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Special *HearMD* Issue

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...

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



See A Doctor Before Buying Hearing Aids

by Ashmit Gupta, MD, MPH

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 earwax, 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*.

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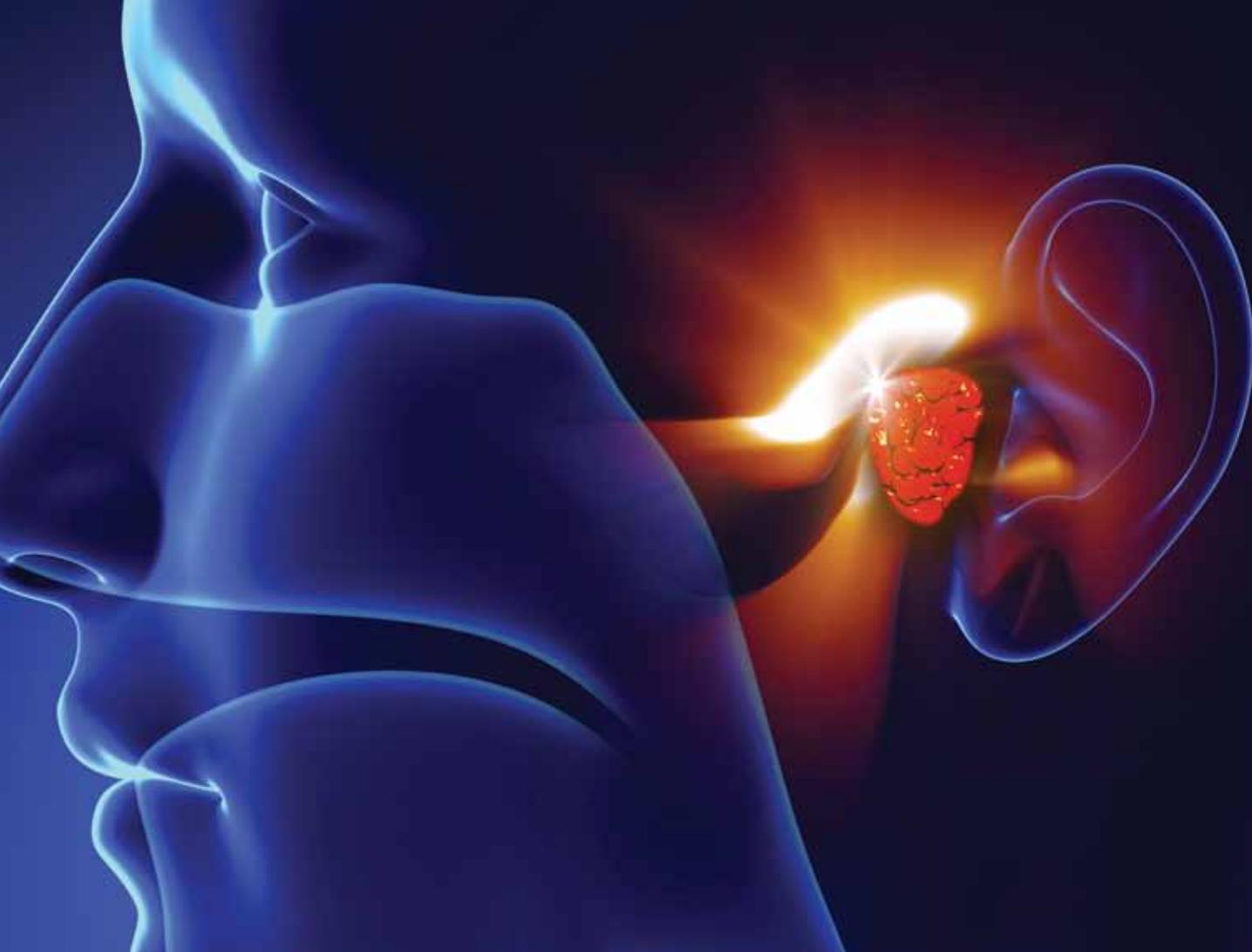
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Auditory System Deprivation *and Its Long-Term Effects*

by Dorothy DeFeo, M.A.

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.

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. The HearMD staff will guide you through that adaptation process to ensure you are getting the most from your new devices.

To minimize the impact of auditory deprivation, you should address the hearing loss sooner once diagnosed, rather than when the condition gets worse. Providing solutions and positive outcomes for patients with advanced/longstanding hearing loss can be done but with greater challenges as the condition of the neurological system is weak. Early intervention results in better outcomes.

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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Finding the Perfect Fit: *The Art of Hearing Device Selection*

by Deborah Burke, M.Ed.

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,

No two individuals' hearing needs, lifestyle, and budget are exactly the same. A hearing professional will ask you targeted questions to assist them in making a recommendation that is right for you.

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.



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Hearing Loss: Separating Facts from Fiction

by Deborah Burke, M.Ed.

MYTH EXPOSED:

The most common cause of hearing loss is advancing age.

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.

MYTH EXPOSED:

Only people with serious hearing loss need hearing devices.

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.

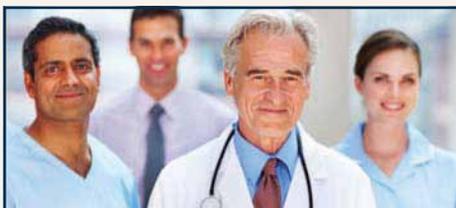
sources:

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.

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Ryan D. Walker, M.D.
Pediatric Otolaryngology

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.



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Business Continuation – Key Person Reward and Retention
Retirement

PERSONAL

Family Capital Planning – Estate Planning Strategies – Income Protection
Education Funding - Retirement Planning

Let us help you plan for the future



Adam Kaminer & Arnold Kaminer offer securities through AXA Advisors, LLC (NY, NY 212-314-4600), member FINRA/SIPC. Adam Kaminer offers financial planning and investment advisory products/services through AXA Advisors, LLC, an investment advisor registered with the SEC. Annuity and insurance products offered through AXA Network, LLC. AXA Advisors & AXA Network do not provide tax or legal advice.

PPG-101973 (03/13) (exp. 03/17)



200 Bowman Drive, Suite D285
Voorhees, NJ 08043

VISION STATEMENT

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.

MISSION STATEMENT

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*



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

LOCATIONS

620 N. Broad Street
Woodbury, NJ 08096
856-602-4000

239 Hurffville-Crosskeys Rd.
Suite 265
Sewell, NJ 08080
856-602-4000

200 Bowman Drive
Suite D 285
Voorhees, NJ 08043
856-602-4000

11A E. Laurel Rd.
Stratford, NJ 08084
856-602-4000

OTHER LOCATIONS

130 North Haddon Avenue
Haddonfield, NJ 08033
856-602-4000

204 Ark Road, Suite 102
Mount Laurel, NJ 08054
856-602-4000

103 Old Marlton Pike
Suite 219
Medford, NJ 08055
856-602-4000

Professional Building East
1113 Hospital Drive, Suite 103
Willingboro, NJ 08046
856-602-4000

FOR MORE INFORMATION, VISIT OUR WEBSITES:

