

Have You Heard?

IT'S GOOD TO HEAR FROM HES OF BUFFALO

HES CLINICAL STAFF

Anne Orsene, AuD, Director
Jill Bernstein, AuD - Assistant Director
Nicole Ball, AuD - Clinical Director

Richelle Anthony, AuD
Nicole Baumgartner, AuD
Jennifer Baumann, AuD

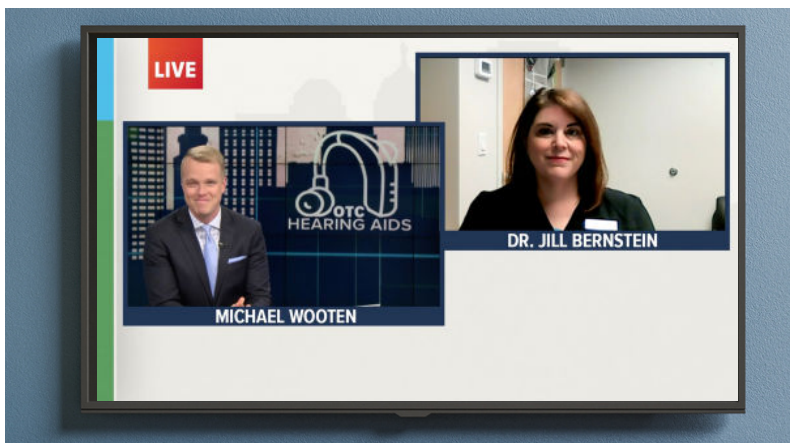
Jenna Hendler, AuD
Kristina Jackson, AuD
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Christine Pleban, AuD

Juliana Riordan, AuD
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WHAT TO KNOW ABOUT OVER-THE-COUNTER HEARING AIDS REGISTER FOR OUR UPCOMING VIRTUAL SEMINAR



Dr. Jill Bernstein featured on a live OTC Hearing Aids town-hall session on WGRZ on October 17th, 2022.

Recently the FDA finalized regulations for a new service delivery model and class of hearing aids. These are known as over-the-counter (OTC) hearing aids. OTC hearing aids are self-fit devices intended for adult patients with perceived mild to moderate hearing loss. They became available for purchase via retail outlets in mid-October.

OTC hearing aids are different from prescriptive hearing aids. Prescriptive aids are custom fit and are programmed to your unique hearing loss and needs by a licensed professional. OTC hearing aids are designed for individuals with more mild loss who prefer a do-it-yourself method.

To find out if you are a good candidate for OTC hearings, the first step is to have your hearing tested by an audiologist. There are a lot of options for self-fit hearing aids and for some individuals this can be confusing and overwhelming.

At HES, we can help you navigate the options and find the best solution for your hearing needs. If you have questions regarding OTC hearing aids, join us for our upcoming virtual seminar on this topic.

JOIN US!

OVER-THE-COUNTER HEARING AIDS SEMINAR

Wednesday, November 16th
6:30PM-7:30PM EST

VIRTUAL MEETING

ANSWERING YOUR QUESTIONS ABOUT:

COSTS
INSURANCE
QUALIFICATIONS
BENEFITS

FIND THE RIGHT DEVICE
& MORE!

REGISTER TODAY TO RECEIVE
YOUR MEETING LINK

HESofBuffalo.org/Seminar



HOW IS AN OTC HEARING AID DIFFERENT FROM A PRESCRIPTIVE HEARING AID?

PRESCRIPTIVE HEARING AID

- Prescriptive hearing aids are fit by a licensed professional who will:
 - Diagnose your exact type and degree of hearing loss.
 - Rule out any medical conditions that could be affecting your hearing (fluid in your ears or even ear wax).
 - Help you choose the style, model and features that are best suited for your needs and preferences.
 - Discuss custom-made or extended-wear hearing aids (not available OTC).
 - Ensure your hearing aids fit comfortably and securely, and you can properly use them.
 - Test to ensure you are receiving maximum audibility for speech. No guesswork is involved.
 - Provide follow-up care and services to help maintain your devices and address any concerns.



OTC HEARING AID

- OTC hearing aids are a do-it-yourself model. You will:
 - Self-diagnose (determine the degree of loss).
 - Self-select (pick the right model from the myriad of options available).
 - Self-fit (adjust to your loss, put in and out properly).
 - Self-maintain (clean and repair).

KEY TAKEAWAYS

- **Get a baseline hearing test to determine what class of hearing aids would be best for you.**
- **Know your options for care and maintenance.**
- **Know your insurance benefit.**
- **If you're confused, come talk to an expert!**



PRICING & INSURANCE BENEFITS

- OTC hearing aids are not eligible for insurance benefits. Prescriptive hearing aids allow you to use your insurance benefit.
- OTC hearing aids range widely in price, some are more expensive than prescriptive hearing aids.



ONLINE BILL PAY NOW AVAILABLE!

Paying your bill is now easier than ever with our new online bill pay!

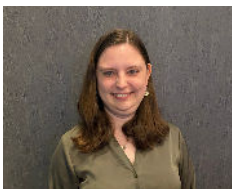
If you'd like to pay your next invoice with a credit card online, simply visit:

HESofBuffalo.org/Pay



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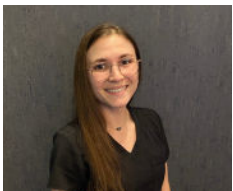
INTRODUCING 2022-2023 HES RESIDENTS



Caroline Adsmond

Hearing Evaluation Services of Buffalo is proud to welcome our 2022-2023 Residents, Caroline Adsmond and Moon Houston.

Caroline currently attends Central Michigan University and will receive her Audiology degree after completing her residency. She plans to focus her career in adult diagnostics and vestibular testing.



Moon Houston

Moon currently attends Indiana University Bloomington Campus.

She plans to continue her studies by pursuing a PhD in speech, language and hearing sciences with a focus on auditory perception. She is also enrolled in a certification program for Animal Audiology.



THE POWER OF PRESCRIPTIVES

Introducing Phonak Audéo LUMITY Life™



Hearing in challenging environments can be difficult and stressful. Research shows that hearing aid users report social benefits from hearing aid use, such as better ability to engage in group activities and a positive impact on relationships.

For when your hearing difficulties and preferences demand the best solution, we are excited to offer the new Phonak Lumity Life.

Lumity Life is the only waterproof, sweat-proof, and accident-proof hearing aid available. We didn't believe it until we "test-drove" this feature for ourselves.

Five showers with shampoo and conditioner later - no problems!

Audeo Lumity with unique Phonak SmartSpeech technology improves speech understanding and allows for easier conversations in a variety of sound environments. Stay engaged with your family, friends, and favorite activities with the Phonak Audeo Lumity Life.

Phonak Audéo Life™ Highlights:

- **Waterproof/Sweat-proof**
- **Health data tracking**
- **Rechargeable**
- **Crisp natural sound**
- **Empowering smart apps**
- **Universal connectivity to smartphones, TV, Roger & more**
- **Multiple Bluetooth® Connections**
- **Tap Control for effortless access to Bluetooth functionalities**



DR. ANNE ORSENE RECEIVES VISIONARY AWARD

On Saturday, October 15th 2022, HES Executive Director, Dr. Anne Orsene was honored with the Visionary Award at the CQ Partners Conference in Phoenix, Arizona. The conference hosted leading Audiologists and Audiology practices from across the country.

The Visionary Award is presented to an Audiology Practice representative who has created and implemented innovative programs with measurable success.



L to R: Valerie Schmidt, Anjolie Plante, Jill Bernstein, Lou Condrasky, Anne Orsene, Cherise Keane, Kristina Jackson, Alyssa Smyczynski

Dr. Orsene has been with Hearing Evaluation Services of Buffalo since 2000 and has served as Executive Director since 2006. This award has been added to a long list of accomplishments for Dr. Orsene, including her recent honor of being named "Who's Who in Healthcare" by Buffalo Business First, In July 2019.

A team from Hearing Evaluation Services of Buffalo attended the CQ Partners conference in Phoenix, which included seminars on improving practice deliverables, industry trends, patient experience training, leadership training, and team-building exercises.

For over 40 years, HES has kept the patients' best interests at heart by continually providing superior, ethical solutions for the hearing and balance impaired. Continuing education is prioritized to ensure we continue to provide the best outcomes and patient experience possible.



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NOW - DECEMBER 31ST, 2022

