See a Doctor Before Buying Hearing Aids

Auditory System Deprivation and its Long-Term Effects

Finding the Perfect Fit: The Art of Hearing Device Selection

Hearing Loss: Separating Facts from Fiction
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Welcome to the 2016 edition of the Advanced ENT magazine. We have dedicated this issue to the services provided by HearMD, the audiology and hearing aid division of the practice. Our staff of 11 audiologists and 4 hearing aid dispensers works closely with the physicians of Advanced ENT in treating individuals with hearing loss. Our goal is to enrich the quality of our patients’ lives through better hearing.

If you or someone you know has started to notice changes in hearing or understanding speech, the information presented in this issue will be of great interest. In this issue, we feature 4 main topics. The first article, “See A Doctor Before Buying Hearing Aids,” emphasizes the importance of seeing a physician prior to purchasing hearing aids in order to diagnose the cause of your hearing loss. At Advanced ENT/Hear MD, our audiologists and physicians work in partnership to provide medical expertise, counseling and optimal care in helping you make the right choices for your hearing health. Next, Deborah Burke, M.Ed., CCC/A, reviews common myths associated with hearing loss and hearing devices in the article “Hearing Loss: Separating Fact from Fiction.” In the article “Auditory System Deprivation and Its Long Term Effects,” Dorothy DeFeo, M.A., CCC/A, reviews the importance of getting baseline hearing testing at age 40. Finally, Deborah Burke explains the factors to consider when purchasing hearing devices in the article “Finding the Perfect Fit: The Art of Hearing Device Selection.”

I would like to thank our advertising sponsors and referring physicians for their on-going support in helping to raise awareness of hearing loss and its impact on overall health. I hope you find the information provided in this magazine useful. For further information or to schedule a hearing consultation, please contact us at 856-602-4200.

Best Wishes For a Happy 2016 filled with good hearing!

Sincerely,

LINDA GOLDSTEIN, Au.D., CCC/A
DIRECTOR, HEARMD
If you’re in the market for hearing aids, you may be tempted to purchase them from a big box retailer. But doing so could be risky to your health, the Food and Drug Administration (FDA) cautions. The reason is simple: there are many different factors that contribute to hearing loss, and unless you know the cause of your personal symptoms, you could inadvertently be ignoring a serious health issue. Federal regulations prohibit any hearing aid sale unless the buyer has first received a physician’s evaluation, however, the regulation also states that if one is over 18 years of age, he or she may elect to sign a waiver to forgo it.

Why should you see a physician before buying hearing aids? If you have ear pain, drainage, excess ear wax, hearing loss in only one ear, sudden or rapid progressive hearing loss, or dizziness, it is especially important that you see an Ear, Nose and Throat specialist, as these may be symptoms of a serious medical problem. Sometimes, hearing loss is the result of something fairly innocuous such as impacted ear wax, which is easily treatable. At the other end of the spectrum, hearing loss could be due to something as serious as a tumor pressing on the hearing nerve. A qualified physician will rule out any potentially serious conditions before you invest in hearing devices.

Even if your hearing loss is the result of aging or noise exposure, as many cases are, it is still best to see a physician and a hearing care professional experienced in fitting and programming hearing aids. Working side-by-side in partnership with our audiologists and hearing instrument specialists, the physicians of Advanced ENT best understand your personal needs and medical condition. Our audiologists will guide you through the myriad of assistive devices and help you choose what is right for you to ensure that you are able to integrate the devices optimally into your daily life. The physicians and audiologists of Advanced ENT have over 60 years of experience in treating hearing loss and will look at all options to fit your unique needs, offering direction to protect and maintain your hearing health.

Since today’s hearing devices are available in many styles and often include a wide array of options and accessories; you’ll appreciate the knowledge and expertise of HearMD when it comes to selecting and properly fitting your new devices. Our team will ensure your hearing aids are fitted properly and function as they should allowing you to experience Better Hearing For Better Living.
We understand what it means for you to be able to reconnect with your family, friends and community. That’s why we stand by our Quality of Service Guarantee. We’re passionate about creating solutions matched specifically to your individual hearing needs. Simply stated, assuring your satisfaction is our highest priority.

As part of our guarantee, you can expect to receive the following benefits:

• Comprehensive hearing healthcare services that focus on the individual needs of the patient
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620 North Broad Street
Woodbury, NJ 08096

Call us at 856-602-4200 to schedule an appointment.
Hearing only starts with your ears. It is the auditory system, which is composed of the outer ear, the middle ear, the inner ear and the auditory neurological pathway, that allows the process of hearing to occur. As sound waves enter the outer ear and are channeled through the other complex parts of the ear, they are then passed through the nervous system and into the brain. The physical characteristics of the original sound are preserved as various types of energy that the brain recognizes and identifies as a particular sound. So, while your ears are responsible for gathering sounds, in actuality, you hear with your brain!

However, when it comes to maintaining your auditory system, you lose it if you don’t use it. Your brain will lose some of its ability to process information due to lack of stimulation. This is called auditory deprivation, and as a result, it will be more difficult to recognize sounds. Just as the muscles in your body become sore when you exercise after a period of doing nothing, it
Just as the muscles in your body become sore when you exercise after a period of doing nothing, it will take your auditory system a little bit of time getting back into shape once you begin wearing hearing devices, especially if you have gone a long time without treating your hearing loss.

At HearMD, we recommend you receive a baseline hearing test beginning at the age of 40. During this test we can determine the lowest volume level you can hear at various frequencies or pitches. We can then reference this at subsequent testing and monitor changes.

Once your hearing threshold is identified, we encourage you to have periodic hearing tests (every two or three years) to help prevent and/or identify hearing loss earlier than you otherwise might. If you are a hunter, musician or woodworker, or are frequently and consistently exposed to loud noise, an annual hearing test is recommended. It is only through preventative care that we can help you prevent further damage to your hearing system.

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Ask your audiologist for a no-obligation demonstration of this incredible technology. You’ll be amazed at the sound and how well they work with the devices that keep you connected. Learn more at www.resound.com.

1. 2013 Benchmark test was designed and carried out by DELTA Senselab, Hoersholm, Denmark, an independent laboratory specializing in performing listening tests in a variety of domains. *iPod is a registered trademark of Apple, Inc.
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<th>Name</th>
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<td>Dr. Robert B. Belafsky is certified by the American Board of Otolaryngology-Head and Neck Surgery. He received premedical training at the George Washington University in Washington, D.C., and earned his medical degree from the State University of New York at Downstate Medical College in Brooklyn, New York. Dr. Belafsky served his residencies at Lankenau Hospital and at Thomas Jefferson University Hospital, both in Philadelphia, Pennsylvania. He is a fellow of the American College of Surgeons and the Philadelphia College of Physicians. Dr. Belafsky is Chief of Otolaryngology at Lourdes Medical Center-Burlington County.</td>
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<td>Dr. Stephen P. Gadamski is certified by the American Board of Otolaryngology-Head and Neck Surgery. He earned a B.S. in Biology and Chemistry from Boston College, a masters degree in Zoology from Rutgers University, and his medical degree from Thomas Jefferson University in Philadelphia, Pennsylvania. He served his internship in general surgery at Einstein Medical Center in Philadelphia and his Otolaryngology residency at Thomas Jefferson University. He is a fellow of the American College of Surgeons and a member of many other professional medical organizations. He serves as Chief – Section of Otolaryngology Head and Neck Surgery at Virtua Memorial.</td>
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<td>Dr. Ashmit Gupta is certified by the American Board of Otolaryngology-Head and Neck Surgery. He received premedical training at the University of Pennsylvania, and earned his medical degree and Master of Public Health degree from George Washington University in Washington, D.C. Dr. Gupta completed his internship and residency at George Washington University as well.</td>
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Patrick J. Hall, M.D., F.A.C.S.

Dr. Patrick J. Hall is certified by the American Board of Otolaryngology-Head and Neck Surgery as well as the American Academy of Facial Plastic and Reconstructive Surgery. He received premedical training at the Philadelphia College of Pharmacy and Science, and earned his medical degree from the University of Medicine and Dentistry in Newark, New Jersey. Dr. Hall served his otolaryngology residency at the University of South Florida in Tampa, Florida. He completed fellowship training in Facial Plastic and Reconstructive Surgery with Dr. Richard Farrior in Tampa, Florida. He is a fellow of the American College of Surgeons and serves as Chief of Otolaryngology and Facial Plastic Surgery at Inspira Health Network – Woodbury, NJ.

Steven M. Leoniak, M.D.

Dr. Steven M. Leoniak is board certified by the American Board of Otolaryngology-Head and Neck Surgery. Dr. Leoniak earned a BA, Biology from Johns Hopkins University, Baltimore, MD. He received his medical degree from New York Medical College and served his internship and Otolaryngology residency at Thomas Jefferson University Hospital, Philadelphia, PA. He is a member of the American Academy of Otolaryngology and the American Academy of Otolaryngic Allergy.

P. Todd Rowan, M.D., F.A.C.S.

Dr. P. Todd Rowan is certified by the American Board of Otolaryngology-Head and Neck Surgery and its subspecialty of Sleep Medicine. He received premedical training at the University of Pennsylvania, and earned his medical degree from New York University School of Medicine. Dr. Rowan served his residency at the Hospital of the University of Pennsylvania and Children’s Hospital of Philadelphia, after which he underwent formal training as a fellow in otology with Dr. Herbert Silverstein in Sarasota, Florida. Dr. Rowan is a fellow of the American College of Surgeons.

Edward D. Scheiner, D.O., F.O.C.O.O.

Dr. Edward D. Scheiner is certified by the American Osteopathic Board of Otolaryngology-Head and Neck Surgery. He earned a B.S. in Pre-Medicine at The Pennsylvania State University, and his medical degree from Philadelphia College of Osteopathic Medicine. He served his internship at Kennedy Memorial Hospitals – Cherry Hill Division, and his Otolaryngology residency at Kennedy Memorial Hospitals/UMDNJ/School of Osteopathic Medicine. He is a member of the American Osteopathic Association, and a member and fellow of the American Osteopathic College of Otolaryngology. Dr. Scheiner serves as Chief of the Section of Otolaryngology at Kennedy Memorial Hospitals, and is also Otolaryngology Section Head at Rowan University/SOM (formerly UMDNJ/SOM).

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Dr. David N. Schwartz is certified by the American Board of Otolaryngology-Head and Neck Surgery. He received premedical training at the College of William and Mary in Williamsburg, Virginia. He attended Boston University School of Dental Medicine earning a degree in dentistry followed by a medical degree from Boston University School of Medicine in Massachusetts. Dr. Schwartz completed his surgical and otolaryngology residencies at the State University of New York in Syracuse, New York. He is a fellow of the American College of Surgeons.

Rasesh P. Shah, M.D., F.A.C.S.

Dr. Rasesh P. Shah is certified by the American Board of Otolaryngology-Head and Neck Surgery. He completed an accelerated seven-year medical program, receiving premedical training at the New Jersey Institute of Technology, and earning his medical degree from New Jersey Medical School at the University of Medicine and Dentistry in Newark, New Jersey. Dr. Shah completed his internship and residency at UMDNJ in Newark, New Jersey as well. He is Program Director of Otolaryngology at Lourdes Specialty Hospital. He is a fellow of the American College of Surgeons.

Samir Shah, M.D., F.A.C.S.

Dr. Samir Shah is certified by the American Board of Otolaryngology-Head and Neck Surgery. He received premedical training at Cornell University in Ithaca, New York, and earned his medical degree from the State University of New York Downstate College of Medicine. Dr. Shah completed his residencies at the State University of New York Health Science Center in Brooklyn, New York, and the SUNY Downstate College of Medicine. He is a fellow of the American College of Surgeons.

Dr. Ryan D. Walker, M.D.

Dr. Ryan Walker is a graduate of Cornell University and received his medical degree from Jefferson Medical College in Philadelphia, PA. He completed his Otolaryngology residency at University of Rochester Medical Center, Rochester, NY and is currently training as a Pediatric Otolaryngology Fellow at Boston Children’s Hospital. Dr. Walker will begin seeing patients at Advanced ENT in August 2016.
WITH THE COST of hearing devices ranging from $3000-$7000 a pair, patients often ask us, “What’s wrong with the less expensive ones?” The answer is nothing. In fact, budget hearing devices could be the perfect choice for you. The only way to find out which is best for your hearing lifestyle is to partner with an Audiologist or Hearing Aid Dispenser who understands the art and science of selecting and fitting hearing devices. The caring expertise of the hearing professional who fits you with the hearing aids is just as important to your level of satisfaction and success with your hearing devices as the hearing devices themselves. The advanced technology of today’s hearing devices means you have more features to choose from. These added features, while providing additional benefits, also make a hearing device more expensive. However, depending upon your unique lifestyle requirements,
more is not necessarily better and your hearing professional will ask you targeted questions to assist them in making the right recommendation for you as an individual. No two individuals’ hearing and listening needs are the same and therefore what might be right for another patient might not be right for you.

Think of it this way. If you were a serious athlete planning on running a marathon and you decided to purchase a treadmill to do some off-season training, you might choose a $4500 model on which you could run full speed at varying degrees of inclines, all while the machine kept track of your heart rate and tracked your progress. You would probably also want to have a personal trainer, experienced in achieving the highest possible performance to assist you in getting the most out of your investment and workouts. However, if you just wanted to take an occasional walk and perhaps lose a few pounds, a $500 treadmill might just do the trick.

The same considerations are true when it comes to selecting the appropriate hearing devices for your hearing lifestyle. If you are very active, live in a variety of noisy environments and don’t want to be bothered adjusting volume, then you will probably be happier with hearing devices which include advanced features such as directional microphones, feedback cancellation or automatic adjustments. In conjunction with this, you will be most satisfied with your results with the involvement of an experienced Audiologist or Hearing Aid Dispenser to tailor and adjust the features of the device to your personal needs and achieve maximum benefit. In contrast, if you live a quiet life (or somewhere in between) and you don’t mind making manual adjustments, then a more economical hearing device might be perfect for you. In short, it is the art of selection and fitting combined with the science of technology that will have the most direct impact on your level of satisfaction.

Our Audiologists and Hearing Aid Dispensers are skilled at matching your needs to the most appropriate technology and fitting the devices to provide maximum benefit. We always dispense the latest technology in hearing devices and we have been trained to make recommendations for the type and style of hearing devices for each individual based upon five important criteria:

1. Your personal lifestyle
2. Your degree/level of hearing loss
3. The physical characteristics of your ear canal
4. Your cosmetic preferences
5. Your budget constraints

Our Audiologists and Hearing Aid Dispensers ask many questions because we want to get to know you. We believe by investing time into understanding what your life is like and what is important to you, we will be able to ensure your optimal hearing while providing you the best value. We are excited to assist you on your journey towards better hearing for better living.
The truth is that it is exposure to loud noise that is the number one cause of hearing loss, while only 35% of people with hearing loss are older than age 64. There are nearly six million people in the United States between the ages of 18 and 44 with hearing loss, and more than one million are school age. Hearing loss affects all age groups. Hereditary factors and health conditions like heart disease, high blood pressure, diabetes and other circulatory problems also cause hearing loss, along with certain medications like aspirin, some antibiotics and chemotherapy drugs.

The need for hearing amplification is dependent on your lifestyle, your degree of hearing loss and your need for a more sophisticated level of hearing. If you are a teacher or a lawyer, for example, refined hearing is necessary to understand the nuances of communication. Therefore you may not be able to tolerate even a mild level of hearing loss. On the other hand, if you live alone or in a rural area and seldom socialize, then your tolerance level for moderate hearing loss may be higher. As hearing loss severity increases, personal safety can also be jeopardized both at home, driving and in public.
MYTH EXPOSED:
If I had a hearing loss, my family doctor would have told me.

Incorrect, reports the Better Hearing Institute. Their studies show that only 14% of physicians routinely screen for hearing loss during a physical. Just as you need regular eye exams, all adults need regular hearing screenings. Most adults received their last hearing test when they were in grade school! Ask your doctor to perform a basic hearing test at your annual physical, or schedule a test with one of our audiologists at Hear MD. Early intervention for hearing loss reduces the likelihood of depression, fatigue, social withdrawal, reduced alertness and diminished memory.

MYTH EXPOSED:
Hearing devices will make me look older.

It is not the hearing devices that make one look older, it is the fact that you cannot hear, understand and communicate normally with others that makes you look older. Hearing loss is more noticeable than hearing aids.

MYTH EXPOSED:
Hearing devices aren’t worth the expense.

Research conducted by the Better Hearing Institute concluded that 9 out of 10 people indicate that the quality of their life has improved with hearing devices. Overall satisfaction with one-year-old hearing devices is now 78%, which is close to satisfaction ratings for most consumer electronics. In addition, persons with untreated hearing loss (who are candidates for hearing devices and choose not to wear them) have a higher rate of developing dementia.

sources:
Better Hearing Institute website at www.bhi.org and www.hopkinsmedicine.org

Our mission is to provide comprehensive hearing healthcare service that focuses on the individual needs of our diverse patient population. We believe the foundation of our mission is serving our community with a combination of compassion, professionalism, and individualized attention. Our goal is to enrich the quality of our patients’ lives and relationships through better hearing.

— HearMD
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Advanced ENT is proud to announce the addition of the first fellowship-trained pediatric otolaryngologist in the Virtua network…

Dr. Walker is a graduate of Cornell University and received his medical degree from Jefferson Medical College. After completing a five-year otolaryngology residency at University of Rochester Medical Center in 2015, Dr. Walker began a pediatric otolaryngology fellowship at Boston Children’s Hospital where he is training alongside nationally-recognized expert pediatric otolaryngologists. Upon completing his fellowship, Dr. Walker will begin seeing patients at Advanced ENT in August 2016.

Ryan D. Walker, M.D.
Pediatric Otolaryngology

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PPG-101973 (03/13) (exp. 03/17)
The mission of Advanced ENT is to provide effective, compassionate and responsible medical and surgical care to disorders involving the ears, nose, throat, head and neck.

Advanced ENT will provide this care through a comprehensive approach that encompasses our specialty services:
- Adult Ear, Nose & Throat Care
- Allergy
- Audiology (Hearing Services)
- Balance Disorders
- Facial Plastic & Reconstructive Surgery
- Head & Neck Cancer
- Thyroid & Parathyroid Disorders
- Pediatric Ear, Nose & Throat Care
- Sinus Surgery
- Endoscopic Skull Base Surgery
- Skin Cancer Treatment & Reconstruction
- Skin Care
- Sleep Medicine
- Voice & Swallowing Disorders

Advanced ENT constantly strives to provide services that are relevant and appropriate to the needs of our community in this changing environment of health care delivery.

Please create a secure patient account on our website ADVANCEDENT.COM to request an appointment, receive secure communications or apply payment to your account.

FOR MORE INFORMATION, VISIT OUR WEBSITES:

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