

CALIFORNIA EAR INSTITUTE

Hear For Your
Future!



HEARING DEVICE CENTER

HEADQUARTERS

Palo Alto

1900 University Avenue, Suite 101

E. Palo Alto, CA 94303

Phone: 650-462-3139

Fax: 650-462-3144



San Ramon

5801 Norris Canyon Road, Suite 200

San Ramon, CA 94583

Phone: 925-807-1140

Fax : 925-866-1699



THE HDC TEAM

Lisa Olson
Director Hearing Device Center
Palo Alto & San Ramon

Kelly Long
Audiologist
Palo Alto

Teresa Bosiljevac
Audiologist
San Ramon

Kristin Vance
Audiology Fellow
Palo Alto

Colleen Lafayette
Department Coordinator
San Ramon

Lindsey Hernandez
Department Coordinator
Palo Alto

WE'RE ALL EARS!

HEARING DEVICE CENTER EDITION



LET THEM HEAR FOUNDATION



MEDICAL/SURGICAL SERVICES



AUDIOLOGY



CALIFORNIA EAR INSTITUTE



CALIFORNIA SINUS INSTITUTE

Volume 2, Issue 2

July 2005

Tech Talk: What's New?

Guess what? The newest and brightest tech talk is all about the great middle! The truth is that 75% of all hearing devices sold in the united states are "mid-level". That means that most people buying devices cannot afford the very best and are looking for quality solutions in the mid price range. Up to now manufacturers have not been very responsive to the demand for better mid-priced products because they put all their research dollars into trying to create better hearing aids – and that means better high priced hearing aids. A better, smarter mouse trap if you will.

Before I continue, I want to say a few words about premium products. Premium products have always represented the very best research has to offer. The smartest circuits do the best job of preserving and enhancing the clarity of the speech signal and, at the same time, reducing the annoying effects of interfering noise. This is what we expect from our best products and the research engineers are gradually figuring out how to give it to us. For those of you with the means to acquire these hearing devices, your expectation for satisfaction should be fulfilled or exceeded. For those of you doing a little research on new mid level products: Read on!

There has been a veritable explosion in the mid priced product range. Manufacturers are at war with one another and that war leads to better products for less money. Without promoting one manufacturer over another I'd like

to focus on brand new products that are better than ever in the \$1400-\$2000 price range.

How many times have I heard the words: "I hear so much more than I want or need to hear?" (with my not-so-satisfactory hearing aids). We know that the hearing impaired don't hear soft sounds very well. We also know that the hearing impaired have trouble ignoring unwanted sounds in a restaurant and have trouble understanding the speech of the person they want to hear. What the hearing impaired individual really wants is to hear and understand speech in all situations and not be bothered by too much noise at the same time.



About a year ago (summer 2004), hearing devices came onto the market utilizing a concept of artificial intelligence (Oticon syncro). The circuit "managed" the incoming signal so that speech signals were recognized as speech and enhanced, noise signals (fans, refrigerators, air conditioning, etc.) were reduced as much as possible without reducing the clarity of the speech and, at the same time, the direction of the loudest speech signal was adaptively and automatically identified. These advances have made a dramatic improvement in users' satisfaction but until the last couple of months were only available to those who

could afford premium product technology. The Oticon Tego family of instruments as well as the Phonak Valeo and the Widex Elan have given us options to fit people with mild, moderate and severe degrees of hearing loss with some of the most asked-for features. The Oticon Tego family uses the "decision-maker" to reduce annoying noise and, at the same time, pull in softer speech sounds from someone in front of the listener.

Although multiple programs have been available for a long time we are using them more successfully now. We generally set up an initial basic program, appropriate for most everyday situations and use additional program availability to "customize" the device for the individual. Examples of this would be a louder, more aggressive program for business meetings, a music program for realistic listening without distortion, a fully directional program for very noisy restaurants, a softer program for the "top down in the car" convertible owners among us. No one needs all of these options but we can create the ones you need. Automatic feedback elimination is a feature worth gold to the suffering user whose hearing devices "whistle" constantly. This feature is a part of all new hearing device technology including the mid-priced range.

We hope you consider letting us assist you toward your goal of hearing better and with more ease at a reduced cost.

~Lisa Olson

NEW OFFER!

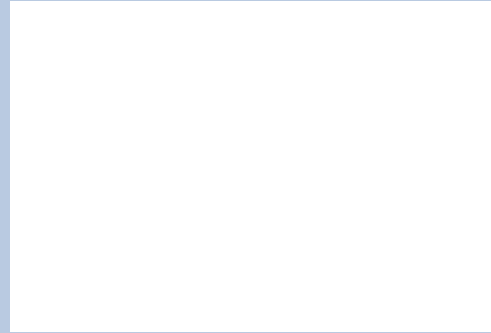
SAVE A TREE! SIGN UP TO HAVE THE CEI/HDC NEWSLETTER SENT TO YOU ELECTRONICALLY. JUST FOLLOW THESE STEPS:

1. GO TO OUR WEBSITE, WWW.CALIFORNIAEARINSTITUTE.COM
2. SELECT THE "NEWSLETTER" LINK
3. COMPLETE AND SUBMIT THE NEWSLETTER SUBSCRIPTION FORM

CALIFORNIA EAR INSTITUTE

WWW.CALIFORNIAEARINSTITUTE.COM

1900 University Avenue, Suite 101, E. Palo Alto, CA 94303



Change Afoot in the HDC

When it comes to monitors and speaker systems – bigger, brighter, louder, and, did I say bigger? For those of you familiar with the old format of coming in to the office, sitting across the desk and beginning a conversation that starts with: "I'm just not doing very well" or "Do I really need a hearing device?" – it's all different now! People are still coming in with those same questions but instead of the desk as a barrier and waiting to be told what to do while the audiologist tinkers with his/her computer we now have the biggest monitor/computer/speaker system I could find! "Why?" you might ask.

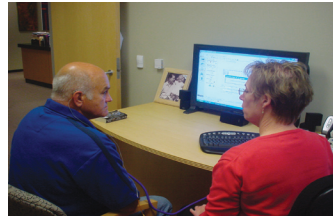
Because: this is YOUR appointment. I want you to get the most information possible and be

involved in your own communication solutions. The best way to do that is make you the STAR! Now when you come in you'll be sitting right in the middle in front of a big big monitor that shows you exactly what's going on. Everything from explaining your audiogram (a chart showing your degree and type of hearing loss), comparing different types and styles of hearing devices to the fine tuning sessions in programming your hearing devices – it's all in front of you. In addition, I have a 5 speaker system with 3 speakers in front and 2 behind the central seat of honor. This gives you the opportunity to listen to a variety of sounds – speech, noise, music - and test drive new hearing devices in different programs and different situations

– just like your everyday life - so we make sure they're set correctly for you.

How is it going so far you ask?

Amazing! The feedback from patients is great! "I never knew what you were doing before – now I can really see it!" "Is that my hearing test? – What does it mean? Why are you doing that? I love it!"



Lisa Olson and patient James Miller work together with the assistance of the new fitting system

Management Team

Joseph Roberson, M.D.
CEO and Managing Partner

Katrina Stidham, M.D.
Partner, San Ramon

Trenna (Teri) Cott
Chief Operating Officer

Monica Hellner
Executive Assistant

Carol Ann O'Rourke
Director
Diagnostic Audiology

Lisa Olson
Director
Hearing Device Centers

Rob McClelland
Executive Director
Let Them Hear Foundation

Lisa Tonokawa
Director of Research
Let Them Hear Foundation

Rebecca Highlander
Director of Advancement
Let Them Hear Foundation

Gino LiBerati
Manager
Billing/Collections/Contracting

Philip Lowton
Accounting Manager

Hyacinth Reyes
Office Manager
Palo Alto



Make an appointment with one of our four qualified Hearing Device Center Audiologists (from left to right) Kelly Long, Terri Bosiljevac, Lisa Olson (Director), Kristin Vance



Lindsey Hernandez (left) joined CEI in October 2004 as Department Coordinator for the HDC in Palo Alto. She can be reached directly at (650) 462-3139.

Colleen Lafayette (right) has been with CEI since 1998. She acts as the Department Coordinator for the HDC in San Ramon. Please contact her Mondays, Wednesdays, and Thursdays at (925) 807-1140.



TRAINING IN NEW TECHNOLOGIES

You may wonder with all of the new technology appearing on an almost weekly basis how our Hearing Device Center Staff keeps informed. All members of our professional audiology staff participate in continuing education through various conferences, seminars, and training days scheduled throughout the year. Below is a list of a few educational events our staff have recently attended.

- American Academy of Audiology
- Oticon Advanced Products
- Phonak Advanced Products
- Advanced Directional Microphone Systems
- Bluetooth Communication Systems
- ReSound Advanced Training for New Products
- Unitron Hearing Instrument Modifications and Repairs
- Phonak Directional Microphones