

# Have You Heard?

IT'S GOOD TO HEAR FROM HES OF BUFFALO

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Carolyn Yates, AuD  
Melanie Zimmer, AuD



## MAY IS BETTER HEARING MONTH!



Better Hearing Month is here, and its purpose is simple: increase awareness about hearing loss.

Hearing loss is a prevalent and often overlooked health issue that affects a large population worldwide. Hearing loss can profoundly impact an individual's quality of life, affecting communication, social interaction, and mental well-being.

Moreover, hearing loss can go undetected for years, leading to further health complications, such as cognitive decline and depression. By increasing awareness of hearing loss, people can learn about the causes, prevention, and treatment options available. This can help them proactively protect their hearing and seek medical attention when necessary. Furthermore, promoting awareness can help reduce hearing loss stigma and encourage greater acceptance and support for those with this condition.

### HEARING LOSS: BY THE NUMBERS

- Nearly half of people older than age 75 and approximately one third of those ages 64 to 75 have a hearing loss.
- Hearing loss is the third most prevalent chronic health condition facing older adults.
- 90 percent of tinnitus cases occur with an underlying hearing loss.
- For every 10 dB decrease in hearing, there is a significant decrease in cognitive ability.
- Hearing aids show a significant benefit to individuals with hearing loss.
- About 80 percent of hearing loss cases can be treated with hearing aids, but only one in four individuals who could benefit actually use them.
- The risk of dementia may be up to five times greater and the risk of falling three times greater among people with untreated hearing loss.



# TRADE IN DAYS ARE BACK

How your trade will help others get the gift of healthy hearing!



According to Forbes.com, more than 430 million people worldwide require hearing aids. Nearly 80% of these people live in middle-low-income countries. This is why Trade-In Days are among the most important events at Hearing Evaluation Services. When you donate your old hearing aids, they are often refurbished and redistributed to those in need, which means that your donation can help multiple individuals. By donating old hearing aids, you are allowing someone else to hear and communicate more effectively, which can dramatically improve their quality of life.

Earlier this year, Dr. Jill Bernstein returned to her Faith in Practice mission trip to Guatemala - bringing with her some of the refurbished hearing aids. Hundreds of people received hearing health care, including an 11-year-old and a 14-year-old, who would otherwise be attending school unable to hear. Thank you in advance for your participation in this event and for helping us give the gift of hearing to others who otherwise may not be able to afford the care.



# HES WELCOMES MORE PROVIDERS TO AUDIOLOGY TEAM

Audiology Providers reaches record level in 40 year history



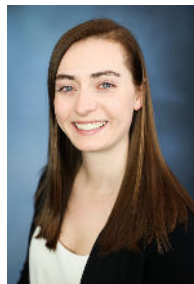
As the demand for hearing healthcare services continues to grow, we are pleased to announce the addition of three Audiologists to the HES Audiology team. At HES, we are committed to strengthening our access to care while strengthening our ability to provide the diverse services our patients need. Please welcome Dr. Emalee Danner, Dr. Mayar Desouki, Dr. Olivia Kozody, Dr. Stephanie Malone and Dr. Melanie Zimmer.



Emalee Danner, AuD



Mayar Desouki, AuD



Olivia Kozody, Au.D.



Stephanie Malone, AuD



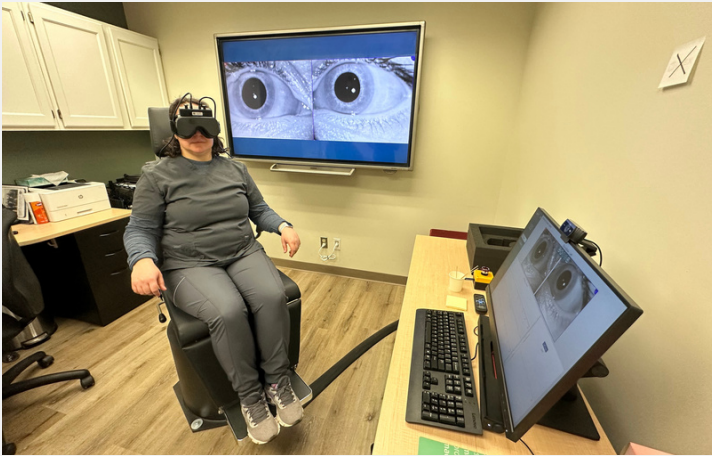
Melanie Zimmer, AuD





# NEW ROTARY CHAIR GIVES ADVANCED BALANCE TESTING

Get Vestibular Testing at HES Tonawanda Office



Dr. Carolyn Yates demonstrates the new Rotary Chair located at HES' Tonawanda location.

Maintaining balance depends on information the brain receives from three different sources—the eyes, the muscles and joints, and the vestibular organs in the inner ears. All three of these sources send information in the form of nerve impulses from sensory receptors, special nerve endings, to your brain.

Our Audiologists at Hearing Evaluation Services of Buffalo play a crucial role in helping patients with balance disorders by conducting a comprehensive evaluation of a patient's balance and vestibular function to determine the underlying cause of the problem.

Earlier this year, HES acquired a Rotary Chair at our Tonawanda office to improve our testing abilities for balance disorders. Johns Hopkins and Mayo Clinic use this same type of chair - and now HES can be included on the list!

Patients will sit in a computerized chair and wear infrared video goggles during rotary chair testing. The goggles record eye movements as you slowly rotate in the chair. This test is beneficial in diagnosing and localizing the source of your dizziness or balance issue, explicitly targeting the horizontal semicircular canal and the superior vestibular nerve.

Once the route of the problem is determined, your audiologist can develop a customized treatment plan that may include therapy, diet and lifestyle adjustments, medications or even surgery if it is determined to be medically beneficial.

If you are experiencing dizziness and balance issues, call our offices today for an evaluation.

## UNDERSTANDING DUAL SENSORY IMPAIRMENT

Dual sensory impairment refers to the presence of both visual and hearing impairments in an individual, which can lead to significant difficulties in communication, daily activities, and overall quality of life. It is a common condition among older adults and requires comprehensive assessment and management to address the unique needs of those affected.

Those with dual sensory impairment may have difficulty communicating with others, performing daily activities, and may be at a higher risk of falls and other injuries.

**Untreated dual sensory impairment can lead to:**



**Increased risk for Alzheimer's**



**Loneliness**



**Difficulty with daily activities**



**Ability to communicate with others**

Early detection and intervention are crucial to address the unique needs of individuals with dual sensory impairment and improve their overall health outcomes.



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# TRADE-IN DAYS ARE BACK!



**GIVE BETTER HEARING  
GET BETTER HEARING**

**SAVE UP TO 20% OFF YOUR NEXT HEARING AID PURCHASE WHEN YOU  
TRADE-IN YOUR OLDER DEVICE!\***



**OFFER AVAILABLE  
NOW - JUNE 30TH, 2023**

LEARN DETAILS AND REQUEST AN  
APPOINTMENT ONLINE:  
**[HESOFBUFFALO.ORG/TRADE](https://HESOFBUFFALO.ORG/TRADE)**  
OR CALL **716-833-4488**

\* Excludes hearing aids purchased using an insurance benefit. Hearing aids 5+ years old, bought through the HES Discount Program, or that were purchased elsewhere are eligible for a credit of \$100 per device. Credits cannot be applied to any other discounts or insurance benefits.

