

The Southside Scene

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In the Livingston Health
Services Building

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MORE GREAT NEWS!

We are THRILLED to announce the arrival of another otolaryngologist (ENT) to the Livingston Health Services Building! **Dr. John Centonze of FingerLakes Otolaryngology** has opened an office in Geneseo, and will service patients at this office every other Wednesday, with plans to increase those hours as his patient base in this office grows. We will be working closely with Dr. Centonze to provide the most comprehensive care for your hearing AND your ears! To make an appointment with Dr. Centonze, you may call his Geneseo office at 243-2319.

Welcome to our newsletter! We hope you will find the information it contains to be helpful, and encourage you to pass it along to friends or family members who might also benefit from it. Please feel free to suggest topics for further newsletters – call us or let us know at your next visit!

Wee Deliver at Southside Hearing Center!

You've heard the tagline before. It seems all sorts of businesses these days are using the words, "We Deliver" to promote their businesses. But at Southside Hearing Center, we MEAN it! Not only do we deliver quality products and services and reasonable prices AND deliver informational articles and literature to your mailbox, but now Dr. Sue has decided to try a different type of delivery! Yes, most of you read about her "eating disorder" in our last newsletter that was expected to be suddenly "cured" in about 40 weeks. Well, that 40 weeks is now past us, and Dr. Sue and her husband Timm are now proud (albeit, CRANKY, due to lack of sleep) parents of a baby girl! OK, so maybe this delivery doesn't affect your hearing, but we think you'll still agree that this is GREAT news! Marena Mabel DeBruyne was born at 4:51 pm on Friday, May 12th at Rochester General Hospital. She was 21 inches long at birth, and weighed 7 lbs, 4 oz. She has steadily been gaining weight, and keeps her mama fully occupied around the clock!



Due to Sue's new "job" duties, she will remain on maternity leave through most of the summer. She plans to return to the office in July and August one day per week, and though she WILL be seeing patients on those days, she STRONGLY encourages you to feel comfortable seeing Mandy (remember, if Sue didn't think Mandy was highly qualified for the job, she would never have chosen her for it!). She will return to full-time hours in September.

In the meantime, many of you have met **Janet Takats**, who has filled in for Sue on a part-time basis since the end of April/beginning of May. Sadly for us, Janet will be leaving us after June 20th, so that she can be home with her children during their summer break from school. **THANK YOU, JANET**, for all of your help these past couple of months! Best of luck to you in your future endeavors!

A select few of you have already met our other part-time audiologist, **Mandy Davis**. Mandy is currently working two days per week with us, but will soon be finishing for the summer at her full-time job as an audiologist at NTID/RIT, and will be with us 3-4 days per week beginning in July.

Kathy will, of course, be here to run the show as usual (Sue's counting on it). She can keep you abreast of new developments and scheduling restraints. Our goal is to continue to keep our patients and community provided with the most competent and uninterrupted care as possible. All we request from you is patience. We thank you in advance for your understanding as well! ■

So What's the Scoop on Hearing Aids with Open Fit Technology?

By now, you've probably seen several advertisements about hearing aids with open ear technology, and you may be wondering what that means. An open ear fit is a fitting with a hearing aid that allows the minimal amount of occlusion of the ear canal in order to allow for a more natural sound of one's own voice, in addition to delivering higher-pitched sounds. In the past, attempts to deliver high-pitched sounds generally resulted in whistling or feedback issues. Recently however, manufacturers have introduced new open fit technology to minimize that feedback while still delivering the high-pitched sounds, and without needing to completely block the ear canal. Of course, this is generally done with behind-the-ear (BTE) hearing instruments, but the instruments are very small when compared to their BTE counterparts, measuring only about ½ the size of an average pinky finger. The hearing aids are virtually unseen while sitting atop of one's ear. One of the biggest benefits of this product is that there are no customized earmolds involved. This means that we do not need to make impressions of your ears, you don't have to wait for customized earmolds to be made, and oftentimes you can leave with the product the same day you decide to purchase it (assuming that we have it in stock).

The biggest drawback for open ear technology is the fitting range for the hearing aids. This type of hearing aid can generally only be used successfully by those with mild to moderate high-pitched hearing loss. And of course, it only allows for a certain amount of low-pitched hearing loss, as well—low frequency hearing levels need to be close to normal. As with any hearing aid, feedback can still become an issue, depending upon how far the parameters of the hearing aid are pushed. Therefore, a person with 90 dB hearing loss in the higher pitches will still have feedback issues, even with an open fit hearing aid.

(continued below)



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(continued from above)

Efforts have been made in the past to achieve high pitched gain while minimizing occlusion and feedback, but until recently, the quality of the sound has been relatively poor or the amount of feedback continued despite manufacturers' claims. The concept was first successfully launched a couple of years ago with the GN ReSound Air hearing aid. People wearing Airs have noted that their own voices sound quite natural, and the fit is quite comfortable. Other manufacturers have since followed suit with open fit technology, though in our opinion, only a few have come to match or exceed the quality of the ReSound Air. At Southside Hearing Center, you won't find a multitude of products with open fit technology, simply because we feel that all open fit products are NOT created equal when it comes to sound quality. That being said, open ear fittings can be quite successful, and are a fantastic advancement in hearing aid technology.

The moral of our story? We want to advise you to use caution when pursuing open fit technology, but encourage you that these hearing aids are a wonderful advancement when the right product is fit on the person with the right type of hearing loss. At our office, we will typically fit those with the appropriate hearing loss with one of two products: the GN ReSound Air or the Oticon Delta, which has recently been introduced into the market, and has taken the market by storm. **Want to know more about whether this technology is right for you?** Give us a call! We can set up a hearing aid demonstration for you to hear for yourself! ■