

# Listen Up!

Summer 2012

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](http://www.hearingmemphis.com)

## Our Hours

### MEMPHIS

Mon-Fri: 8 am-5 pm  
Walk-In Clinic: Daily,  
11 am-12 pm  
Closed: Noon-1 pm

### JACKSON

Mon-Fri: 8 am-4:30 pm  
Walk-In Clinic:  
Tue & Wed,  
11 am-11:45 am  
Closed: Noon-1 pm

### 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!*

## IS GOING WIRELESS REALLY THAT EASY?

**I**n a few words, yes it is! Many patients have asked us about wireless connectivity in their hearing aids. The questions usually are, “How easy is it to use?” or “How complicated will it be to use my hearing aids?” We can say that the patients we have helped connect wirelessly are very happy they did for a number of reasons. First let us take you on a wireless journey (and let you in on just what it means to go wireless). Wireless devices used in conjunction with hearing aids make utilizing a remote control and other wireless devices such as the television, your cell or landline phones, much clearer. At **Hearing and Balance Centers of West Tennessee and The Jackson Hearing Center**, we like the new FM+Dex wireless device developed by Widex USA. It is a high-quality streaming device designed specifically for hearing aids. It is compact, user friendly, and can easily be operated with a toggle button, program selector, or volume control. It has a rechargeable battery for up to 10 hours of use. FM+Dex is ideal for watching the television at a volume everybody can enjoy, as well as helping you participate more fully in conversations, meetings or lectures. You will enjoy sounds at a concert or the dialogue at the movies. If you are interested in going wireless—as some of our patients have—we encourage you to come in for a personal demonstration. You will be surprised at how easy it is to use and how many more sounds you will enjoy!



**PERFECT  
FOR USE  
IN PLACES  
SUCH AS  
MEETINGS OR  
WATCHING TV.**

# A Hearing Device Is the Key to Opening Up a New World of Communication

**O**ur patients at **Hearing & Balance Centers of West Tennessee** and **The Jackson Hearing Center** will tell you that they don't approach their world as "hard of hearing" people, but have an improved life of communication through the hearing devices we provide them.

The three recurring themes that patients describe most about how their lives were affected before and after they were fit with their high quality hearing devices are: acknowledgement, assertiveness, and most importantly, communication.

Allow us to discuss each one. The first and foremost step to effective communication is acknowledging you have a hearing problem. A hearing problem is nothing to be ashamed of, but rather it is a sign that things in your life have changed and in order to change for the better, you contacted an audiologist at **Hearing & Balance Centers of West Tennessee** or **The Jackson Hearing Center** and got tested. This was the first step you took to improving or maintaining your quality of life. It used to be, and to some degree still is, that people waited several years before seeking out help for their hearing. Technology is changing that by improving the way hearing devices help people, putting them in control of their hearing and connecting them to a much better world of communication.

After you have acknowledged a hearing loss, that automatically puts you in a position to assert your communication needs for the various situations you find yourself in. Ask yourself, "What hearing situations are most troublesome?" Then let our audiologist know so your hearing devices can be adjusted accordingly. Don't be afraid to ask your family members or friends to face you while they are speaking to you—another important strategy that will help you hear much better and keep you involved in the conversation.

This brings us to the third theme: communication. Getting the most from your hearing devices is paramount to your listening and better understanding of words (speech sounds). Listening is something you do everyday whether crossing a street corner or talking on the telephone; there are sounds you need to hear and be able to listen to. Your audiologist can help you get used to these new sounds through an adjustment period. Your adjustment period helps your audiologist program the hearing devices just right so you can gradually get used to your newfound hearing. Most patients have very high expectations once they're fit with hearing devices. You can imagine how overwhelming it may be to all of a sudden hear sounds you have not heard in a long time. That is because throughout the adjustment period the brain is reeducating itself, adjusting if you will, to the sounds that have been stored away.

To help with that adjustment period, keep "communication strategies" in mind. You will be successful in hearing many of the beautiful sounds your world has to offer once again.



## COMMUNICATION STRATEGIES

**1) READ SPEECH.** What used to be known as lipreading is now known as speechreading. In a conversation, you will notice that much can be understood by watching the facial and hand gestures of the individual speaking to you.

**2) TOPIC FAMILIARITY.** When you go to the bank, office or clothing store, the topic is likely to revolve around that particular situation. In other words, you mostly likely are not going to discuss bank deposits at the clothing store. So being familiar with your surroundings before or while you are in them, helps you hear.

**3) THE MESSAGE.** Focus on the meaning of what the person speaking to you is saying. The brain, as it reeducates itself, will tune in to key words and phrases that will help you understand more and more as you find yourself in one hearing situation or another.

*Excerpts for this article were borrowed from The Consumer Handbook of Hearing Loss & Hearing Aids: A Bridge to Healing, chapter four, written by Mark Ross, Ph.D.*

## Office Staff News This summer...

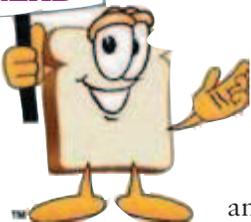
**Dr. Kay Tackett** helped celebrate her brother and sister-in-law's 30th wedding anniversary in Playa de Carmen, Mexico. Along with spending time with her family, she also enjoyed the beach and snorkeling in the Caribbean. **Elizabeth Hopkins** and her family enjoyed a great trip to Orange Beach, Alabama, this summer. She had fun with her nephews, Tyler, who is 18 and heading off to college, and Justin, 13, who enters the eighth grade this year. They have just grown up too fast! Elizabeth is also looking forward to the fall weather and pretty leaves at her Pickwick Lake abode. Her husband, Mike, has several fishing tournaments on the schedule, so they will be entertaining his fishing buddies. Hope the fish are biting! **Dr. Courtney Pitner** is busy planning her fall wedding. When you see her next, remind her to get those invitations out! She is very excited about becoming Dr. House on November 17th. (Dr. House assures us that there is no TV show in the works.) She and her fiancé, Charlie, are planning a honeymoon in St. Lucia, West Indies. **Lori Frederick** enjoyed a trip to Gulf Shores, Alabama, this summer to see her son play in the nine-year-old World Series. And his team won! Lori also enjoyed a family vacation to Santa Rosa Beach, Florida, where the kids played in the ocean and built sandcastles on the beach. Lori and her husband, Rob, will be celebrating their 12th wedding anniversary in September. This summer **Penny Odom** enjoyed time with her family and friends. She and her husband, Buff, are looking forward to spending a week in Gatlinburg in November. **Norma Roberts** and one of her girlfriends from Little Rock went to Chicago in July to visit one of their friends and celebrate Norma's and her Chicago friend's birthdays. It was the first time in 13 years they were able to spend birthdays together. It was a FUN, FUN, FUN girl trip! **Shawn Eley** and his wife Stephanie are looking forward to celebrating the first birthday of their son Ethan, while making plans to spend a couple of days on the Mississippi Gulf Coast. He says being a dad is a lot of work but it is worth every minute! **Brenda Stover** celebrated a big birthday in August with friends and family in Oklahoma. Brenda says, "Every day is a gift and every birthday that comes around, I feel more blessed to be alive!" We are all so blessed to have such wonderful families, friends and co-workers, as well as our patients.

### Introducing Brenda Stover



Brenda is our new office manager at The Jackson Hearing Center. After several years of being a homemaker she is happy to be back to work. Brenda has worked in both the medical and accounting fields, but enjoys the daily interaction and contact with patients and their loved ones. In her free time, she is both a mother and grandmother, and enjoys watercolor painting and flower gardening. Brenda was born in Chickasha, Oklahoma and grew up in Parma, Ohio (where she went to Cuyahoga Community College). After traveling around and living in a few different cities including New Orleans, Dallas, and Atlanta, she made her way to Jackson via Edmond, Oklahoma. And we're glad she did! Please join us in welcoming Brenda to our team.

BEER  
BREAD



**M**any of you have told us how much you look forward to our Recipe Corner. Remember, when you submit a recipe you will receive one free package of batteries and if your recipe is selected for the newsletter you will receive one free box (10 packages). You can still send in a recipe even if you previously sent in one..or more! In the near future, we hope to publish a cookbook of our valued patients' recipes and share them with all of you. *Keep those recipes coming!*

### Beer Bread submitted by Jerry Beames

- 3 cups self-rising flour
- 1/3 cup sugar
- 1 bottle or can of beer

Blend flour and sugar, add one bottle or can of your favorite beer. Mix. Pour into greased loaf pan. Bake for one hour at 350 degrees.



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Expires September 30, 2012



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## HEARING AND BALANCE CENTERS OF WEST TENNESSEE

6242 Poplar Avenue, Memphis, TN 38119

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

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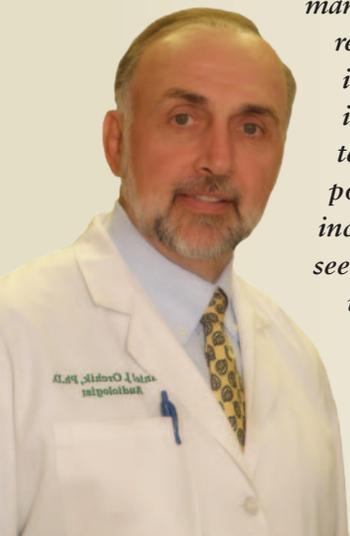


## *We Will Miss You, Dr. Orchik*

*It is with mixed emotions but warm wishes that we announce the “full” retirement of Dr. Daniel J. Orchik. You may recall that Dr. Orchik actually retired in 2007. We were fortunate to have him continue to work one day a week with us at The Jackson Hearing Center.*

*Dr. Orchik has more than 35 years of experience in the field of Audiology. Throughout the years, he has served as an advisor to a number of hearing aid manufacturers and published over 50*

*research articles and book chapters in the areas of hearing loss, hearing aids, and auditory assistive technology. He held teaching appointments at several universities including the University of Tennessee College of Medicine and the University of Memphis. He was Chief of Audiology at a prominent otology clinic for several years where he first hired and began mentoring Dr. Kay Tackett and Elizabeth Hopkins.*



*Dr. Orchik started Hearing and Balance Centers of West Tennessee in November 2000. He opened The Jackson Hearing Center in April 2001. His mission was to provide the highest quality of service and technology to the hearing-impaired. He was dedicated to educating the public on hearing healthcare issues, informing patients about the latest advancements in audiology and hearing aid technology, dispensing products that would enhance communication and ensure patient satisfaction.*

*Dr. Orchik sold his practices to Dr. Tackett and Mrs. Hopkins in 2007. After having worked with Dr. Orchik for over 25 years, they now have the privilege of continuing his legacy of providing the very best in hearing healthcare and customer service.*

*Although we will all miss Dr. Orchik terribly, he has worked hard his entire career and has earned the opportunity to enjoy more time with his family and grandchildren (...and playing golf!).*

*Please join us in wishing Dr. Orchik all the best in his retirement.*