

Listen Up!

Spring 2011

IMPROVING COMMUNICATION THROUGH BETTER HEARING HEALTHCARE

HEARING AND BALANCE CENTERS OF WEST TENNESSEE

6242 Poplar Avenue, Memphis, TN 38119 • (901) 842-4327

THE JACKSON HEARING CENTER

172-D University Parkway, Jackson, TN 38305 • (731) 660-5511

Respected by doctors,
trusted by patients!

www.hearingmemphis.com

Our Hours

MEMPHIS

Mon. - Fri., 8 AM - 12 Noon (Closed for Lunch, 12 - 1) 1 - 4:30 PM
Walk-In Clinic, Daily from 11 AM - 12 Noon.

JACKSON

Mon. - Fri., 8 AM - 12 Noon (Closed for Lunch, 12 - 1) 1 - 4:30 PM. Walk-In Clinic, Tues. and Weds. 11 - 11:45 AM.

WALK-IN CLINIC

In addition to our Memphis office, the Jackson office now offers walk in services on Tuesday and Wednesday from 11:00 to 11:45 AM. We welcome you to the WALK-IN CLINIC for cleaning and minor repairs. If your hearing aid is in need of an adjustment or programming, please call our office to schedule an appointment.

When you call to schedule an appointment, please be assured you will be scheduled for the first available appointment. While we do everything we can to schedule you in a timely manner, it is rarely feasible for us to see you the same day. We want to make sure we have the appropriate amount of time to spend with you!

Discover a New Shift in Hearing

Paradigm shift may sound like something having to do with the Earth's tectonic plates, but not in this case. Oticon, a world leading hearing aid manufacturer, has created a fast-acting system for protecting against quick-loud sounds. This unique feature is called SpeechGuard™ and it is the “paradigm shift” technology they've put in their new Agil wireless digital hearing system. It has been over 12 years that manufacturers have relied on just one sound processing solution. Not any more.

Traditionally, digital hearing was basically a system that kept sounds within a comfortable hearing range. However it compromised between comfort and clarity. The new Agil uses both fast and slow acting systems to adapt to the changing sound situations as they happen in real time.

With SpeechGuard your hearing will be optimized. For instance, while eating out at a restaurant enjoying talking and listening with less background noise, it is in a slow acting mode. But as soon as somebody drops a dish or someone at the next table elevates



their voice, the SpeechGuard reacts fast to keep your conversation at a comfortable range. Since it is a wireless system, both hearing aids are constantly speaking to one another, so adjustments are automatically made no matter which direction the noise is coming from. We can show you how this new wireless Agil system works. Please call for a demonstration.

Oticon ♦ ConnectLine

Expand Your Listening Possibilities



Agil is fully compatible with ConnectLine*, a range of plug and play Bluetooth® accessories that can turn the hearing device into the world's smallest wireless headset. With ConnectLine, your Agil can wirelessly connect to your cell phone, landline phone, television or just about any device with an audio output to boost your enjoyment of hearing and listening.

*ConnectLine works in all Agil models except MIC/CIC models.



Keep Those Recipes Coming!

Thanks for all the recipes! Keep those recipes coming and remember you can still send them in even if you previously sent one or more.



DELICIOUS HOT CRACKERS

By Helen Smith

- 1 large box low fat crackers
- 1 ½ cup Wesson Oil
- 2 Tbs. crushed red pepper flakes
- 1 pkg. Hidden Valley ranch dressing mix
- 1 gal. Ziploc bag

Carefully place crackers into bag. Mix oil, red pepper and dressing mix in small bowl. Pour over crackers in bag – gently turn over and over. Let sit overnight. Hide the bag before they find it!

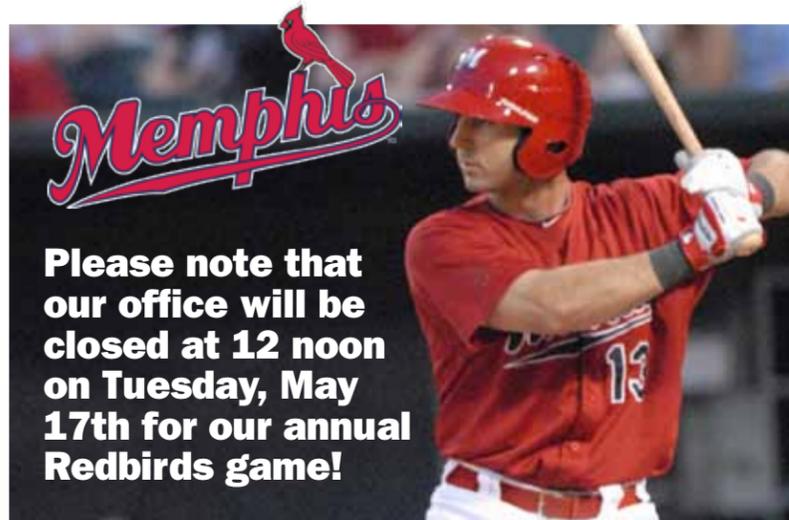
Penny Odom has personally had these delicious crackers and they are great. You can also use other types of crackers, pork skins, etc.

Office Staff News

Dr. Kay Tackett is looking forward to the warmer weather and being able to spend time outside gardening and fishing. After a long winter, **Elizabeth Hopkins** is spending time again at her Pickwick lake house. Her husband will be busy fishing in bass tournaments this spring and summer. They both plan a July 4th weekend full of fishing, water skiing, barbequing, and relaxing with her parents, brother and sister-in-law, and two nephews. Since relocating to Memphis, our new staff member, **Dr. Courtney Pitner**, has enjoyed attending family functions on weekends. She is looking forward to spending time with her brothers, Justin and Daniel, during their breaks from college this summer.

Lori Frederick is staying busy watching her son Jackson play baseball for the Memphis Tigers and her daughter Maci dance in regional competitions for NVS dance studio. Lori and her family will be taking a trip to the beach this summer and before school starts in August they are going to St. Louis to see the Cardinals and Cubs play baseball.

Penny Odom is waiting for the fish to start biting where she lives so they will have plenty for the annual fish fry at the lake in May. She also just returned from her annual trip to New Orleans where she and her husband had a great time catching up with friends from her husband's employer where he is an engineer on a towboat. **Shawn Eley** and his wife are proud to announce they are expecting their first baby this October. He is also looking forward to playing tennis, golf and going fishing now that the weather is warming up. **Hayley Lewis** and her children have been quite busy. Her daughter, Savannah, turned four in February. In March, they went on their first camping experience with her son Ashton's Cub Scout group. This summer, she hopes to take her children to see the ocean for their first time. **Kaitlyn Roberts** has been busy getting ready for a couple of weddings. Her best friend's wedding will take place in Oxford, Mississippi, and her cousin's wedding in Fairhope, Alabama. Kaitlyn recently went to Las Vegas for her friend's bachelorette party and will be going to Gulfshores for her cousin's party. In August she will be attending the University of Southern Mississippi in Hattiesburg to obtain her doctor of audiology degree. **Betty Genkinger's** grandson, Jason, is getting married May 21st in Lexington, Kentucky, so she is very excited about the upcoming trip.



Is it Time for You to Get New Hearing Aids?

All of the events pictured here seem like they occurred yesterday, but everything happened over three years ago. Three years may not seem like a long time, relatively speaking. However, in the world of technology, three years is a lifetime. Technological advances are occurring at lightning speed, and these advances hold true for hearing aids as well. The older hearing instruments you currently wear may perform the basic function of

amplifying sound, but they do not have the processing speed or features that newer more sophisticated hearing aid technology offers today. Improved technology can make a world of difference for you when conversing and listening in noisy places, on the telephone, while driving in the car, or even when watching television. You owe it to yourself to have your current hearing aids evaluated. Hearing and Balance Centers of West Tennessee and The Jackson Hearing Center will do this for you at no charge, and also will offer free demonstrations of current hearing instrument technology. Don't compromise your hearing any longer.

It's our hearing that keeps us connected to one another!

You might want to consider new hearing aids if any of the following occurred when you were fit with your current set:

 1 Sarah Palin was not a national household name	 2 Twitter was something only birds did.	 3 Pluto was still a Planet.	 4 Bob Barker was still hosting the Price is Right.	 5 No one in Congress was on Facebook yet.
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Introducing Dr. Courtney Pitner

Courtney is the newest team member at Hearing and Balance Centers of West Tennessee. She has been practicing audiology since 2009, after graduating Magna Cum Laude from the University of Tennessee with a doctorate of audiology degree. She comes to Memphis from Knoxville after working and interning at an ENT clinic, where she gained valuable experience treating hearing aid patients.

Initially, Courtney pursued a degree in speech pathology but found that she was much better suited for audiology. "I especially enjoy working with hearing aid fittings and participating in community education on the treatment of hearing loss," she says. "I was told by a couple that hearing aids saved their marriage because they no longer had to raise their voices when talking to each other." She continued, "I believe that communication is a vital part of relationships and when messages break down, or are lost, tension tends to arise."

Courtney was born in the same town as Elvis Presley, Tupelo, but grew up in a little town called Booneville, Mississippi (about 30 miles north). Within the past year, Booneville proudly welcomed three new businesses: a Walmart Supercenter, CVS Pharmacy, and Dirt Cheap!



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CENTERS OF WEST TENNESSEE

6242 Poplar Avenue, Memphis, TN 38119

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STANDARD
U.S. POSTAGE
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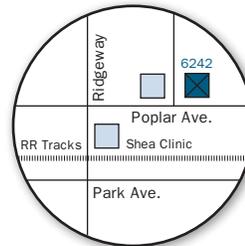
L to R: Elizabeth Hopkins, B.S.; Lori S. Frederick, M.A.;
Katherine Turpen, Au.D; Courtney Pitner, Au.D

BETTER SPEECH & HEARING MONTH BATTERY SALE

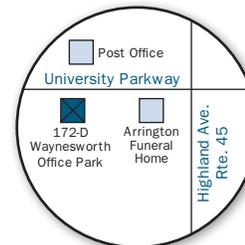
All batteries 1/2 OFF!
Come by and enjoy this special offer.



All sizes. Fresh batteries!
Offer expires May 31, 2011



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Thank You!

We would like to say a big Thank You to all of our patients who donated to the Memphis Food Bank food drive we held during the months of November and December.

This Summer Avoid "Swimmer's Ear"...Get Ear Plugs!

Otitis Externa, also known as "swimmer's ear," is an infection of the ear caused by water. Moisture that gets into the ear makes it more prone to infection from bacteria, yeast, and fungi. Symptoms of include ear canal redness or swelling, drainage, and pain. It's partner, Otitis media, is a middle ear infection in the space behind the eardrum and is often treated by your family doctor. Although swimmer's ear is more common in adults, many children will have at least one ear infection by the age of two. Ear infections are not life threatening, but they can be uncomfortable and may result in hearing loss and/or potential damage to part of the ear that helps balance. Swimmer's ear can be avoided by using earplugs. Hearing and Balance Centers of West Tennessee and The Jackson Hearing Center have regular and customized earplugs for the leisure or more advanced swimmers, as well as a variety of earplugs for sleep, shooting, and other types of recreational noise exposure. As our weather becomes warmer, feel free to call us before you take your first plunge into the pool this summer.

