



# The Southside Scene

Volume 8, Issue 1

April 2011

## HAPPY ANNIVERSARY TO US!!!!

*Celebrating 10 Years of Raising the Standards in Hearing Care*

50 East South Street  
Suite 400A  
Geneseo, NY 14454  
(585) 243-7690  
Fax: (585) 243-9208  
southsidehearing.com

*In the Livingston  
Health Services  
Building*

### Need New Hearing Aids?

If you have The Empire Plan, you have a \$1500 per ear hearing aid benefit available every 48 months. With this benefit, you could end up paying NOTHING out-of-pocket for a new set of hearing aids. We have a current anniversary promotion offering a **free warranty upgrade, or money off from upper level models** that already have the upgraded warranty, for those with Empire insurance. Contact us for details as to how you can take advantage of your hearing aid benefit and this promotion!!!!

**If you don't have Empire insurance but would like to take advantage of the promotion...call us...we'll say YES!**

2011 is Southside Hearing Center's 10th Anniversary. To celebrate, we have various events scheduled and planned. We will celebrate, honor and thank those patients that have been with us since the very beginning. We will have special offers to new and established patients throughout the year.

By popular demand, we held another seminar on tinnitus on March 15<sup>th</sup>. The event was held at the Big Tree Inn on Main St, Geneseo. Jeri Balent, Au.D from Widex spoke on tinnitus and ways to help manage it. Special product demonstrations were available at our office following the seminar. If you missed the seminar, it's not too late to learn more! Call our office if you would like to learn more about tinnitus and/or schedule a free, no-obligation personal demonstration of these groundbreaking products!

Future events are planned including open houses, consumer seminars, and special promotions. Keep your eyes peeled throughout this exciting anniversary year. ■

### New Hands-Free Driving Laws Affect You

As most of you have heard, updated laws regarding hands-free cell phone usage while driving went into effect in mid-February. Instead of just being fined (as in the past) for driving while talking on your cell-phone without using hands-free technology, you can now accumulate points on your license, risk having your license suspended, and your insurance premium rates can be increased for such violations.

Talking hands-free while driving can be quite a challenge for somebody who wears hearing aids. The typical hands-free device may cause discomfort, may not fit around the hearing aid, may cause feedback or whistling from the hearing aid, and/or have poor sound quality.

The good news is that NOW most hearing aids have the ability to BE the hands-free device, and communicate directly with your cell phone. This is an exciting feature that makes compliance with the law easy.

How it works...in general, the hearing aids need the ability to use a remote control or streamer (there are a few exceptions). The streamer is then paired with your cell phone like any other Bluetooth device (again there are exceptions). When a call comes through on your cell phone, just click the streamer/remote and you are connected...hands-free and without any additional hardware on your ear! The added beauty is that the sound is coming to both ears if wearing two hearing aids, not just one, and the sound is already modified according to your hearing needs!

Many of the manufacturers have this technology available in many of the price ranges - not just top-of-the-line - which makes it more accessible to everybody! Contact us to ask how we can make this happen for you! ■

50 East South St, Ste 400A  
Geneseo, NY 14454  
Phone: 585/ 243-7690  
Fax: 585/243-9208  
Email: ssdaud@frontiernet.net

### **Other Exciting Technology...Connecting You to the World Around You**

Television difficult to hear? Companions/neighbors complaining your TV is too loud, even when you are wearing your hearing aids?

There are now accessories available for various hearing aids that make hearing your TV easier. Call to schedule a demonstration of the different hearing aid systems that make listening to TV a more pleasurable experience for everybody! There's even a system that DOES NOT REQUIRE A REMOTE CONTROL! The hearing aid just finds your TV system...like magic! ■

### **Family Updates...**

Of course our newsletter is never complete without updates on the kids. It seems to be the most popular segment. Well, Marena will be celebrating her 5<sup>th</sup> birthday in May. She has announced that she would like to play Pin the Tail on the Donkey and Musical Chairs at her birthday party! What a relief for Mommy and Daddy, considering her peers and cousins have much more extravagant gatherings at places such as Chuck-E-Cheese or other fun centers. Let's hope she doesn't change her mind between now and then. Kira will turn 3 in early April. She has not had any special requests for her birthday yet. Fingers crossed that she is just as reasonable as her big sister!



*Dr. Sue, husband Timm & Kira*



*Kira (left) & Marena (right)*

The two of them now do gymnastics. What a fabulous sport to keep them active and agile. Kira seems to have quite a knack for the bending and moving. Marena works on her grace!

Janet's daughters just turned 9 this past February. They have been busy-beavers keeping up in school, making super friends. They received more candy for Valentine's Day than most kids get for Halloween. Older brother James is just staying out of trouble and helping his Mom out whenever necessary...right?!

Kathy's daughter was just treated to a fabulous vacation to San Diego with her Mom. There they had all sorts of adventures and fun...and decent weather. A nice change from Western NY! ■