



**Volume 1, Issue 1**

# Welcome to our Newsletter

## Sound News

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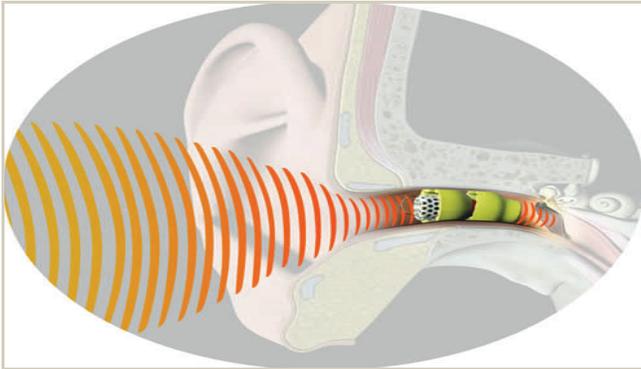


May you enjoy a bountiful  
Thanksgiving, a joyful Holiday Season,  
and a healthy, Happy New Year!

Through the newsletter, we hope to keep you up to date on what is going on at Sound Care Hearing Group, as well as what is going on in the hearing health care industry.

We will try to keep you abreast of new products and improvements in technology. If there is anything you would like to see included or covered in the newsletter, please let us know. We value your input!

## New Hearing Device now available at Sound Care Hearing Group



We are pleased to announce that we are now offering a new type of hearing device to our patients, called Lyric<sup>®</sup> Hearing. Lyric is a completely invisible, extended wear hearing device that can be worn 24 hours a day, 7 days a week, for up to 4 months at a time. We are one of the few offices in the area offering this device. Lyric has been featured in The New York Times, CNN, Good Morning America, and Dr. Oz.

### About Lyric:

Lyric<sup>®</sup> is the first and only extended wear hearing device that is 100% invisible. Lyric is comfortably placed in the ear canal by an audiologist and can be worn 24 hours a day, seven days a week, for months at a time.\* No surgery or anesthesia is required. Unlike many other hearing devices, Lyric is positioned completely inside the ear canal, so it uses your ear's natural anatomy to provide exceptional sound quality. Lyric lets you hear better and live life to the fullest!

### 100% INVISIBLE

- The placement of Lyric in the ear canal makes it totally invisible.
- No one will know why you are hearing better except you.

### EFFORTLESS HEARING, 24/7

- Lyric can be used during your daily activities, such as exercising, showering, talking on the phone, and sleeping.
- There are NO batteries to change, NO maintenance needed, and NO daily insertion or removal required.

### NATURAL PLACEMENT, NATURAL SOUND

- Lyric's placement deep in the ear canal allows the outer ear (the pinna) to direct sound into the ear canal naturally, resulting in improved directionality and localization, reduced feedback, and improved high frequency gain.

## Surround Sound by ReSound™

We are now offering ReSound's exclusive surround sound processing platform. Just like a surround sound speaker system, it processes bass and treble separately, providing a rich, smoothly-blended listening experience

### What does it offer?

- Fantastic sound quality
- Clearer understanding of speech and conversation in noisy situations
- Improved awareness of surroundings
- Enhanced ability to locate sounds

### Unique Features

- Multiple options available for manual control in specific performance situations
- Exclusive design provides full control in compact, energy-efficient size
- 176 hours (size 312 battery) to 330 hours (size 13 battery) of battery life
- Many styles and colors available



### ReSound Live™

#### The Surround Sound

#### Experience

Just like going from a set of stereo speakers to a fully customized surround sound system, Resound Live delivers a unique surround sound experience.



### be by Resound™

#### Remote Microphone

be by Resound is the first and only hearing aid in a brand new category called Remote Microphone. It is extremely comfortable, virtually invisible in the ear, and effectively eliminates wind noise.

# Sound Care



## Hearing Group™

DOCTORS OF AUDIOLOGY

**Your Sound Choice!™**

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Hours:

Monday: 9:00 to 7:00

Tuesday - Friday: 9:00 to 5:00

Saturday: By appointment

**LATE EVENING HOURS AVAILABLE!**



## What's New?

We welcome Liliana Piccinini to our practice. Liliana is a Doctor of Audiology Resident from Salus University in Pennsylvania.

Liliana's clinical rotations include Albert Einstein Medical Center, St. Christopher's Hospital for Children, and The Pennsylvania Ear Institute where she provided both diagnostic and aural rehabilitative services. She will be graduating in August 2010.

Se Habla Español • [www.SoundCareHearing.com](http://www.SoundCareHearing.com)

## Refer a Friend Program

- Refer a friend to come and see us and you will receive a complimentary hearing aid service visit (\$35.00 value).
- If your friend purchases a set of hearing aids, receive one full year of hearing aid service visits (\$150.00 value).

## Battery Club

- Purchase batteries and receive a mail-in rebate for cash back!
- Save (3) battery box tops and send it into Energizer to receive \$4 or \$5 cash (depending on batteries).

## Save a Tree

View our newsletter online at  
[www.soundcarehearing.com](http://www.soundcarehearing.com)

or contact us at

[info@soundcarehearing.com](mailto:info@soundcarehearing.com) to  
receive this newsletter via e-mail.

