



Summer 2015

What is "BrainHearing™"?

BrainHearing™ technology is the brainchild of 100 years of experience and innovation. Oticon hearing instruments with BrainHearing™ technology are designed for your brain, supporting the hard work it does. So you hear better, with less effort. Anywhere. Anytime.

Hearing affects everything between your ears.

When the sound signals from your ears are compromised your brain has to work even harder to fill in the gaps. This extra effort can take its toll. In fact, studies have shown that, over time, hearing loss can lead to isolation and depression.

Give your brain exactly what it needs to hear.

Your hearing is as unique as your fingerprint. And because no two people are quite like you, no one else's hearing profile is quite like yours.

BrainHearing™ technology enables Oticon hearing instruments to be finely tuned to match your unique hearing profile and personal sound preferences. Then deliver sound with the clearest, purest signal possible in the way your brain is best able to understand it. The result is a more natural, effortless listening experience. Anywhere. Anytime.

Search for Alber Hearing Services at www.healthyhearing.com and read our reviews (or write one)!

Hearing Loss has Negative Impact on Relationships with Grown Children

(from www.hear-it.org)

A survey says that hearing impairment among baby boomers adversely affects their relationships with their adult children. The survey was based on responses from hearing impaired baby boomers (born in the two decades following World War 2), and adult children of baby boomers, one or both of whose parents were suffering from hearing loss.

Almost half of the adult children believed that their parents hearing loss had affected their relationships. One in three of the younger generation stated that their hearing impaired parents miss out on important things in their lives. Many said they have chosen to speak and share less with their hearing impaired parents because hearing loss gets in the way.

Even though a majority of the interviewed baby boomers were aware of the adverse effect of their hearing loss on their relationships with their children, only 11 percent of them used a hearing aid.

Being hard of hearing is a personal struggle, but people with hearing loss often forget that their impairment can have a profound effect on the relationship they have with their friends and family, said Barry Williams, an audiologist behind the study.

The survey polled two groups: 1,026 men and women born between 1946 and 1964, and suffering from hearing loss; and 1,006 men and women whose parents were born between 1946 and 1964 and were suffering from hearing loss.

Call our office today at (413) 774-0100 to schedule a hearing test if you suspect you might have hearing loss.



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Lisa C. Alber, Au.D.
Audiologist

Your hearing is such a vital part of how you communicate with others, yet it's all too easy to underestimate the importance of checking at least annually to make sure your hearing and hearing aids are in their best working order and that you're hearing as well as you can. Please don't hesitate to call our office if you've noticed any changes in how you're hearing. Feel free to stop by at your convenience Tuesday through Friday between 8:30 and 4 and have us check and/or clean your hearing aids. We can also check to see when you're due for your annual reassessment and schedule an appointment.