



The Southside Scene

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New Slogan, New Logo...Same Personality

Over the past 7 years I have discovered my business personality.

The recent months have been focused on tying my business personality to my marketing efforts and my community relations so that the general public and referring physicians know that we are not "like all the rest". It has become clear over these past years that Southside Hearing Center's business personality is one of discovery, guidance, and education...essentially a journey into the management of hearing loss and hearing disorders.

Over these past years I have seen people discover that hearing aids are not just one-stop shopping products. Hearing aids require communication, patience, realistic expectations, and of course, upkeep. Essentially, they require a relationship with me, the audiologist. I have developed the attitude that hearing aids are tools, and Southside Hearing Center is the product, not the other way around. People are often surprised by the amount of time we actually spend with our patients. One of our philosophies is TIME. It is important that you receive the amount of time you need to make and execute good, educated, valuable decisions. We hope that our new patients discover this personality, and the devoted patients share their journeys with others so they too can discover the possibilities! ■

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In the Livingston
Health Services
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Quote of the Quarter

"On your journey to your new goal, you don't have to make the trip alone."

Rhonda Abrams,
small business
advisor

The Unexpected is Expected!

If you have been in the office recently, you have observed that Sue is a little bulkier than usual. Yes, Marena will be a big sister come the end of March! It is unknown whether the baby is a boy or a girl. This pregnancy is a very unexpected surprise. We have been actively searching since November for maternity coverage during the time that Sue is supposed to be on leave; but, unfortunately, the search has not been as fruitful as in the past. As of this writing we still do not have coverage for that time. Yes, we are concerned, but want to be forthright with you about the situation so there are no surprises. Perhaps we'll just have to get the new baby into audiology a lot sooner than college! ■



Soon-to-be "Big Sis" Marena

Diabetes and Hearing Loss

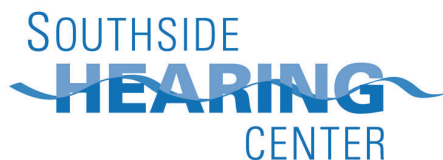
It has been Southside Hearing Center's protocol to place patients (child or adult) that have diabetes on annual hearing evaluations. I have preached that the cochlea (inner ear) is quite vulnerable to damage due to very minute fluctuations to the blood supply and nutrients. These minute fluctuations are more likely to occur for somebody with diabetes, even if the blood sugar levels are considered under control as a whole. It has been my observation that a person with diabetes will see a more rapid change in hearing levels overall,

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Whistle While They Work

There have been some recent news articles and pieces within our local news media that have discussed hearing aids and newer technologies. One comment by a local audiologist commented about the newer technologies and how there's "no feedback" (whistling) with them. I feel it necessary to clarify that statement. While it is generally true that the newer technologies are less likely to feed back, one should not expect "NO FEEDBACK" from the hearing aids. There are conditions that will promote feedback regardless of the hearing aid and technology. (I have been discussing these issues with many patients over the past months and thought it pertinent to discuss here.) Some of the conditions that may promote feedback are: an improperly inserted hearing aid; a loose fitting hearing aid; wax or infection within the ear; something directly covering the hearing aid such as a hand, scarf, hat, or telephone; the volume control (if available) is turned all the way up; and a hearing aid that is inappropriate for the hearing loss itself.

If the hearing aid is whistling and none of the above is occurring, then the feedback needs some attention and warrants a visit to the office. ■



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and word recognition abilities deteriorate more rapidly, especially within the more advanced stages of the disease.

A patient of ours brought a short article from the October 2007 issue of Diabetes Forecast that discusses the relationship between hearing loss and diabetes and asked that we share this information with you. The article states that people with diabetes are "nearly twice as likely to have hearing impairment." Oddly, the article states that this statistic "comes as a surprise" (apparently because so few studies have been done).

However, the bottom line message of the article was to encourage people to ask for a hearing evaluation because people need to be aware that there is yet another complication of the disease.

Southside Hearing Center is proud to maintain its protocol in an effort to be proactive for your health! ■