

It's Good to Hear

HES PROFESSIONAL STAFF

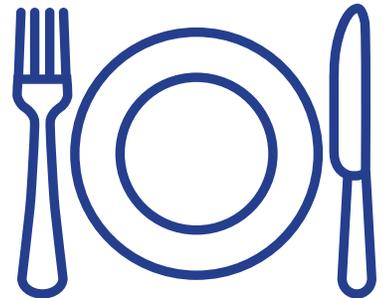
Anne Orsene, AuD- Director
Jill Bernstein, AuD
Rebecca Wantuck, AuD
Donna Lavallee, AuD
Kristina Jackson, AuD
Jennifer Long, AuD
Jennifer Sutton, AuD
Nicole Ball, AuD
Carolyn Whitcomb, AuD
Nicole Baumgartner, AuD
Alyssa Beaton, AuD
Matt Johnson, Audiology Resident
Sarah Hayes, Audiology Resident

HES SUPPORT STAFF

Joyce Kessler – Business Manager
Kristen Orsene – Office Manager
Cindy Wasinger
Janet Frampton
Margaret Maurino
Tracy Sacco
Valerie Clark—Billing Specialist

Help a friend and get lunch on us!

As you know, hearing better can empower you to enjoy your life and all the people in it with a new passion. It's never too soon to act if you notice a friend or loved one struggling with their hearing. Since we know you understand how important it is to hear well and stay connected, we encourage you to help the most important people in your life - your friends and loved ones - to experience the same joy by hearing better themselves. The first step to better hearing is a baseline evaluation.



If you're thinking of someone you know who has been putting off a hearing check, bring them in and get lunch on us at a local restaurant!

Bring a friend for a baseline hearing check, take home a trial pair of the latest hearing technology, and receive two \$10 gift cards to one of these local restaurants:



IN THIS EDITION...

- Help a friend, get lunch on us!
- Another 30 year milestone
- Brain Hearing™ - the link between hearing loss and cognitive decline

When you call to schedule the appointment, let us know which restaurant you'd like to go to and where your gift cards can be mailed following the completion of your appointment(s).

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ANOTHER 30 YEAR MILESTONE!



Joyce Kessler began her career at Hearing Evaluation Services on August 26, 1985. She is one of our most experienced employees with an incredible knowledge base in best billing practices, insurance, multi-office compliance, credentialing, and non-profit business management.

As our practice evolved since it was established in 1981, so did Joyce's position; from Patient Care Coordinator to Business Manager and everything in between. Joyce works closely with our Executive Director and Management Team offering a diverse skill set, helping make HES the premier non-profit audiology practice in Western New York.

Joyce is seen as an authority in her areas of expertise. In fact, she was personally invited to speak and present at the Academy of Doctors of Audiology National Convention in Washington, DC this fall.

Some of the staff here might say that Joyce is the lifeblood of our organization. Without her keen oversight over the years, HES would not have amassed the success we are so tremendously proud of today. She is just as much a colleague as she is a friend to every person on our staff, with a personality that lights up the room.

Joyce, from the bottom of our hearts, we sincerely say thank you for your 30 years of service (and you're welcome for using your 2015 head shot instead of your 1985 head shot!).

Why We Do It

HES has been in business since 1981. In the last 34 years, we think we have figured out the formula for success in order to continue serving our patients well into the future. We credit a lot of our success to our unique business structure as one of the few freestanding non-profit audiology practices in the United States, the unique culture of audiologists we've attracted who live and breathe our core values, and great leadership from our Executive Director, Dr. Anne Orsene.

We meet weekly to discuss how we can better serve the needs of our patients and then quarterly to develop and execute an annual strategic plan for how we will deliver the highest level of hearing healthcare to our patients. All those meetings add up to something - our dedication to you, the patient. Every move we make and every dollar we reinvest in this organization is done with the patient in mind. As a non-profit, this is what we have believed in since 1981 when we took on this business structure. Making sure we have the best audiologists, best support staff, best equipment, best technology, best online resources, best internal processes, best electronic medical records, and the best services all equate to us being able to deliver the best hearing healthcare. In the end, this is the stuff that makes us feel good about every patient we have the honor of helping hear to the best of their ability.

We do all of this because we truly believe in giving Western New York an audiology practice that really cares. A person with hearing loss isn't just another patient to us, it's someone who has begun disconnecting from loved ones, withdrawing socially, and losing out on their quality of life - and that's no way to live, especially with baby boomers living an average of 23.5 years longer than previous generations!

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Brain Hearing™ and What It Can Do For You

Brain Hearing™ is a term that was recently coined by hearing aid manufacturer Oticon USA. It explains a research concept that has gained international attention, particularly in the last few years.

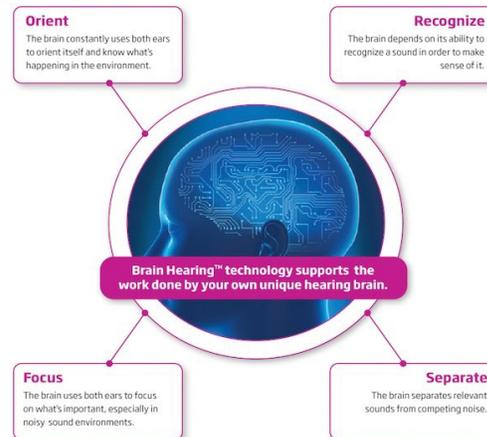
A recent study by Dr. Frank Lin of Johns Hopkins University effectively correlated untreated hearing loss with cognitive decline. What Dr. Lin found was that if the brain goes without auditory (hearing) stimulation, associated areas of the brain, like those responsible for our memory and other cognitive tasks, can also show a decline. Audiologists have suspected this was the case for a long time, but it was only recently that the American Medical Association recognized the link between the two.

With hearing loss being the third most common health problem in the US, this should strike you as a sobering message to get your hearing checked.

Untreated hearing loss isn't just something that happens later in life either. Of the 33 million Americans with hearing loss, only half of them are over the age of 65. That's why we recommend a baseline hearing check by the age of 50 (at the latest), or sooner if you notice a change. According to "The Generation Gap," there is a Baby Boomer turning age 50 every seven seconds, so tell your fellow Boomers to get their hearing checked!

We tell our patients all the time: The decisions you're making early on about your hearing healthcare are directly shaping what your life will look like in the years ahead. With "old age" now considered to start at age 74, we're living longer than any previous generation. Take the steps to set yourself up for a happy healthy quality of life in the years to come!

Oticon USA is using all of this new information in the research, design, and engineering of their hearing aids, which translates to a better hearing experience for Oticon hearing aid users.



The brain needs to perform four key functions in order to be able to make sense of sound. When sound travels from the ear to the brain it must simultaneously recognize, orient, separate, and focus on it.

Oticon hearing aids support the brain in performing these complex tasks, which helps the user make sense of sound more effectively.

They do this by taking into consideration each person's personal preferences for how they like to hear things.

Brain Hearing™ technology organizes sounds and helps the user orient themselves within their surroundings, which helps us hear better in challenging environments. The hearing aids know the difference between speech and various kinds of noise, which helps us stay in the conversation and switch our focus when necessary. Ultimately, Brain Hearing™ helps us enjoy an enhanced listening experience according to our own unique sound preferences.

If you want to ensure you'll stay sharp in the years ahead, consider talking to us about what Oticon hearing aids can do to keep you fully engaged in your life, no matter what your age. Call us to schedule a no-charge demo with these hearing aids to see if you can benefit from this unique technology.

4600 Main Street, Suite 201
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4063 North Buffalo Road, Suite 3
Orchard Park, NY 14127

716-662-0707

2733 Wehrle Drive, Suite 200
Williamsville, NY 14221

716-633-3344

TINNITUS GROUP EDUCATIONAL SESSIONS

*There IS help for people
who suffer from 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 educational sessions are held the 1st Wednesday of every month from 3:30 - 5:00 pm.

**Take the first step to
managing your tinnitus by calling
716-633-3344 to reserve your spot today.**



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