



# Have you *Heard*?

Let our doctors help you navigate your hearing health care

**HES  
CLINICAL  
STAFF**

Anne Orsene, AuD - Director  
Jill Bernstein, AuD  
Rebecca Witter, AuD  
Donna Lavallee, AuD  
Kristina Jackson, AuD

Jennifer Long, AuD  
Jennifer Sutton, AuD  
Nicole Ball, AuD  
Carolyn Yates, AuD  
Nicole Baumgartner, AuD

Alyssa Beaton, AuD  
Claire McIntosh, AuD  
Kim Dahar, Audiology Resident  
Yugandhar Ramakrishna, Audiology Resident  
Caitlyn Potter, Audiology Resident

## Meet the Audiologist

### Jill C. Bernstein, Au.D.

People ask me all the time how I chose the field of audiology and I had a recent experience with a patient that reinforced exactly why I chose this field. Most people don't know this but, before I was an audiologist, I spent four years working as a Nursing Home Administrator in Pennsylvania and Westchester County in downstate New York. To prepare for that career I obtained my Masters in Health Policy and Management from Harvard University. After graduation, while most of my classmates were taking high paying jobs at fancy consulting firms or going to work in government think tanks, I took a position in a 538 bed nursing home in Philadelphia, Pennsylvania. It was one of the most humbling and educational experiences of my life. I had the opportunity to get to know some amazing residents who had lead extraordinary lives prior to the decline in their health. I kept these residents in mind with everything I did to ensure their home was as clean, safe, and as satisfying as it could be. After a few years, I realized that, while I enjoyed developing personal relationships with the residents, being a Nursing Home Administrator was not going to be a long term career choice for me and looked to move on to something different. I spent a long time investigating other options before

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## consider this



## Trade-In Days

Have you been thinking about upgrading your hearing aids? Wish there was a trade-in value for your old ones? Well, now is the time! Back by popular demand, Hearing Evaluation Services is offering **Trade-In Days** for a limited time.

HES is offering a trade-in value for your old hearing devices when you purchase new hearing aids.\* Here's how it works. Upgrade your current hearing aids between August 1st and September 30th and HES will honor a \$150 trade-in value for your old device (\$300 for a set).

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## Meet the Audiologist cont.

I chose Audiology. For me, it was the perfect mix of working with technology and people. I didn't want to give up the joy and satisfaction I received from the personal relationships I developed with my residents and audiology has allowed me to continue to do that.

I came to the University at Buffalo to get my Doctorate in Clinical Audiology and had planned to leave Buffalo as soon as I finished. Instead, I had the opportunity to do a summer rotation at Hearing Evaluation Services (HES), which led to me completing my residency here. Here I am 11 years later! Coming from a non-profit, mission-driven organizational background, HES was just the right fit for how I believe people should be treated. In my years at HES, I've developed some wonderful relationships with my patients and their families. Along with my clinical responsibilities, I also oversee our Resident Training program. Selecting the best Residents for our practice involves looking beyond their clinical skills and at their motivation for why they do



*Dr. Jill Bernstein, Au.D.*

this work. One of the things I tell them during their orientation is to always think about how they would want their mother or father to be taken care of. If you always keep this question in your mind, you will always do right by your patient. Everyone at HES, from the front office staff, audiologists, and even the billing office live by this motto. It's one of the things that really separates us from other audiology practices, but especially from large, retail dispensing outlets or "big box" stores.

### Confused about your Insurance Hearing Aid Benefit?

If you are 65 or older, you might receive some information from your health insurance company about a new hearing aid benefit they offer. Please call us and we can explain exactly what your new benefit entitles you to. We have a variety of options to meet or exceed nearly every health insurance plan's benefit.

Not quite ready for new hearing aids yet? That's OK. We will be having a number of Insurance Benefit Seminars before and during the health insurance open enrollment period to help you better understand your options and make the right insurance selection for your hearing needs.

If you are interested in attending one of our popular Insurance Benefit Seminars, please give us a call at **544-6210** and we will reserve your spot.

These retail outlets spend hundreds of thousands of dollars on marketing and newspaper advertisements to draw in new customers - and it works. Tempting offers such as "Buy One Hearing Aid, Get One Free" and "Save \$2000!", are hard to pass up if you are not a savvy and experienced hearing aid user. You should always ask yourself, "How can they afford to give so much away?" The answer is that they mark things up to outrageous prices to start with. This is why I was so upset recently when I met a woman who had been taken advantage of at one of these local retail hearing aid stores. She was lured in with the promise of a free hearing test and somehow walked out with a set of \$6000 hearing aids.

Did they tell her she had an insurance benefit and apply it to the cost of the aids? No. Did they tell her she was buying mid-level technology for a premium price? No. Did they mention that they sold her an older model of a hearing aid that is no longer current technology? No.

HES used to sell the same hearing aids she was wearing from them...last year...for \$3500 (including service and warranties).

This woman thought she was getting a bargain. The price started out at almost \$7500 and with "promotions and discounts" (including one from the "Head Manager") they made her feel like she really got a deal.

I was outraged when the full details of this purchase came to light during my appointment with her. So, I armed my patient with all the information she needed to return those hearing aids and lodge a complaint with the New York State Consumer Protection hotline.

This experience reinforced, again, why I love what I do and where I work. You or your loved one will never be tricked, swindled, or taken advantage of like this at HES. And if it happened to you someplace else, come and see us and we will see if we can help you make it right.

## consider this

# Trade-In Days

There are many reasons for upgrading your hearing aids. Hearing aid technology is always improving and newer hearing aid products offer innovative features to help you hear better in a variety of listening situations and make conversations easier to hear.

Many new hearing aids offer easy wireless connectivity to other devices like cell phones, home phones, and TVs. Some also offer unique settings to make talking on the phone easier. Other hearing aids share information with each other and work together to maximize your hearing in noisy places. Some hearing aids are even rechargeable, so no need to charge batteries every week.

All new hearing aids come with a 45-day trial period so you will have plenty of time to try them in your everyday listening environments to ensure your new hearing aids are meeting your expectations.

The best part is that hearing aids that are traded in will be used to help hearing impaired individuals in financial need. These hearing aids will be donated to the Dr. Ann Stadelmaier Hearing Aid Fund, which provides hearing assistance to those in need. This is a great deal for everyone. Help yourself while also assisting those in need reach their goal of better hearing.

This offer cannot be combined with any other discount. Limit is one trade-in hearing aid for each ear fit. There is no cash value for donated hearing aids and if you decide not to proceed with your fitting your original hearing aids will be returned to you. This offer applies to new hearing aid orders placed from August 1, 2017 to September 30, 2017 only. It is not valid for hearing aids purchased before August 1, 2017 or after September 30, 2017.

Call and schedule your hearing aid evaluation for August or September and take advantage of this rare opportunity for **"Trade-In Days"**.

*\* Trade-In special applies to the purchase of mid-level or premium hearing aids only.*



## Hello's and Goodbye's

### Goodbye's

As we move into summer, we celebrate the graduation of this year's Doctoral Audiology Residents: **Brianna Wojnar, Sean Fuster, and Tara Bodziak.** Brianna, Sean, and Tara have come to know many of you and will be sad to move on from HES but we are excited for their future endeavors. Many of you have been taken care of by our Residents and can attest to what incredible audiologists they will become.

Brianna has accepted a position as a clinical audiologist in Rochester, Sean moved back home to Westchester County where he is actively interviewing for the right position, and Tara accepted a position as a clinical audiologist locally.



Brianna  
Wojnar



Sean  
Fuster



Tara  
Bodziak

### Hello's

Join us in welcoming our incoming 2017-2018 Doctoral Residents, **Kim Dahar, Yugandhar Ramakrishna, and Caitlyn Potter.**



**Kim** will work out of the Amherst office. You may recognize her as she has spent past semesters during her graduate work at HES. She is a native of Fairport, New York and studied Communicative Disorders and Sciences at Northwestern University and SUNY Buffalo. She will be receiving her Doctorate in Audiology from the University at Buffalo in May 2018.



**Yugandhar** will work at the Orchard Park and Tonawanda offices. He is currently studying at UB for dual degrees; his Au.D. in Audiology and a Ph.D. in Communication Disorders and Sciences. In 2010, Yugandhar received his Bachelors in Audiology and Speech Language Pathology (BASLP) from the Ali Yavar Jung National Institute for Hearing Handicapped in Hyderabad, India. He then worked as a clinical Audiologist and Speech Therapist at the PES Institute of Medical Sciences and Research, and as a Clinical Audiologist for Andhra Pradesh State Government in India, before coming to the United States.



**Caitlyn**, a native of Dryden, New York, studied Communicative Disorders and Sciences at the University at Buffalo, before pursuing her Doctorate in Audiology at UB. She will be graduating in May 2018, and she hopes to research and assist with implementing Pediatric and Adult Oncology Ototoxic Monitoring Protocols in Western New York for cancer patients.



### **Amherst Office**

4600 Main St. Suite 201  
Amherst, NY 14226  
(716) 833-4488

### **Williamsville Office**

2733 Wehrle Dr. Suite 200  
Williamsville, NY 14221  
(716) 633-3344

### **Tonawanda Office**

2545 Sheridan Dr. Suite 5  
Tonawanda, NY 14150  
(716) 844-8811

### **Orchard Park Office**

4063 North Buffalo Rd. Suite 3  
Orchard Park, NY 14127  
(716) 662-0707

## **Do you suffer from ringing in the ears?**



There *is* help for people who experience bothersome 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 1<sup>st</sup> Wednesday of every month from 3:30-5:00 pm.

**Take the first step to managing your tinnitus by calling 844-8811 to reserve your spot today.**



### **In this issue:**

- Trade-In Days are back - trade in your old hearing aids for a discount towards new ones.
- Information about Insurance Hearing Aid Benefits that may be hitting your mailbox.
- HES welcomes our 2017-2018 Doctoral Residents
- Meet the Audiologist - Dr. Jill C. Bernstein, Au.D.

**Call today for information on no-charge hearing consultations, hearing aid cleaning & maintenance, or to learn about the newest technologies.**

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