

Listen Up!

Winter 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-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!

IN ONE EAR AND IN THE OTHER

Nature gave us two ears designed to work together. And like two ears, the new CLEAR™ hearing aids developed by WidexUSA communicate with each other instantly, constantly, *and now wirelessly!*

Hearing and Balance Centers of West Tennessee and The Jackson Hearing Center invite you to make an appointment to try these new wireless hearing devices. Wireless technology

in hearing aids is relatively new but allows a patient to hear with both ears and take advantage of what nerve functions still exist from both sides. Not to mention hearing the TV, a music player and your cell phone a lot more effectively, and with ease-of-use.

HOW IT WORKS

Wireless hearing aid technology is like reading a book. When a person is having trouble reading, they want as much light as possible so that their eyes can make out the fine print. When you're trying to hear in a difficult listening environment, you need the most auditory information possible to be able to make out what the words are. When a person is just hearing out of one ear, it makes it much more challenging.

FLEXIBLE TECHNOLOGY

The programming features of CLEAR are very flexible and can be configured exactly the way you want and need to hear. By improving the way hearing aids communicate "wirelessly" with each other, the result is better hearing and communication for the wearer. And by adjusting to your listening environment wherever you go, CLEAR hearing aids react without delay and stay in constant contact with each other.

WIRELESS CLEAR

The many wireless uses CLEAR offers include: TV, cell phone, music player, regular phone, microphone, computer and/or iPad.



WIDEX CLEAR
STAY IN SYNC WITH LIFE

What is the difference between a hearing aid that costs \$1200.00 and one that costs \$3200.00?

The short answer: TECHNOLOGY and how SOUND PROCESSING differs in the hearing aids. As with every modern technology (i.e. computers, cell phones, cameras), they may look similar on the outside, but the more expensive models have more advanced technology on the inside. Anyone would agree that today's computers are faster and more sophisticated than they were in the recent past, and they continue to get faster, smaller, and more powerful. Hearing aids are no exception. Technologies have rapidly emerged which have improved sound quality, speech processing, and even size. They are much more advanced than they were even three years ago.



Hearing technology has come a long way!

Hearing aids used to help people hear better by simply turning up the volume of all sounds. This is still the case with lower priced options. However, higher-level devices use the latest breakthroughs in microprocessors, audio signal processing, and device design to not just raise the volume, but to sharpen the focus for the listener. This allows a hearing aid user to zero in on a conversation when in a wall of party noise and shift attention from one voice to another. It is easier to understand because your hearing instrument works to help you recognize natural speech cues and reduce the distraction of background noise. The goal is to enhance speech understanding with less noise and less effort, something that lower technologies do not do as well.

Generally speaking, the cost of a hearing device will depend on the level of technology, processing platform, style, customization, and what is included in the purchase price (i.e. warranty, service, professional visits, or insurance). A hearing aid that costs \$1,200.00 may well be an older generation technology which is being sold for less, which doesn't represent any of the latest advancements. Or it may be the lowest level of new technology which is designed for a quieter, less active lifestyle. It's important to ask a hearing care professional if what they recommend is the latest generation of technology, and if this level will meet your lifestyle needs.

At **Hearing and Balance Centers of West Tennessee** and **The Jackson Hearing Center** we believe in providing the "Best Solution for You" – we will discuss your needs and help you make the right decision for your hearing care. Manufacturers have amazing technology available at all price levels. We stay up to date on the latest advancements in hearing aids and will work with you to evaluate your needs and help you select the right hearing device for your lifestyle.

Hearing aids are an eligible FSA (Flexible Spending Account) purchase.

We have had patients use their FSA dollars to purchase hearing aids this year. Although it is more common to spend your FSA dollars at the end of the year, you may use them any time for new hearing aid technology. Keep in mind, however, that if you do not use the FSA funds by the end of the year, you cannot roll them over into next year. The most common type of FSA is used to pay for medical expenses not paid for by insurance such as deductibles, copayments, and coinsurances.

Office Staff News This winter...

Dr. Kay Tackett spent Thanksgiving with family in her hometown of Stuttgart, Arkansas. While there, she attended the 76th Wings Over the Prairie Festival. **Elizabeth Hopkins** has had a very busy fall combining work with family visiting. She also was able to take a trip to Orange Beach, Alabama to celebrate her second wedding anniversary. She really enjoyed the nice fall weather that we had and is not looking forward to the hard winter that everyone is predicting. (We all hope those predictions are wrong). **Dr. Dan Orchik** and his wife accompanied their daughter, son-in-law, and grandchildren to the Magic Kingdom in Orlando over the Thanksgiving holiday. **Dr. Courtney Pitner** has been enjoying the fall weather and is looking forward to holiday parties with friends and family. **Lori Frederick** enjoyed watching her son Jackson play Pee Wee Football and her daughter Maci play soccer. She is also keeping busy volunteering at her kids' school, helping with fundraisers and other school activities. Lori and her husband Rob spent a weekend in New York sightseeing and Christmas shopping. She is looking forward to spending the holidays with family and friends. **Penny Odom** and her husband are spending the week of Christmas in Savannah, Georgia. They look forward to enjoying all the Christmas decorations, sightseeing and shopping. **Shawn Eley** and his wife are enjoying their new baby, Ethan, and looking forward to the holidays. **Hayley Lewis** and her children have really enjoyed the fall weather and getting to play outside. They have lots of plans for the holidays as well. Hopefully, they will be able to make a trip or two to Alabama to visit with family and friends before the New Year begins. We wish everyone a very safe and Happy Holiday season!

With mixed emotions and warm wishes, we announce the retirement of Betty Genkinger



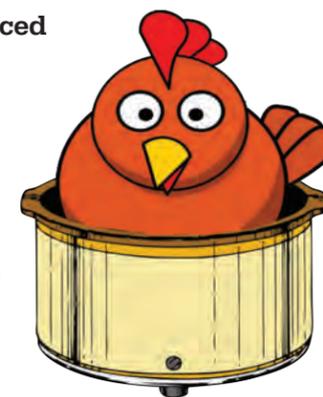
Betty, our Memphis receptionist, had previously retired from the City of Germantown when she came to work for us in 1997. Betty was dedicated to our organization and was a true inspiration to our staff as well as our patients. She was and will remain our hearing ambassador! Around the office, Betty was always willing to help out with whatever work needed to be done. We cannot thank her enough for the hard work, time, and service she gave us over the past 14 years. Although well deserved, Betty's retirement leaves a void that will not be easily filled. We will miss her dearly, but wish her good health and happiness in her retirement.

Keep Those Recipes Coming!

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

CROCK POT CHICKEN AND DRESSING Turned in by Jane Fielder

- 1 Whole Chicken Stewed and Diced
- 1 T. Salt
- 5 Eggs
- 1½ Quarts Chicken Broth
- 1 Can Cream of Chicken Soup
- 3 Cups Corn Meal
- ¼ Cup Mayonnaise or Crisco Oil
- 1¾ Cups of Milk
- 1 T. Accent
- 1½ T. Sage
- 1 tsp. Black Pepper
- 1 Whole Onion Chopped



Make cornbread using 3 cups corn meal, ¼ cup Mayonnaise, 2 eggs and 1¾ milk. Bake at 450 degrees for approximately 25 minutes and then cool. Boil 3 eggs, cool and dice. Boil 1 whole chicken and 1 T. salt. Pull meat from bones after cool and dice. Save 1½ quarts of the chicken broth. Crumble bread in large bowl. Add accent, sage, black pepper and onions, and then toss. Add diced chicken and toss again. Add broth mixed with 1 can Cream of Chicken soup. Stir and pour into Crock Pot. Cook approximately 5 to 6 hours on low.

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CENTERS OF WEST TENNESSEE

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

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Battery SALE! • Holiday FOOD DRIVE!

ALL BATTERIES HALF OFF

COME BY EITHER OFFICE AND ENJOY THIS
SPECIAL HOLIDAY OFFER

EXPIRES DECEMBER 31ST, 2011



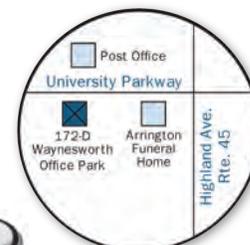
MID-SOUTH
FOOD
BANK
FEEDING THE NEED

DECEMBER FOOD DRIVE!

We are holding our annual food drive
to support Mid-South Food Bank and
to help those in need for the holiday.
We will take donations at our offices
throughout December.



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