



Hearing Professionals OF ILLINOIS

Formerly Audiological Laboratory, Ltd.

Golf-Western Prof Bldg
8780 W Golf Rd Suite 200
Niles, IL 60714
847-674-5585

For all of your hearing healthcare needs,
we are “hear” for you!



Presort
First Class
U.S. Postage
PAID
Skokie, IL
Permit No. 269



Hearing Professionals OF ILLINOIS

Formerly Audiological Laboratory, Ltd.

Spring Issue,
2015

LOCATIONS

Golf-Western Prof Bldg
8780 W Golf Rd Suite 200
Niles, IL 60714

Old Orchard Prof Bldg
4905 Old Orchard Ctr Suite 630
Skokie, IL 60077

Hawthorn Health Center
1900 Hollister Dr Suite 220
Libertyville, IL 60048

Highland Park Prof Bldg
767 Park Ave West Suite 220
Highland Park, IL 60035

Glenbrook Prof Bldg
2150 Pfcngsten Rd Suite 2260
Glenview, IL 60026

Lake Shore Office
680 N Lake Shore Drive Suite 1207
Chicago, IL 60611
312-266-6200

MAIN PHONE NUMBER
847-674-5585



Dear Patients, Friends and Colleagues,

It's hard to believe 2015 is in full swing! We hope you are doing well and staying warm this winter. We are thrilled to announce that our Chicago office is approaching its one year anniversary and we are grateful for all of your support. While the winter season is upon us, remember to take advantage of any warm days we have and schedule an appointment to see your audiologist for your routine check-up. At Hearing Professionals of Illinois, we are here to help and we are constantly striving to better service our patients. See ABOUT US on Page 2 to read about our friendly office support staff.

February was National Heart Month. Research shows that there is a link between your heart and your hearing health. Remember that your hearing is an important part of your overall health and we look forward to helping you maintain the lifestyle you desire. Refer to our article on Page 3 for more information about Five Heart Healthy Reasons to Get a Hearing Test. Our office is continuing to raise awareness about hearing health throughout the upcoming year with Demo Months and Educational Seminars. Check out Page 4 to learn about our FREE Demo Month in May to honor Better Hearing and Speech Month. We would love to see you and have you experience the most up-to-date hearing technology.

Remember, it's never too late to hear better and regular check-ups are important for maintaining your hearing health. For those of you that have been away for the winter, make sure to schedule an appointment to have your hearing aids checked and cleaned when you are back in town. At Hearing Professionals of Illinois, we are “hear” for you and we look forward to seeing you soon!

Warm Regards,
The Staff at Hearing Professionals of Illinois

BETTER LIVING THROUGH BETTER HEARING

Hearing Health Takes Center Stage During Better Hearing and Speech Month this May 2015

It is widely accepted that vision screenings are performed annually and dental check-ups occur every six months...but what about HEARING? It's time to make sure annual hearing screenings are just as much a norm as dental check-ups and vision screenings!

About 20 percent of adults in the United States — an estimated 48 million — report some degree of hearing loss. How many more haven't reported any loss or don't know what they can't hear? At Hearing Professionals of Illinois, we believe that everyone in our community, age 55 and over, should have their hearing screened annually as part of their personal wellness program.

Hearing loss is the third most common physical condition among adults in the U.S., after arthritis and heart disease. Although early detection and intervention are the most important factors in minimizing the impact of hearing loss, the average patient waits more than seven years before seeking treatment.

In an effort to help the community to take an active role in their hearing health, the month of May will be a FREE Demo Month for our practice in honor of Better Hearing and Speech Month. Call to schedule your appointment in the month of May, and we will provide a FREE hearing screening and a FREE demo with the most state-of-the-art hearing technology at one of our suburban offices or our downtown office.

You can also visit our website at www.HearIllinois.com to learn more about hearing loss prevention and how our practice can help you. Remember, at Hearing Professionals of Illinois, we are “hear” for you and we encourage you to make your hearing healthcare one of your most important New Year's resolutions for 2015.

Have questions? Please give us a call or consult our website
www.HearIllinois.com

Alisa received her Bachelor of Science degree in Advertising from the University of Illinois at Urbana-Champaign. Following graduation, she worked as a media buyer for Campbell Mithun-Esty in Chicago, Illinois purchasing television and radio advertising for national clients. Alisa became the Practice Manager for Hearing Professionals of Illinois in 2011. She utilizes her advertising background by planning and coordinating marketing events and community outreach programs for the practice. Alisa is also instrumental in keeping our six offices organized and running smoothly.

Alisa Novoselsky
Practice Manager



Andrea Novoselsky
Patient Care Coordinator

Alisa's sister-in-law, Andrea received her Bachelor of Science degree in Communications from the University of Illinois at Urbana-Champaign. Following graduation, she worked in sales for The Limited retail chain throughout the Midwest. Since starting her family, she has operated her own home-based businesses in her free time. Andrea joined Hearing Professionals of Illinois in 2013, as our cheerful Patient Care Coordinator. You have probably heard Andrea's sweet voice confirming appointments for the office. She also assists with marketing events and launched our office newsletter to enhance communication with our patients.

OUR STAFF



(Back Row-L to R) Sue Sherman, Jeanmarie Carone, Susan Harris, Andrea Karlin, Brittany Nguyen and Lindsey Portugal
(Front Row-L to R) Julie Landgraf, Sheri Yamashita, Debbie Garber, Mary Ann Jordan and Merle Nathan
not pictured Sivan Blonz

Getting a Hearing Test Just May Help Your Heart, Says the Better Hearing Institute in Recognition of American Heart Month

Five Heart-Healthy Reasons to Get a Hearing Test

1. Six decades of research points to heart-hearing health link. A comparative review of more than 60 years of research found a correlation between cardiovascular and hearing health. Specifically, the study authors concluded that the negative influence of impaired cardiovascular health on both the peripheral and central auditory system—and the potential positive influence of improved cardiovascular health on these same systems—have been found through a sizable body of research.
2. The ear may be a window to the heart. Some experts find the evidence showing a link between cardiovascular and hearing health so compelling that they say the ear may be a window to the heart. They encourage collaboration between hearing care providers, cardiologists, and other healthcare professionals. Some even call on hearing care professionals to include cardiovascular health in patient case history and to measure their patients' blood pressure.
3. The same lifestyle behaviors that affect the heart impact hearing. More evidence of the interconnectedness between cardiovascular and hearing health is found in three studies on modifiable behaviors: One found that a higher level of physical activity is associated with lower risk of hearing loss in women. Another revealed that smokers and passive smokers are more likely to suffer hearing loss. And a third found that regular fish consumption and higher intake of long-chain omega-3 polyunsaturated fatty acids are associated with lower risk of hearing loss in women. Coincidence? Or does it all come back to blood flow to the inner ear? Research is ongoing.
4. Addressing hearing loss improves quality of life, helps reduce stress. Eight out of 10 hearing aid users say they're satisfied with the changes that have occurred in their lives due to their hearing aids. Many say they see improvements in their life overall, in interpersonal relationships, and that they experience reduced anger and frustration, and enhanced emotional stability.
5. Today's hearing aids are better than ever and virtually invisible. State-of-the-art, sleek, sophisticated, and low profile, today's hearing aids combine high-performance technology and style with durability and ease-of-use. They're a high-tech tool to help people maintain youthful lifestyles and stay socially, physically, and cognitively active. The options are so varied there's an attractive solution for just about anyone.

For more information on hearing health or to schedule an appointment, contact us at 847-674-5585 or visit our website at www.HearingIllinois.com to learn more about Hearing Professionals of Illinois.

In honor of Better Hearing
and Speech Month,
come see us in the month of May
for a FREE hearing screening
and a FREE demo
with the most advanced
hearing technology.
Call us at 847-674-5585
to schedule your appointment today!

Thank you for trusting
Hearing Professionals of Illinois
with your hearing
healthcare needs.
Your kind referral
of a friend
or loved one
is the greatest compliment
that we could ever receive.