

# Hearing Aid Services

## of Hollywood

maximizing your hearing potential  
with today's technology

Preferred Patient Newsletter  
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7080 Hollywood Blvd., Suite 814  
Los Angeles, CA 90028

Phone: (323) 463-7109 • Fax: (323) 463-7707  
Website: [lahearing.com](http://lahearing.com)



### Jeff's Corner

Many of you ask me about my family when you visit the office, so I thought I'd bring you up to date about them. It seems like only yesterday my kids were youngsters. Now, we have grandchildren and a family that is spread all over the globe.

My wife, Susan, continues to be the behind-the-scenes dynamo who keeps everything shipshape in our practice. Besides doing the billing, banking and bill paying, she is active in private practice as a licensed speech pathologist and an educational therapist. Educational therapists teach skills and strategies that help kids manage their learning and improve their schoolwork. On top of that, she serves as president for the Association of Educational Therapists.

Our daughter, Karrie, along with husband Bryan and children Levi and Lily, just purchased their first home. Karrie continues to work as a liaison between Monterey, California's public school system and families who have special needs children. Young Levi, now six years old, is in the first grade. Lily, age five, can't wait to follow in her brother's footsteps. She'll enter kindergarten next year. Both grandchildren have an insatiable love for learning.

Our son, James, is still living in Australia, working as a research sociolinguist at Australian National University. James and his colleagues are identifying how Australian English has changed, using computer analysis to compare speech recordings from the 1970s to present-day recordings. He continues to publish in a variety of respected linguistic journals and presents to fellow linguists at conferences across the globe.

We couldn't be more proud of our family, and we cherish the time we spend together.

Jeff

## For Profound Hearing Losses Introducing the Innovative Oticon Xceed



If you have a severe to profound hearing loss, you know that traditional high power hearing devices generally do not perform well in noisy environments. To be able to hear and understand speech, the hearing aids use narrow scope microphones to limit the unwanted noise and to focus on the sounds coming from in front of the listener. This results in an artificial listening experience, where the listener hears the person directly in front of him, but cannot hear multiple speakers outside of that limited, narrow range.

I am happy to report that a new device overcomes these limitations. The Oticon Xceed is the most powerful hearing aid available for profound hearing losses. The Xceed replaces the previous narrow focus noise reduction system with the proprietary OpenSound Navigator™ technology. OpenSound Navigator's processing capability gives power users 360 degree access to speech as it simultaneously reduces disruptive noise. This feature makes it easier for the brain to decide who and what to listen to, which ultimately lessens listening effort and improves speech understanding.

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## Oticon Xceed: Continued from page 1

Here's how it works. OpenSound Navigator scans the entire sound environment to identify noise and separate noise from speech. It instantly reduces loud sounds from all directions without disrupting the speech signal. In the final phase, it rapidly removes the remaining diffuse noise, even between individual words, making speech clear and distinct. All of this processing occurs in less than 1/100th of a second.

As with other Oticon devices, the Xceed can be paired directly to an iPhone. By using the optional ConnectClip, Android cell phone users can also enjoy hands-free wireless connectivity. Additionally, the TV Link transmits a direct audio signal to the hearing aids, which restores the pleasure of listening to television without making the volume disturbingly loud for others in the room.

If you are ready to step up to a superior solution for your severe/profound hearing loss, give the office a call to set up a demonstration.

# When to Replace Your Hearing Aids

Hearing aids, like all manufactured products, have a finite lifespan. Industry data suggests they can perform well for anywhere from three to seven years. Variables that affect lifespan include how well the instrument is built, maintained, and how much wear and tear it experiences.



Certainly, if a hearing instrument stops working reliably, you could be a candidate for new hearing aids, or at least a comprehensive repair by the manufacturer. However, there are some reasons you may want to consider an upgrade, even if things appear to be working fine.

## Changes in Your Hearing

Age-related hearing loss can be a degenerative condition. Should your hearing worsen as you get older, your current instruments may not have sufficient capability to meet your needs. The solution is an upgrade to advanced devices that

provide more power, better noise reduction and improved speech understanding ability.

## Changes in Hearing Instruments

Advances in hearing technology have introduced many features that were unavailable just a few years ago. For example, new technology does a superior job of separating conversation from background noise, while preserving the *spatial soundscape* of a room. The broader bandwidth that is available in new devices makes listening to music or live theater much more enjoyable. Other features enhance comprehension by allowing the listener to easily shift focus to speech coming from any direction.

Additionally, state-of-the-art hearing devices can connect wirelessly to other electronic products, such as TVs, computers, smartphones and audio equipment. Older hearing aids may lack this useful feature.

It pays to keep up to date with advances in hearing technology, regardless of how well your current hearing aids perform. Next time you visit our office, try asking, "What's new?" You may be amazed at what you hear.

## It's Time for a Firmware Upgrade for Your Oticon Opn™ Devices!

Oticon has provided an updated platform called *Firmware 6.1* that will improve the performance of all Opn models. Transferring the new firmware into your hearing aids takes about 10 minutes, and we provide the service at no cost. During the appointment, I will clean your devices and install new batteries. I will also refine the programming of the hearing aids (if needed) to improve listening performance. Please note that any of you who have come into the office since September 5th have had the upgrade installed already. I encourage everyone else with Oticon Opn devices to make an appointment soon.