



# Personalized Hearing Care, Inc.

*Audiology & Hearing Aids*

VOLUME 12  
ISSUE 1  
SPRING 2014

## Whats New in Technology?

**R**oger is a wireless cutting-edge microphone that enables people with hearing loss to hear and understand more speech in loud noise and from a distance.

Designed with discretion in mind, the Roger Pen features adaptive wireless transmission, fully automated settings, wideband audio Bluetooth or cell phone use, TV connectivity and audio input for listening to multimedia.

The Roger Pen works with either design-integrated Roger receivers for Phonak hearing instruments and select cochlear implant processors or universal Roger receivers that can be attached via an audio shoe to the hearing aid or body-worn neck-loop receivers.



### **Roger Pen:**

- Fully automated settings.
- One-click connection.
- Compatible with virtually every hearing aid & cochlear implant (CI)
- Wideband audio Bluetooth (HD voice).
- Audio input.
- 3 color options.

### **Roger Clip-On Mic:**

- Small & light.
- Fully automated settings.
- One-click connection.
- Compatible with virtually every hearing aid & CI.
- Audio input.

### **DECT Home Phone:**

- Simultaneous sound transmission to both ears.
- 1-click Volume boost (up to +15 dB).
- Separated volume control buttons.
- Up to 6 handsets in small office environments.

*Having trouble hearing on the telephone? Not hearing well in groups? Unable to enjoy the TV?*

**Call 734.467.5100 or 248.437.5505 for a free demonstration of this new wireless product from Phonak.**



## NOW HEAR THIS...

For over 75 years, May has been designated as **Better Hearing and Speech Month**. This month-long awareness campaign creates the opportunity to publicly highlight the hurdles those with hearing and communication difficulties face on a daily basis.

By raising awareness, reducing the stigmas attached to hearing difficulties, and supporting one another in efforts to achieve better hearing, **Better Hearing and**

**Speech Month** can lead to a lifetime of better hearing for everyone.

So..... there is no better time to get your hearing evaluated. **Go ahead---take one more step in improving your life today!!** Call one of my offices and I know you will be pleased with my friendly, knowledgeable, and caring staff.

I look forward to helping you, your family, and friends improve their lives through better hearing.

---Dr. Karissa Jagacki

## Hearing Aids Do Not Belong in the Drawer

No matter how great hearing aids are, they can't help anyone when gathering dust in a drawer not being used. Here's a few tips to consider:



**Get Fit (or Refit):** Find a good fitter (like one of our Audiologists) to make sure that your hearing aids are comfortable, and meet your specific needs. In a recent study by Consumer Reports, two-thirds of hearing aids provided to customers were not fit well. Properly fitted hearing instruments need to not only be the right size, but also calibrated and amplified for your specific needs. If your first fit isn't right, make another appointment with your Audiologist. Often times it may take a few 'tweaks' to get the proper fit and we are as interested as you are in making sure you find hearing success. Many times patients come to us with a pair of hearing aids purchased elsewhere and we are able to re-fit them properly saving lots of money by not having to buy new ones. Call us for a second opinion! **(Mention this article and receive up to \$100 off....good through May 31, 2014).**

### Be Realistic

Unlike eyeglasses, which can produce instant results, it takes time to adjust to hearing aids. Remember, your brain is being asked to process sounds it hasn't heard in a long time – or ever. Be patient and give yourself at least six to eight weeks to acclimate. Your patience just may pay off. According to one study, sticking with hearing aids eventually led to higher hearing satisfaction in nearly 75 percent of users.

## Friends & Family Referral Program

**HELP US HELP SOMEONE YOU CARE ABOUT HEAR BETTER TODAY!**

If you have a friend or family member that may have hearing loss, please refer them to our office and encourage them to make an appointment. If they purchase hearing aids, you will receive a

**\$25** gift card. Also, you will receive a **\$25** Personalized Hearing Care gift card to use towards any products or services.

Your friend or family member will receive a complimentary screening, consultation and a demonstration of the latest technology.

Also, they will receive a no obligation test drive if they choose.

Raise Awareness About Hearing Loss



### SE Michigan Walk4Hearing

Saturday, May 17, 2014  
Kensington Metro Park  
Milford, MI

It's time to step up for people with hearing loss!

Visit [www.walk4hearing.org](http://www.walk4hearing.org) for more information.

# Introducing CaptionCall— the Exciting New Captioning Telephone

As your hearing professional, we want to offer you all of the opportunities possible that can help you lead a lifetime of better hearing. We've recently learned of an exciting – and complimentary – new service that we can offer you, called CaptionCall®.

## What Is CaptionCall?

CaptionCall is a state-of-the-art captioning telephone designed for home use. This program is funded by the FCC – CaptionCall is delivered and installed absolutely free of charge. There is no charge for the phone, no subscription fees and no maintenance charges. CaptionCall technicians have been specifically trained to set up CaptionCall for you and answer any questions you might have about the CaptionCall phone.

## How Does CaptionCall Work?

Similar to captioned television, CaptionCall uses voice-recognition technology to quickly provide written captions of what callers say on a large, easy-to-read screen. It works like a regular telephone: Simply dial and answer calls as usual; speak and listen using a phone handset like always. Plus, CaptionCall offers exceptional sound quality with amplification and frequency settings that can be customized to each person's hearing loss.

## Requirements for Participation in the CaptionCall Program:

High-speed internet connection---Standard home phone connection & ordinary home electrical outlet.



## WE DONATE AND SUPPORT OUR COMMUNITY!



As needs change and new devices are developed, many people find themselves with outdated hearing aids just sitting in the drawer.

You can put those to good use and help the environment, by recycling them. We accept donations of any make or model hearing aid, regardless of age. We then send them to a company, Starkey Hearing Aids, and acquire 'credits'. Once we have reached a certain amount of 'credits', we are able to get hearing aids for people who cannot afford them. Donations are tax-deductible and the devices help many people in our communities. For information on hearing aid recycling, call us at 734.467.5100 or 248.437.5505.

## Senior Citizen Texting Codes:

- ATD – at the doctors.
- BFF – best friend fell.
- BTW – bring the wheelchair.
- BYOT – bring your own teeth.
- FWIW – forgot where I was.
- GGPBL – gotta go, pacemaker battery low.
- GHA – got heartburn again.
- IMHO – is my hearing aid on?
- OMMR – on my massage recliner
- OMSG – Oh My! Sorry Gas
- ROFACGU – resting on floor and can't get up
- TTYL – talk to ya louder.

## Proverbs

- If you're too open minded, your brains will fall out.
- Age is a very high price to pay for maturity.
- Artificial intelligence is no match for natural stupidity.
- A clear conscience is usually the sign of a bad memory.
- It is easier to ask for forgiveness than to ask for permission.

When I come to one of the forks in the road of life, I don't waste time and energy wishing it was a spoon."

-Miss Piggy

## Kim Carnicom 15 Year Anniversary

Kim has been providing Audiology Services at Personalized Hearing Care for 15 years. We appreciate her dedication, professionalism, competency, and caring attitude.

Thanks for all your hard work, Kim!  
Looking forward to another 15 years!



## **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)**



## **SIGNS OF POSSIBLE HEARING LOSS**



**A**ccording to the U.S. Food and Drug Administration website, [www.fda.gov/consumer](http://www.fda.gov/consumer), you may have hearing loss if:

- people say you are shouting when you talk to them
- you need the TV or radio turned up louder than other people
- you often ask people to repeat themselves because you can't hear or understand them, especially in groups or when there is background noise
- you can hear better out of one ear than the other
- you have to strain to hear
- you can't hear a dripping faucet or a high pitched note of a violin
- you think people 'mumble' when they speak

If you have any of these signs and symptoms, you should call one of our offices to schedule an appointment to have your hearing tested.

**Call us! 734.467.5100 (Westland) OR  
248.437.5505 (South Lyon)**

### **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