

The Southside Scene

Southside Hearing Center
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In the Livingston Health
Services Building

The end of the year is coming fast! Keep in mind:

- Hearing aid purchases can often be written off as a tax deduction
- Do you have a hearing aid benefit with your health plan that you will be losing in January? Be sure to use it NOW!
- Perhaps you will be GAINING hearing aid coverage in the new year—call us in late December or January to take advantage of it!
- Hearing aids, hearing protection and other devices and accessories also qualify for reimbursement from Flexible Spending Accounts. If you need to use up your FSA funds, give us a call!

Well needless to say, summer was a busy time for all. First, we apologize for the newsletter being slightly late. Blame it on life, work, summer fun, the garden and ...life. Next, we have been putting it off a little on purpose because of our plans for a “new look.” You’ll notice the newsletter a little shorter and perhaps easier to read. We are working on a theme that actually captures our business personality. This is a current work in process, so keep your eyes open for our total new look in the future. (no change to the office itself) After six and a half successful years in business, we have definitely developed a “business personality.” Thank you to all who have been with us from the very beginning! We could not have done it without you!



For those of you relatively new to us, our history is this...Southside Hearing Center was started here in Geneseo from scratch by Sue, alongside, but independent of, an Ear, Nose & Throat doctor that has since left the area. Prior to that Sue had worked briefly for a private audiologist in Geneva; but, the bulk of her experience came from working with Rochester Otolaryngology Group in the city. Just out of graduate school, she worked for the Rochester City School District as an educational audiologist. So the experience she brought to the practice was quite vast, incorporated all ages, with a lot of medical exposure. Southside Hearing Center has grown into a very busy practice supporting the local community audiologically, professionally, and morally. We love Geneseo and its surrounding communities! ■

Marena Update

The latest versions of the newsletter will not be complete without Marena updates and pictures. She is now 16 months old. She is running around with the energy of a pot of coffee. She is getting into EVERYTHING as any 16 month old should. Currently her favorite past time is drawing or coloring (think scribbling.) Only washable crayons are allowed in the house at this point. She is becoming quite the gardener herself too. We cannot walk by the apple tree without her picking her own apple and taking a BIG bite, fresh off the tree. We don't dare cut the kernels off the ear of corn for her either. ■



We Can Test Patients of Any Age

Although Southside Hearing Center's primary patient base is adults, we love testing kids. We are capable of testing any age from birth on up. We often provide testing to help our local pediatricians know that a child's hearing is adequate for normal speech/language development; or to rule out a hearing loss that may pose itself as attention deficits. We assist our local Ear, Nose & Throat doctors in helping to determine the appropriate course of action for those pesky chronic ear infections. They often want to know how much the hearing has been affected by the infection or fluid, and how chronic it is. Some of the infants fail their hearing screening while at the hospital—we can retest them right out of hospital. ■



Technology Update

I was at a recent seminar in Boston learning about yet another new product line. (Boy, they just keep 'em coming.) I heard a story from another audiologist about a patient who was complaining that the audiologist had not kept him up to date on the latest and greatest. The audiologist noted that particular patient had just purchased new aids only a year prior, so did not think the patient would be interested and it therefore wasn't necessary to tell the patient about the new stuff. *(continued below)*

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Technology Update *(continued from above)*



How wrong that audiologist was! I learned from that story that my job is to keep current patients informed about new/better technology as it arrives, as well as get the word out to new patients.

So, the theme of new technology from the manufacturers is this...comfort and connectivity. They are making the hearing aids more comfortable by using open-fittings (previously discussed in other issues), but also making it so the hearing aids can directly link to other devices like cell phones, portable music players, computers, stereos and televisions. Oticon's Epoq is doing this through Blue Tooth Technology (think hands free headset for cell phone). Products are also helping people better orient themselves in space and noise, adding a new dimension to sound. Multiple products are doing this successfully such as the Epoq, Siemens' Centra and Artis2, GN Resound's Azure, and Phonak's Audeo and Savia. Interested? Just give us a call.

There, I've done part of my job. The other part of my job is to know how they all work! ■
