joyce Kessler – Business Manager*
- Kristen Orsene – Office Manager*
- Crystal Gugino*
- Madeline Muscarella*
- Cindy Wasinger*
- Danielle Nolan*

## February “Valentine’s” Special

February is a month to treat yourself and your loved ones. The staff at HES would like to thank all of our patients who order hearing aids this month by giving them a one year supply of batteries if you order one hearing aid and a one year supply of batteries PLUS a Dry and Store if you order a set of hearing aids.



At the end of your 45-day trial period, our office staff will provide you with your Valentine’s treat

that will last you all year.

If you have been thinking of getting new hearing aids, now is the time to treat yourself to better hearing.

This offer is good for all non-basic “automatic” hearing aid orders.

**Bring this Newsletter Offer** with you to your appointment at any of our three locations to claim your sweet February treat!

## Dr. Anne Orsene is the December “Woman in Leadership Honoree”

If you were watching the news in December it is likely that you saw our Executive Director, Dr. Anne Orsene being honored on WKBW-TV/ AM Buffalo as December’s “Women in Leadership Honoree”. Each month the National Association of Women Business Owners recognizes an area business woman who has succeeded both in the business and charitable arenas and inspires others to follow in their path. Honorees are women who have exhibited leadership, enterprise, and excellence in their fields while giving back to the WNY community.

Dr. Orsene was chosen for this award because of her commitment to ensuring that all hearing aids

are fit in a superior and ethical manner and are verified to ensure that they are meeting each individual’s hearing needs. Because of her high ethical standards, Dr. Orsene was appointed by Gov. Cuomo to the NYS Hearing Aid Dispensing Advisory Board in May. Dr. Orsene is a co-founder of the Dr. Ann Stadelmaier Hearing Aid Fund, which provides amplification to those in financial need. Since the fund’s inception in 2006, over 150 individuals in WNY have received the gift of hearing through this fund. Please join us in congratulating Dr. Orsene on this noble achievement. If you missed it, you can view the interview on HES’s Facebook page.

### In This Edition...

- Valentine’s Special
- December’s Woman in Leadership Honoree
- Sudden Sensorineural Hearing Loss
- The NEW Lyric 2
- Tinnitus Evaluations
- HES Warranty Program

## Don't Forget to "Refer-a-Friend"

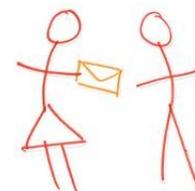
We recently introduced our new "Refer-a-Friend" cards to make it easier for you to share the gift of better hearing with your friends and family. If you know someone who would benefit from having their hearing tested and/or learning about hearing aids, we would be happy to see them at any of our three locations.

Our satisfied patients are our biggest source of referrals for new people coming to HES. We would like to show our appreciation for your trust in us by giving you a \$10 credit on your account for each new patient you refer here. This credit can be used for any product or service\* and will

never expire.

Just call or ask our office staff for a referral card to share with your friend(s). Oh, and to thank your friend for taking that first step to better hearing, we will ALSO give them a \$10 credit on their account. What a great way to show them you care by helping them hear better. Better hearing leads to better living so we strive to make sure every patient is satisfied.

\*Insurance co-pays are excluded by law



## Sudden Sensorineural Hearing Loss (SNHL)

Sudden sensorineural hearing loss (SNHL) is defined as an abrupt change in a person's hearing, typically in one ear, which can occur over a period of one to three days. Other symptoms may also include ringing in the ear (tinnitus), fullness in the ear, and/or symptoms of dizziness. Should you notice a sudden change in your hearing, it should be treated as a **medical emergency**. It is very important to seek the care of an audiologist or otolaryngologist (ENT) for immediate evaluation and treatment; preferably within **48 hours** of the onset of hearing loss.

Sudden SNHL can happen to anyone at any point in their life regardless of age. There are no warning signs and it frequently (though not always) happens overnight while a person is asleep. All too often, patients wait to seek treatment. By the time they are seen, it is too late and they are left with a permanent hearing loss in one ear.

There are several reasons why a person will wait to see a specialist. They may assume the sudden drop in hearing is being caused by a build up of ear wax, fluid from an ear infection, or a problem with their hearing aid. We also see many cases of sudden SNHL that are misdiagnosed as an ear infection. The patient is often prescribed an antibiotic and sent home. When the hearing does not return and they finally follow-up with a

specialist, it is too late to properly treat the hearing loss.

If you notice a sudden change in your hearing, please seek the immediate care of an audiologist or otolaryngologist (ENT) for diagnosis and treatment. The hours following a sudden SNHL can be the determining factor in whether your hearing will have a chance at returning to normal or if you will be left with a permanent hearing loss in one ear. It is critical to seek treatment as soon as possible. However, even

with immediate medical attention, sometimes a sudden hearing loss does not respond to treatment and the loss may be permanent.

If the resulting hearing loss from a sudden SNHL does not respond to treatment and is permanent, there are still plenty of options for improved hearing and communication. A new hearing device, reprogramming of an existing hearing device, as well as other alternative types of amplification can help you regain your ability to hear again.

If you have any questions, or know a friend or loved one who may benefit from this information, please share it with them so you can be prepared and proactive should it happen to you.



# A HEARING AID THAT CAN DO ALL THIS?



Lyric, the world's first and only 100% invisible, 24/7 wearable, sweat-proof, shower-proof, for-months-at-a-time\* hearing device can.



**NOW FITS MORE PEOPLE**

**FINALLY, EFFORTLESS HEARING**

Lyric is the world's first invisible extended- wear hearing device. There are no batteries to change, no daily maintenance is needed and no daily insertion and removal is required.

**CLEAR, NATURAL SOUND QUALITY**

Lyric's unique design and placement works with your ear's anatomy to deliver exceptional sound quality in quiet and noisy environments.

**EVEN SHOWERPROOF™**

Unlike many hearing aids, Lyric can be used during almost all your daily activities, such as exercising, showering, talking on the phone and sleeping.



**Lyric CAN.**

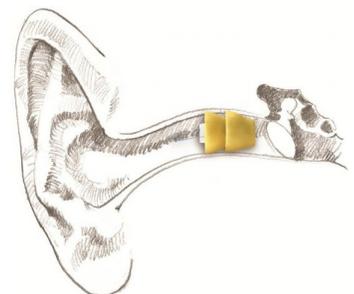


**Call today to find out if Lyric is right for you!**

## Lyric 2—The Next Generation

We first introduced Lyric in our practice 18 months ago and there has been steady interest in it since then. Lyric continues to be a unique concept in hearing device use. Not only is it completely invisible but it is designed to be worn 24 hours a day. Because Lyric sits so deeply in the ear canal, some interested people were not candidates for this device because their ear canals were too short. Lyric 2 addresses that issue by cutting the length of the device almost in half! This incredibly small hearing loss solution may be right for you. If you are interested in learning

more about Lyric 2, call our office and schedule a complimentary consultation. *Hearing Evaluation Services is the exclusive provider of Lyric in Western New York.* This device is not for everyone, but you won't know unless you come in and learn more during your no-charge no-obligation consultation. Call 833-4488 to schedule.



**“HEAR THE DIFFERENCE”  
HEARING EVALUATION  
SERVICES OF BUFFALO, INC.**

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Orchard Park, NY 14127  
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2733 Wehrle Drive, Suite 200  
Williamsville, NY 14221  
716-633-3344

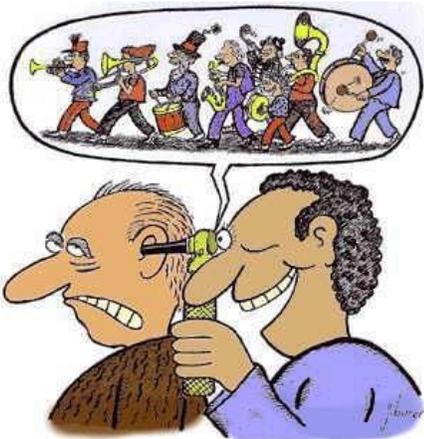
Winter Edition



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

## HES—Meeting All Your Needs

Our newest audiologist, Dr. Nicole Ball, has taken over our Tinnitus Evaluation and Treatment Program and brings a lot of great experience with her. Dr. Ball specialized in tinnitus at her previous practice in Florida and is integrating new testing techniques and treatment options into the HES program. If you have tinnitus *AND* it is bothersome to you, call now to find out if you are a candidate for our Tinnitus Evaluation and Treatment Program.



Is your hearing aid out of warranty? Think about enrolling in the HES Warranty Program today. This warranty will cover all hearing aid cleaning and repairs for a whole year. Ask your audiologist or our office staff for an application today.



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