



Personalized Hearing Care, Inc.

Audiology & Hearing Aids

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The Wonders of Hearing

Hearing is a vastly underrated sense. Typically, what we hear 'tells' us where to look.

Hearing is a vastly underrated sense. We typically describe our surroundings in terms of what they look like---it's hilly and green...the fire hydrants are silver here...Main Street has a lot of cute shops---rather than in terms of how they sound--the sun sets and the whippoorwills start chanting away...every driver honks their horn here, whether they need to or not...we were lulled to sleep by the sound of the ocean. But we only see what's in our line of sight, whereas we can hear and identify sounds from near and far and all around.

On a good day, under ideal circumstances, we can hear sounds within 6/10's of a mile: a distance that would take 15 minutes to walk at an easy pace!

We live in a sonic world. Sound provides a communication channel capable of operating around corners, in the dark, and across vast

distances. Sound is energy and energy is everywhere. It is vibration pulsating the air, dispersing or thinning out as it travels outward in all directions. Sound waves spread through the air in a spherical pattern, not unlike the concentric



circles formed on the surface of a still pond when you toss a stone.....Awww, The Wonders of Hearing!! Personalized Hearing Care is committed to spreading the word

about the wonders, complexities, and importance of hearing.

**Courtesy of Phonak Hearing Systems*

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 your kind compliments over the years.



Wednesday, August 20th (South Lyon)

Thursday, August 21st (Westland)

9am to Noon

Join us for refreshments, complimentary clean & checks on your hearing aids & a chance to win exciting door prizes!!

Give us a call if you can make it so we can plan accordingly!



NOW HEAR THIS...

Summer is one of my favorite times of the year. I love being outdoors listening to the birds sing, the leaves rustle, my children hitting the golf ball, and hearing the lake splash when one of my boys lands a big bass. We

often think of communicating with others when we talk about our hearing health care. However, environmental sounds are just as important. More often than not, it is our ears that direct our attention first rather than our eyes.

Hearing the world is a wonderful gift. We want you to live life big and hear all of the sounds around you. If

you are thinking about treating your hearing with the use of hearing aids, give us a call. With something as important as your hearing, nothing but the best will do.

Don't be fooled by those '\$1,000 off ads' or 'Buy one get one free ads' or an 'inexperienced salesperson.' It is a lot of marketing and not a lot patient-centered hearing care. Our office provides exceptional customer service and expert fitting by professionals with over 30 years of combined experience. Just ask....Our patients will tell you first hand.

Looking forward to helping you interact freely, and communicate with confidence.

As always, Dr. Karissa Jagacki

NEW TECHNOLOGY: The First iPhone Hearing Aid: Halo by Starkey

Halo™ is an advanced, flexible, breakthrough hearing aid engineered to connect directly to your iPhone®, iPad® and iPod touch® via our easy-to-use TruLink™ app. The ideal hearing solution for today's more mobile and plugged-in patient — Halo and TruLink deliver new standards of performance and personalization, while providing convenient control and effortless connectivity to the things they care about most.

TruLink meets the needs of today's demanding and tech-savvy consumer by:

- Enables carefree communication using the iPhone.
- Delivers Superior Sound and audio streaming of music or media played through your iPhone®, iPad® and iPod touch®.
- Personalized and Geotag memories to match what you do and where you go.
- Changes memories automatically based on your personal geotags (e.g. Starbucks memory---memory kicks in when you walk into Starbucks)

- Automatically adapts when you are in the car
- You can record, playback and email live sound sources
- You can control your hearing aids volume and memories via your iPhone.



WANT BATTERIES TO LAST LONGER?

Manufacturers are now suggesting to wait one full minute after pulling the tab off your battery before you insert the battery into the hearing aid. Why? Because oxygen must pass through the fine holes and a filter... (it's absorbed slowly). If you don't wait, the battery may not absorb enough oxygen to properly power your hearing aids

Sleep Apnea Tied to Hearing Loss in Large Study

Both high and low frequency hearing impairment have been linked with sleep apnea in a new study of nearly 14,000 individuals. This study was presented in May at the 2014 American Thoracic Society International Conference. Sleep apnea was independently associated with a 31% increase in high frequency hearing impairment, a 90% increase in low frequency hearing loss, and a 38% increase in combined high and low hearing loss.



In conclusion, "People with sleep apnea are at increased risk for a number of comorbidities, including heart disease and diabetes, and our findings indicate that sleep apnea is also associated with an increased risk of hearing impairment," said Dr. Chopra. "The mechanisms underlying this relationship merit further exploration. Potential pathways linking sleep apnea on vascular supply to the cochlea via inflammation and vascular remodeling or noise trauma from snoring."

Hearing aids are designed to aid residual hearing, allowing you to locate, identify, and understand sound. As you GAIN hearing, returning sounds may seem both strange and familiar---

Yes, that is the sound of your refrigerator!

OUR RAVING FANS

"Thank you for being so kind, understanding, caring, loving person that you are. You (Dr. Jagacki and staff) do so much not only for me but many others. A BIG thank you and I wish we had more people like you. You are the BEST!" E. Bak

"As long as I have been coming to this office...always the best of service and friendly." --N. Cole

"Very professional, made me feel very comfortable."-- W.Acton

"I'm very happy with all of the staff. They all do their job...WELL DONE." R.R

"I am so happy with my hearing aids. I feel more peaceful"--C. Sinelli

"Very pleased with first visit. The staff was caring.". M. Harris

RECIPE CORNER:

Grilled Sweet Potato Salad

A Great Picnic Salad

Boil 2 1/2 pounds of sweet potatoes, 25 minutes. Drain and let cool, then peel and thickly slice. Toss with olive oil and salt; grill over medium-high heat, flipping until tender, 5 minutes. Let cool.

Mix 1/4 cup each mayonnaise and buttermilk, 1 tablespoon chipotle hot sauce and the juice of 1 lime. Toss with the potatoes, 1/2 cup chopped cilantro, and salt and pepper.





PERSONALIZED HEARING CARE, INC.

Audiology & Hearing Aids

Two Locations:

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South Lyon, MI 48178
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Share Your Newsletter with a Friend!!

HEAR WHAT PEOPLE ARE SAYING ABOUT US!

CHECK OUT OUR WEBSITE AT : WWW.PERSONALIZEDHEARINGCARE.COM



CLINIC NEWS:

We are conveniently open for our patients for simple clean and checks, batteries, quick questions, and easy repairs;

- Walk-In Hours:

Westland: Monday thru Thursday: 12pm to 1pm.

South Lyon: Monday & Wednesday: 12pm to 1pm

- Phonak Tinnitus Event:

What a success! We enjoyed meeting all of the new patients seeking help for their tinnitus concerns. There is relief to “ringing in the ears”If you missed the event, please call us for information.

- Patient Appreciation Days Coming Up!! Join us for FREE clean and checks, a chance to win prizes, & refreshments!

- Battery Club: Join our battery club and for every 5 packs of batteries get 2 packs free. Offer good until 10-31-2014.



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
Ann White, South Lyon Administrator
Delia Marietti,
Practice Development Representative



Like us on Facebook and Enter for a Chance to
Win a \$25 Gift Card!!