

The Southside Scene

Southside Hearing Center
50 East South Street
Suite 400
Geneseo, NY 14454
Phone: (585) 243-7690
Fax: (585) 243-9208

In the Livingston Health
Services Building

Inside this Issue:

Same, but Different	1
Sue Says...The Anatomy of a Garden	2
Kathy's Korner	3
Our Mission Statement	4

Keep an eye out for news about our **ANNUAL OPEN HOUSE** in October! We will be offering free hearing screenings, hearing aid cleanings or hearing aid demonstrations....PLUS some yummy refreshments! Watch the Penny Saver, Mt. Morris Shopper, or Livingston County News for upcoming information about this event!

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!

Same, but Different

At your next visit with us here at Southside Hearing Center you are going to notice some definite changes around here. Unfortunately, the otolaryngologist, Dr. Bret Sobota, has closed his practice (Genesee Valley Ear Nose and Throat) as of September 9th.

What does this mean?

Well, for one, Southside Hearing Center is a private practice and 100% separate from Dr. Sobota's practice. Therefore, we will continue to run independently as we have over the past 4 1/2 years. **SOUTHSIDE HEARING CENTER REMAINS OPEN AND FULLY OPERATIONAL!**

Next, it probably means that Southside Hearing Center will end up with more space and possibly our own separate entrance and waiting room. We just might offer a fresh new look! We expect that Kathy will be more visible and available to you as you walk in the door. Hopefully we won't be tripping over each other anymore. At this time it is unclear what the logistics are for the entire space at suite 400, but bottom line, Southside Hearing Center is staying in Geneseo, in the Livingston Health Services Building on the second floor! The same comprehensive care and service will be here...and perhaps enhanced. We look forward to those changes.

The changes we don't look forward to...

It's always nice to have the support of an otolaryngologist close by. Dr. Sobota often helped me if I had a patient with excess wax that I could not care for myself, or a draining ear, or evidence of infection. It was nice to be able to refer patients locally if I felt results suggested the need to see an otolaryngologist (ENT). The relationship was mutual in that I was available for emergencies such as sudden hearing losses. I could see a patient on the spot for him. Patients could also schedule their appointments together so that they could essentially get everything done in the same spot. That convenience, as of now, is gone.

Let us reassure you that I am familiar with most of the otolaryngologists in the region and can easily assist in finding an ENT that will help with our concerns. Remember, I used to work with a large group of ENTs in the city, and I still consult for them once in awhile!



YOU also have a job to do because of this change. **YOU** need to spread the word that I am still here and that I am taking new patients!

The last change that will be exceptionally hard is not having the people we used to work closely with around anymore. We used to have the most lively

(Continued on page 3)



Sue Says...

The Anatomy of a Garden

I for one think that we had an EXCELLENT summer! I know some thought it too hot, some thought it too humid. It was clearly dry. So dry that it was common practice to water the vegetables and the flowers on a daily basis. But my tomatoes had a wonderful time this year...same for the peppers and the squashes. Even the groundhog that kept eating all of the squash and zucchini thought the garden was well kept, and the summer was fattening. He kept coming back for more (until he was trapped and taken somewhere far away to feed off of somebody else's garden. He was very plump I might add.) By the way, I absolutely enjoyed talking with everyone I could about gardens and who has what in their garden and how it is doing. Thank you to every person who offered advice on how to keep the critters out of my garden. We attempted every single piece of advice, from hanging human hair, to dog hair, to moth balls, to body soap, to special "Critter Ridder" pellets, to pepper spray. We even took our dogs out to the garden to mark around the perimeter of the garden. I'm convinced we kept every other big and little critter out of the garden except for that very comfortable and fearless groundhog.

One day I was out picking the garden (what seemed like the second time that day for the cucumbers), and I started to think about the anatomy of a garden. There are quite a few body parts, so to speak, within a garden. For instance, we have EARS of corn (my favorite anatomical term in the garden); we have HEADS of lettuce or cabbage; and we have EYES of the potatoes. To add to that list one can have HEARTS of artichokes or even celery, and WAX beans. Admittedly, these were off-the-wall thoughts that one is only allowed to think about when maintaining a garden and not worrying about life's daily worries.

The summer was not all that excellent on hearing aids. The humidity was a big problem for some; especially those that were outdoors much of the time. The moisture created problems with hearing aids fading throughout the days, corrosion of the receivers, and even corrosion of batteries. Even those who regularly used their Dri-Aids had troubles. Unfortunately this can be expected with hearing aids. I always preach...moisture and debris (wax) are the two biggest problems for hearing aids. Well this summer really took its toll on some hearing aids.

What else can you do to make sure the moisture does not affect the hearing aids? Obviously, do what you can to keep them dry. The Dri-Aids are helpful for sure. For more severe cases of moisture problems, there are electronic dryers. They may seem a little pricey (usually \$100+), but they are cheaper than hearing aid repairs. A sometimes helpful tool is the hair dryer. Open the battery door and remove the battery. Using the lowest setting of heat and power, run the dryer over the hearing aid to dry it out. DO NOT LEAVE THE HAIR DRYER IN ONE SPOT. You need to constantly move the dryer over the hearing aid so as not to get it too hot and damage any components. Even just wiping the hearing aid with a dry tissue can help keep the hearing aid dry.

For behind-the-ear (BTE) hearing aids, they make plastic wraps that will cover the hearing aid. It almost looks like Saran wrap. There are even gauze covers for the BTEs that can slip over them like a glove, but not cause any feedback.

So I know the summer is coming to a close and the moisture problems will be fewer and fewer (except for the folks heading to Florida), but keep these ideas in the back of your mind for next summer. If you happen to be out picking the garden, thinking about the anatomy of the garden, or thinking about nothing at all, remember the moisture and the effects on the hearing aid. In the meantime enjoy these final days of the harvest, enjoy the luscious fruits that are always a promise of fall, and enjoy the final days of what was a fantastic summer. Before you know it, we're going to be complaining about how cold it is! ■



Same, but Different

(Continued from page 1)

and entertaining lunches. We used to have two offices that helped one another on a daily basis. We used to have professional companions that became quick friends! It was truly a lot of FUN coming to work everyday! We will sadly miss Dr. Sobota and his staff. It will seem rather lonely without them. So please stop in and say hello whenever you are near.

We do look forward to whatever relationships lie ahead of us, and welcome them with eager anticipation! ■

Kathy's Korner

We have some **GREAT** news!!! In order to better serve you, we have enrolled in a new financing program, which will enable patients to pay for their hearing aids on a convenient payment plan! This service is offered through Capital One.

Q: How much can I finance?

A: You may finance anywhere between \$995 and the complete cost of your hearing aids.

Q: How do I apply and how long does it take to get approved?

A: You may apply by telephone, fax or internet, or we can even submit your application for you! An instant decision is made on 95% of all applications, and Capital One Healthcare Finance now has the highest approval rates ever!

Q: Will I be charged extra to use this financing plan?

A: Southside Hearing Center will not charge you anything extra to use this plan. You may, however, need to pay interest to Capital One on the principal amount that you finance. There are no fees to apply, and there are no prepayment penalties.

Q: What is the interest rate?

A: You can choose between 3-month or 6-month INTEREST FREE options, or you can lower your payments even further with an 18-month, 24-month, 36-month, 48-month or 60-month plan with interest. Interest rates vary depending on the length of time over which you choose to finance and your credit history, but generally range between 5.9% and 12.9% APR.

Q: Why should I use this financing option rather than my credit card?

A: You may still choose to use your credit card; you will need to weigh your own circumstances to determine what is best for you. However, Capital One's Healthcare Finance will allow you to keep your credit cards available for other needs, and the interest rate is generally lower than many credit cards (especially if you can pay the loan of in 3 or 6 months and get the financing INTEREST FREE!).

Q: What's the catch? What does Southside Hearing Center gain by offering this plan?

A: Frequently, we have people come into our office who desperately need hearing aids, but who can't afford to pay for them up front. Since most insurances do not cover hearing aids, many people opt to forego hearing aids altogether or to get only one hearing aid when they need two, or simply get lower-grade technology than they really need, because it is less expensive. We hope that with this plan, we can help our patients get what they really need, while still keeping within their budgets.

Q: How do I find out more?

A: Ask us for more information the next time you're in or better yet, call Kathy now (585-243-7690)! ■

**HAVE FUN
this autumn!**





Southside Hearing Center

Susan S. DeBruyne, Au.D
Doctor of Audiology

50 East South Street
Suite 400
Geneseo, NY 14454

Phone: 585/ 243-7690
Fax: 585/243-9208
Email: ssdaud@frontiernet.net

*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.