



# Personalized Hearing Care, Inc.

*Audiology & Hearing Aids*

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## BEYOND TECHNOLOGIES

Communication, socialization and a feeling of well being are paramount to Generation Now. These aspects of life are strongly dependent on the sense of hearing. Facilitating the Generation Now

consumer to identify and understand the personal impact of treatment with hearing instruments is key.

According to the National Council on Aging (NCOA), treatment with hearing instruments relates to:



- Improved interpersonal relationships with family
- Reduction in hearing loss compensation behaviors
- Reduction in discriminatory behaviors toward the person with hearing loss
- Reduction in anger and frustration
- Reduction in depression and depressive symptoms
- Improved emotional stability
- Reduction in introverted behavior
- Belief that subjects are in control of their lives
- Reduced paranoid feelings
- Enhanced group social activity
- Improved overall health and pain reduction

## DID YOU KNOW?

- 1 in 5 people have hearing loss. 80% do nothing about it.
- 90% of people with tinnitus also have hearing loss.
- Hearing loss is twice as common in people with diabetes compared to those without.
- Over 5% of the world's population--360 million people have disabling hearing loss.
- 1 in 5 teenagers have some type of hearing loss.
- Tinnitus affects 1 in 5 people. It can be caused by hearing loss, an ear injury, a circulatory system disorder

## How's Your Hearing?

Did you know that 28 million Americans suffer from some degree of hearing loss? If you answer YES to two or more of the following questions, it is time to have your hearing tested.

1. Do you feel you have a hearing problem?
2. Do your family or friends think you have a hearing problem?
3. Do you have difficulty hearing TV?
4. Do you have difficulty when talking on the phone?
5. When someone speaks to you from another room, do you have difficulty hearing?
6. Do you ever have difficulty hearing in places such as stores, restaurants, churches or theaters?
7. Do you frequently ask people to repeat themselves?
8. Do you avoid social or business situations because you might not hear well?
9. Do you feel people mumble more than they used to?
10. Do you feel you are able to hear but not understand what is being said?

Make sure you are not the last to know...

Have your hearing checked today!

Call us at:

#248.437.5505 (South Lyon) or  
#734.467.5100 (Westland).



## NOW HEAR THIS...

I hope this newsletter finds you all happy, healthy and enjoying the New Year.

One thing I hear often in my office is..."I wish I would have done this (get a hearing test) sooner." My patients are truly in 'awe' of all of the wonderful sounds they have been missing.

Being able to hear the world again and communicate freely with our loved ones is a true blessing. Often times people wait too long to get an evaluation, making the adjustment to hearing aids more difficult. The sooner, the better and you'll be happy you did.

I find today's hearing aids are AWESOME! However, you only hear as well as the person programming the hearing aids and listening to YOUR hearing concerns. In other words, hearing aids are only a product---the service and expertise is what should be the most important decision in choosing a hearing health care provider.

That's where we come in. Yes, The People's Choice Award Winners for Two Consecutive Years!! *Just wanted to let you know.....*



*Humbly -- Dr. Karissa Jagacki*

## HAVE YOU HEARD ABOUT....OUR REFERRAL REWARDS PROGRAM!



*Help us help someone you care about hear better today!*

### Rewards for You:

- When you refer someone into our office, you will receive a complimentary clean & check on your current hearing aids and a free pack of batteries.
- If the patient you referred us purchases hearing aids, you will receive a \$25 Gift Card.

### Rewards for Your Friend or Loved One:

- Free hearing consultation and live hearing aid demonstration
- No obligation 7-day test drive.
- \$100 off a pair of hearing aids by presenting our referral reward card. (some restrictions apply)

Stop by today to pick up our Referral Rewards Cards and start giving them to your friends and family....start earning Rewards TODAY!!



## 6,000 STEPS A DAY FOR HEALTHY KNEES

A study published in Arthritis Care & Research looked at nearly 1,800 adults who either had knee osteoarthritis or were at risk for it. For every extra 1,000 steps volunteers took each day, their risk of serious mobility problems fell by about 17%. Six thousand steps – about an hour of walking – was the minimum number that seemed to protect against any kind of disability.

## INTRODUCING THE NEWEST MEMBER TO THE PHC STAFF.....



### **Deanne Sabin, Office Administrator, South Lyon**

Deanne joined Personalized Hearing Care in October, 2014, as the Office Administrator for the South Lyon office. She lives in a neighboring community, New Hudson, and has been married to Scott for 17 years. She has a son, Christian, 16, and twin daughters, Carli and Olivia, age 12. She enjoys attending her son's hockey games and her daughters' softball and volleyball games. Deanne also enjoys spending time outdoors camping and kayaking with her family and friends. (P.S. Wishing Ann White (our former South Lyon Office Administrator) the best as she returned to her teaching career!

# Hearing Aids MAY Improve Balance:

*Taken from Audiology Online.com, February 2015*

Enhancing hearing appears to improve balance in older adults with hearing loss, according to new research from Washington University School of Medicine in St. Louis. Patients with hearing aids in both ears performed better on standard balance tests when their hearing aids were turned on compared with when they were off.



The small study, which appears in the journal *The Laryngoscope*, involved only 14 people ages 65 to 91 but is the first to demonstrate that sound information, separate from the balance system of the inner ear, contributes to maintaining the body's stability. The study lends support to the idea that improving hearing through hearing aids or cochlear implants may help reduce the risk of falls in older people.

"We don't think it's just that wearing hearing aids makes the person more alert," said senior author Timothy E. Hullar, MD, professor of otolaryngology at the School of Medicine. "The participants appeared to be using the sound information coming through their hearing aids as auditory reference points or landmarks to help maintain balance. It's a bit like using your eyes to tell where you are in space. If we turn out the lights, people sway a little bit — more than they would if they could see. This study suggests that opening your ears also gives you information about balance."



## May is Better Hearing & Speech Month--

This is a great time to take a look at your overall health and get your hearing evaluated. Hearing the world around us gives us confidence and maintains our independence. **YOU ARE WORTH IT!!**

## RECIPE CORNER:

### Smoked Salmon Dip

#### Ingredients

8 oz cream cheese, at room temperature

1/2 c. sour cream

1 Tbsp freshly squeezed lemon juice

1 Tbsp minced fresh dill

1 tsp. prepared horseradish, drained

1/2 tsp. kosher salt

1/4 tsp. freshly ground black pepper

1/4 lb. (4 ounces) smoked salmon, minced



#### Directions

Cream the cheese in an electric mixer fitted with a paddle attachment until just smooth. Add the sour cream, lemon juice, dill, horseradish, salt and pepper, and mix. Add the smoked salmon and mix well. Chill and serve with crudites and/or crackers.



Event: SE MI Walk4Hearing

Sponsor: Hearing Loss Association of America (HLAA)

Location: West Boat Dock of Kensington Metro Park, Milford

Date: Saturday, May 16, 2015

Time: Registration 9am,

5K Walk: 10:00am

Purpose: To increase awareness of hearing loss, and raise funds to support HLAA programs.

For more information and to make a donation:

[www.walk4hearing.org](http://www.walk4hearing.org)

People's Choice  
Winners!!



**2013 & 2014 AUDIOLOGISTS  
OF THE YEAR!**

(by the Observer & Eccentric Newspapers)

## WARNING

**HEARING AID BATTERIES ARE  
DANGEROUS IF SWALLOWED!**

- Keep batteries out of reach of children and pets.
- Discard batteries very carefully.
- Never allow children to play with batteries.
- Never put batteries in your mouth for any reason, they are slippery and easy to swallow accidentally
- Always check medication before swallowing, as batteries have been mistaken for tablets.

**THE NATIONAL BUTTON BATTERY  
INGESTION HOTLINE  
(202) 625-3333**



## **PERSONALIZED HEARING CARE, INC.**

*Audiology & Hearing Aids*

### Two Locations:

35337 Warren  
Westland, MI 48185  
Ph: 734.467.5100

321 Pettibone, Suite 105  
South Lyon, MI 48178  
Ph: 248.437.5505

Share Your Newsletter with a Friend!!

**HEAR WHAT PEOPLE ARE SAYING ABOUT US!**

**CHECK OUT OUR WEBSITE AT : [WWW.PERSONALIZEDHEARINGCARE.COM](http://WWW.PERSONALIZEDHEARINGCARE.COM)**



*Join us for...*

## **PATIENT APPRECIATION DAYS**

Please join us as we celebrate our wonderful patients, friends, colleagues, and families. We appreciate you, your referrals, and all of the kind comments we receive over the years. Personalized Hearing Care, Inc. has been going strong for over 20 years and it is because of your trust in our hearing health care.



**WEDNESDAY, APRIL 22TH (SOUTH LYON)--9AM TO 12PM**

**THURSDAY, APRIL 23TH (WESTLAND)--9AM TO 2 PM**

**JOIN US FOR REFRESHMENTS, COMPLIMENTARY CLEAN & CHECKS ON YOUR HEARING AIDS & A CHANCE TO WIN EXCITING DOOR PRIZES!!**

*Give us a call if you are coming so we can plan accordingly!*



Like us on Facebook and get a FREE pack of batteries! Also, you will be entered for a chance to win a \$25 Gift Card!

### **Office Hours**

For your convenience we are open: Monday thru Thursday  
9am to 5pm  
Fridays, Saturdays by appointment

#### **WESTLAND OFFICE**

We are located in the Westland Professional Building across from the Westland Mall (on the corner of Yale & Warren Roads)

#### **SOUTH LYON OFFICE**

We are located in the Beacon Plaza, one block northeast of the corner of Lafayette and Lake at the center of South Lyon.

Dr. Karissa Jagacki,  
Audiologist/President

Kim Carnicom, M.A., Audiologist  
Darlene Ramey, Office Manager  
Chelsea Bear, Office Assistant

Deanne Sabin, South Lyon  
Administrator

Delia Marietti,  
Practice Development Representative