

The Southside Scene

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In the Livingston Health
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Inside this Issue:

Fitness and Hearing...There's a Connection	1
Sue & Southside Hearing Center Involved in Charitable Efforts	2
Technology Update	3
Miscellaneous Tidbits of Useful Information	3
Our Mission Statement	4

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!

Fitness and Hearing...There's a Connection

You have probably been hounded by various professionals and non-professionals, as well as family members, to get in shape and get more exercise. You may be surprised that this advice is also good for your hearing. It has been shown in various studies (not cited here) that any improvement in cardiovascular health will help to prevent hearing loss. The connection seems quite simple and logical. Just as increased blood flow and oxygenation of the blood improves function of the other organs within the body, the ear itself experiences similar benefits.

On the flip side of that coin, some of our preferred exercises actually predispose us to damage to our ears and hearing. Such exercises include any that may expose you to excessive noise such as use of lawn/garden tools or other machinery, loud music during aerobics classes, and even line dancing at your favorite country bar. Of course the caution here is to wear appropriate hearing protection (as discussed in previous newsletters).

Unfortunately, some exercises can cause direct trauma to the ear and hearing mechanisms. Any direct exertions (i.e. lifting), especially if one holds his/her breath during the movement, can actually cause a blood flow disturbance to the ear causing permanent hearing loss. The lesson here is to use good lifting technique...not only for the back, but for your ears as well. Don't hold your breath while lifting or exerting!

Another exercise/activity that may cause trauma is scuba diving, or deep-water swimming. One can possibly experience barotrauma to any portion of the hearing mechanisms – from the tympanic membrane to the cochlea itself. This trauma is a direct result of rapid or extreme pressure changes. The appropriate precautions are typically known by the experienced diver/swimmer, but emphasize equalizing body pressure before changing depths.

Despite these cautions and possibilities, the overall benefit of activity and exercise far outweighs the potentially harmful. Of course it does not mean that the most physically fit individual will not experience any hearing loss, or that a person without hearing loss must be physically fit. It does mean that a person that is more physically fit feels good, has more energy, improves mental capacities and experiences, and has a better feeling of self-worth. (S)he also contributes to overall hearing health and communicates more efficiently, effectively, and confidently. ■



Sue and Southside Hearing Center Involved in Charity Events

Most are probably unaware of Sue's philanthropic side. In general, however, Sue has been looking for community events in which to get involved. Picking and choosing these events is never easy since there are so many worthy charities and efforts.

Here are a few of the things that Sue has been recently involved in, as well intended future events.

- For the past couple of years, Southside Hearing Center has been a sponsor for the **Friends of A.W.A.N.D** organization. This is an organization in its infancy that supports Adults with Neuromuscular Disorders. It is not specific to any particular neuromuscular disorders. It could include people with any diseases such as Multiple Sclerosis, Muscular Dystrophy, or even Charcot-Marie-Tooth. The goal of the organization is to provide support for any people who are in need. Each fall, the organization puts together a camp weekend at the Rotary Sunshine Camp in Rush for these adults to come together and enjoy themselves. Southside Hearing Center has been a proud sponsor for this weekend to occur for the past 2 years.
- Many of you know that Sue is an avid hockey fan. She is a member of The Rochester Amerks Booster Club. The Booster Club has many ongoing charitable efforts. For instance, Sue found herself ringing bells for the **Salvation Army** on a COLD Saturday morning during the Holiday Season. Also, Southside Hearing Center sponsored a table for the annual Rochester Amerks/**Cystic Fibrosis Foundation** charity dinner. Events of the evening included silent and live auctions, raffle drawings, and the players themselves served as our waiters. We could tip the "waiter" to do certain things such as bring us drinks, wear funny hats, call family members or friends. Sue found herself being fed cake by goalie Tom Askey. (Sue just loves to have her cake and eat it too!) All proceeds from the auctions, raffles, and tips go to the Cystic Fibrosis Foundation! (See a copy of our program sponsorship ad below.) Additionally, the Booster Club sponsors an annual Euchre tournament. The tournament will benefit a different charity each year. Last year's charity was the **hemophilia center at Rochester General Hospital**. This year's tournament will benefit **Gilda's Club**, which is dedicated to curing and preventing women's cancers. The tournament is scheduled for sometime in April, and Sue is expecting to win the tournament...or at least try!
- To satisfy Sue's love of the outdoors, she is an active member of the local chapter of the **Adirondack Mountain Club** (ADK). The Adirondack Mountain club is an outdoor club that educates people about, supports, and services the environment. The club sponsors local day hikes, weekend hikes and backpacking, snowshoe outings, ski outings, camping, Outdoor Expos, and educational seminars and programs. Sue has recently attended a workshop on winter camping/backpacking (certainly not something everyone enjoys), a program that included a day in the life of a guide on Mount Kilimanjaro in Africa, and one on hiking Maui by Rich and Sue Freeman (local outdoor authors). On March 26th, Sue attended a Leader's Workshop, so that she too can lead some of the local hikes. In June,

the local chapter of ADK will have its annual Outdoor Expo event, free to the public, where people can come and learn about the club, test out kayaks, canoes, and attend mini-seminars on various topics such as bicycling or using a GPS. There will be various local clubs there to offer information about hiking, biking, kiting, environmental protection and other interesting vendors or groups. This year's event is scheduled for June 11th at Mendon Ponds. Sue is expecting to volunteer her time for the expo. It was last year's event that got Sue hooked on the club!

- In the near future there are many charitable walks, bike runs and events with which to get involved. May 1 is the annual walk for **multiple sclerosis**. June is the annual **Tour de Cure** bike ride to benefit diabetes. The **March of Dimes Walk** is coming up as well. In late summer or early fall, the **American Lung Association** has a weekend bike event around the Finger Lakes. One can bet that Sue will be participating in at least some of these events! Come and join her if you can!

*"HEAR'S" to the Rochester Amerks and the
CF Foundation for winning another
FACE-OFF, and working to SHUT OUT
Cystic Fibrosis!*



*With CHEERS,
Dr. Susan S. DeBruyne
Southside Hearing Center
Geneseo, NY*

*Southside Hearing Center's program sponsorship ad (discussed above) to
support the Cystic Fibrosis Foundation*

Technology Update

With spring comes the birthing of new technology, innovative ideas and enhancements of current technologies. The hearing aid industry usually introduces its latest and greatest products and ideas during this time. It is difficult to keep up with it all! In fact, Sue will be out of the office at various times in the next months just to attend seminars and conferences in an effort to keep you in the loop!

2005 is an exciting year for hearing aid technology. Sue has successfully introduced various products to the practice such as **Oticon's Syncro** featuring Artificial Intelligence, **Siemens Acuris** featuring hearing aids that communicate with one another, and **GN ReSound's Open Ear Acoustic** products that address high frequency hearing losses with reduced occlusion. The latest word from these manufacturers is that they are improving upon these successful products. Oticon will introduce the **TEGO**, which is the little brother to the Syncro for the more cost conscious. It has many features the Syncro offers, but at a more mid-price range. Siemens is producing better software for me, the professional, to use their products more effectively. This translates into easier fittings for you. ReSound promises to introduce a completely new product in early summer with promises of great things and advanced technology! ■

Miscellaneous Tidbits of Useful Information

Did you know that...

If you have Empire Insurance, you may have a hearing aid benefit that is far superior to most? The benefit includes **\$1200 per ear** toward hearing aids every four years, as opposed to the previous \$1200 total benefit. This means that, when purchasing or repairing hearing aids, a **total of \$2400** may be reimbursed by Empire!

As of January 1, 2005, Medicare Part B offers a new benefit? This benefit is for an **Initial Preventive Physical Examination** called the "Welcome to Medicare" exam. It is a one-time preventive physical exam within six months of enrollment into Medicare. The service must be provided by a physician or a "qualified non-physician provider" (i.e. physician assistant or nurse practitioner). This exam includes seven service elements including a screening for hearing impairment. Ask your physician about this service. If you feel the need to have a comprehensive evaluation, ask your physician for a referral to Southside Hearing Center for this evaluation.

And...a funny and not necessarily substantiated tidbit...

It is a well known fact that hearing loss in men starts 3 weeks after their honeymoon! Scientists have yet to figure out this phenomenon, and audiologists have not yet figured out how to test for selective hearing. Just kidding! (This joke was provided by a patient who recently visited our office!)

Other things to keep in mind...

Every late spring/early summer Southside Hearing Center has an annual community event. In the past it has been some form of Consumer Seminar. This year's plans are in the early planning stages, but the anticipation is to have an Open House, although unlike our typical Fall Open House. We are hoping to bring in one of the hearing aid manufacturer's representatives/audiologists to do a full day of demonstrations of their new products. It would give patients the ability to see what newer products are like without any commitments. These events are geared for current patients and new patients alike! They are often considered to be so successful that they will spill over into a 2-day event! We will keep you informed of the plan's progress! But, if you cannot wait until then, give us a call and set up a time for Sue to demonstrate the products for you. ■



Happy Spring
from
Sue and Kathy !



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*Discovering the Human Touch in Hearing
Technology*

WE'RE ON THE WEB!

WWW.SOUTHSIDEHEARINGCENTER.COM

Our Mission Statement

Southside Hearing Center, its owner, audiologists and staff are committed to the advancements of hearing healthcare. The Center will provide the most ethical and comprehensive services in Audiology using the most state-of-the-art equipment, procedures and techniques. The Center will provide these services in a clean, healthy and comfortable environment.

Education is at the center of this facility. Southside Hearing Center is committed to educating the patient regarding hearing healthcare issues. Southside Hearing Center is committed to the profession of Audiology, and educating the public that the audiologist is the highest qualified professional in hearing care. Southside Hearing Center will ensure that its staff is equally committed to these causes.

Southside Hearing Center will provide appropriate business in compliance with state and federal laws. Fair business will be this Center's business.

Above all else, Southside Hearing Center will provide THE HUMAN TOUCH to the overwhelming world of hearing impairment.