

## In This Issue

- 5 Tips for Surviving the Holidays with Hearing Loss
- New Year's Resolutions!
- Holiday Gathering
- What Are Bluetooth Hearing Aids?
- Taking it in Stride Hits NYC

Special Offer Inside!

## Take Advantage of this Special Offer!

# \$500 Off!

\$500 off your purchase of a new two-device digital system, Advanced or Premium levels only!

(\$250 off a single device)

Contact us for an appointment with one of our Doctors of Audiology!

Not valid on previous purchases. Not to be combined with any other offers.

# Here's an Earful from East End Hearing

Fall 2012

## East End Specials

Just a reminder to our patients to take advantage of some of the popular programs we have at East End Hearing.

When you experience an unexpected hearing aid problem, take advantage of our walk-in clinic. There is one hour set aside each day to accommodate our patients and their hearing aid problems on a first come/first served basis. Problems that can be seen during walk-in clinic are hearing aid cleanings, retubing of earmolds, battery door repairs, and examination of malfunctioning hearing aids (some minor repairs can be done in office). Hearing testing cannot be done during walk-in time.

Hours for walk-in clinic are:

- Monday 1:00-2:00 and 4:00-5:00
- Tuesday 10:00- 11:00
- Wednesday 6:30-7:30
- Thursday 10:00-11:00
- Friday 1:00-2:00

Another popular feature is our Patient Referral program. Refer a patient to our office and receive a \$10 gift card to a local business, ranging from Dunkin Donuts to Carnival Restaurant. **The greatest compliment you can give us is the referral of friends and family.**

Also, don't forget to visit our website to check on any coupons or specials that we are running.

## 5 Tips for Surviving the Holidays with Hearing Loss

Holiday gatherings can be a frustrating time for those with hearing loss. A few tips will help you prepare for this Holiday Season and make it more enjoyable for you and yours.

**1. Make those around you aware of your hearing loss.** While this is hard for many of us, the old saying goes, a hearing loss is more noticeable than a hearing aid. People know even if you don't tell them. Be up front about it and it will take the pressure off.

**2. Keep the music down.** Background music during the holidays can be wonderful but if too loud it can create a lot of background noise that is difficult for all.

**3. Take a break.** Trying to hear in a lively atmosphere can take a physical toll. Even those without hearing loss find it difficult in noisy envi-

ronments. Take a break every now and then and give yourself a rest.

**4. Dinner parties can be more difficult because of so many people around the same table.** Try and sit next to those who you find it easier to hear and communicate with. Good conversations get passed around the table.

**5. Make sure you have enough fresh batteries.** Invariably you will need batteries on the holiday that no stores are open.

Sycle Marketing Group



## New Year's Resolutions!



The holiday season is an especially busy time in our offices due to the heightened awareness of hearing loss amongst family members due to holiday gatherings. With all the festivities and time with family members it becomes more apparent to family members as well as those with hearing loss the frustrations associated with untreated hearing loss.

Those with hearing loss who have had enough show up to our offices to finally take that first step to better hearing.

Sadly many who need to don't and as a result stop attending family events because they cannot hear or understand conversations.

Nearly 30 million people in America currently have a treatable hearing loss, yet less than a fifth of those have done anything about it. Untreated hearing loss causes loss of income, health problems, and social isolation. While hearing aids cannot restore "perfect hearing" they are the best form of treatment for putting the person with hearing loss back in control of their lives and enjoying the family festivities once again.

Don't let another Holiday Season or family gathering go by with untreated hearing loss. Make a New Year's resolution to get help for your hearing. You and your family will be happy you did.

*Sycle Marketing Group*

## Holiday Gathering

### Join us for a Holiday Gathering for our patients, physicians and staff!

Come and mingle with our staff and relax before the holiday season kicks into high gear. **A raffle will be held for those in attendance. Three lucky winners will go home with either a Kindle Fire, Sennheiser Wireless TV Listening System or a Dinner Certificate to Carnival Restaurant.**

As we get closer to the event, more details will be available. Give the office a call if you have any questions.

**Saturday, December 1st**  
Food and drinks will be served.

## What Are Bluetooth Hearing Aids?

Yes, many of today's advanced digital hearing aids are Bluetooth™ or wireless compatible, meaning they are able to connect wirelessly to various Bluetooth enabled devices and other audio devices such as cell phones, Ipods, and even your tv.

Most hearing aids with wireless capabilities are able to connect to landline phones, cell phones, TVs and MP3 players with a simple push a button on a streaming device. These streaming devices turn your hearing aids into a hands free headset, which in many states is required now if you are using a cell phone in an automobile while driving.

Other benefits of hearing aids with Bluetooth™:

- **Ability to hear audio devices with both ears for optimal listening on landline phone, cellphone and TV**
- **Ability to switch between TV, landline phone and cell phone with a simple push of a button**
- **Streaming device most often can be used as a remote control for your hearing aids as well**
- **Stay connected to the devices that matter most in your busy life**

For more information on Bluetooth™ hearing aids and wireless hearing aid solutions, feel free to call us here at East End Hearing.

*Sycle Marketing Group*

## Taking it in Stride hits NYC



The Taking it in Stride team from East End Hearing participated in the Walk4Hearing in New York City's Riverside Park on Sunday September 30. Twenty walkers hit the 5K course on a beautiful fall day.

The entire staff would like to thank our patients who helped to make this year's Walk4Hearing a huge success. The Taking it in Stride team raised over \$6,400, approximately twice the amount that was raised for our initial Walk in 2009. THANK YOU! Donations ranged from \$1 to over \$200, but every single donation big or small helped contribute to the East End team ranking in the top 10 of all teams taking part in the Walk4Hearing New York City. Our own Patti Gleason was also one of the top individuals in terms of donations received.

Patients contributed through in office, mailed donations and raffle ticket purchases. Raffle prizes included an Avon gift basket donated by Jenn Piccolo, a one-month Curves membership donated by Curves of Port Jefferson Station, and a 50/50 raffle prize of \$100.

The Walk4Hearing sponsors walks all over the country with proceeds going to the Hearing Loss Association of America, "the nation's voice" for people with hearing loss. HLAA does a wonderful job advocating for individuals that suffer from all degrees of hearing loss.

Stay tuned for information regarding the 2013 walk in upcoming newsletters.



## Gift of Hearing Program Essay Contest

Recognizing how significant hearing loss affects quality of life, **Port Jefferson Lions Club & East End Hearing** have joined forces to create the **Gift of Hearing** program.

**Gift of Hearing** is a program that will give one person in the community the gift of hearing with a new pair of hearing aids.

To submit an entry into the **Gift of Hearing** program, simply write an essay of 400 words or less, describing why you or someone you know would benefit from a pair of hearing aids but has not been able to obtain them due to his/her financial situation. The winner will be selected based on the following criteria:

- Hearing Need
- Financial Need
- Opportunity to impact recipient's life and the people with whom he/she interacts.

The contest will run from October 15, 2012 through December 1, 2012. The winner will be notified by December 10, 2012.

Please submit essays via e-mail to: [eastendhearing@optonline.net](mailto:eastendhearing@optonline.net) or mail to:

East End Hearing  
4747-8 Nesconset Hwy  
Port Jefferson Station, NY 11776

For inquiries please call: 631-331-6455

Dates of contest: Oct. 15<sup>th</sup> through Dec. 1<sup>st</sup>, 2012

Winner will be notified on December 10, 2012