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AMERICAN HEARING AIDS

We are dedicated to improving your hearing and quality of life through technologically advanced products, competitive prices, and unmatched service!

Spring 2020

In the midst of the pandemic, an epidemic grows

Months ago when we were preparing an article for this issue about the loneliness epidemic, who could have imagined we would be experiencing a pandemic that would turn our lives upside down? However, the pandemic makes this information even more timely. The article below explains how loneliness can wreak havoc with emotional, then physical, health, and the connection to hearing loss is easy to understand. Those who have difficulty hearing, and do not take steps to remedy the loss, tend to shy away from social situations where they would feel self-conscious about their hearing impairment. Untended hearing loss can result in isolation, loneliness, and its side effects.

However, the statistics from studies of loneliness cited below do not take into account the social distancing we are experiencing due to the coronavirus. We, at American Hearing Aids, are ready, willing, and able to help you mitigate the effects of hearing loss and isolation right now – even in the midst of a pandemic – especially in the midst of a pandemic that is isolating all of us. We are set up to safely test your hearing and fit you with the best hearing aid products specifically tailored to your needs so that you can connect to others easily via telephone, Skype, Zoom, and FaceTime. Give us a call. We can help.



Struggling to hear clearly is something many of us have experienced. We then come to a crossroad: get hearing help or continue to struggle. Those of us who wait will become more and more uncomfortable in social situations and often avoid them all together. Eventually, we can become grumpy and lonely or see these effects in our loved ones.

AARP conducted an extensive survey in 2010 to better understand the effects of social isolation and loneliness on those living in the United States who were older than 45 years. The

result: 35% of us are lonely! After updating the survey in 2018, the numbers haven't changed. Thirty-five percent of us are still lonely. It's fairly equally spread among the classes, but it is no surprise that the older we become, the more socially isolated we are. It also showed that lower income adults are lonelier than middle or high income. Loneliness and social isolation are also risk factors for coronary heart disease and stroke. A report published in the *British Medical Journal* in July of 2016, found that those with poor social

See Cover, page 2

Thank you for your votes! We're 2019 BEST of SAN JOAQUIN!

AHA: Caring for our community



Debbie poses with Tricia Harney

The Starkey Hearing Foundation provides hearing aids to those in need all over the world. In fact, you might recall that Debbie and her husband accompanied the Starkey Hearing Foundation on a “mission” to Belize in 2005.

Debbie’s experience was so

positive that she decided to carry on the tradition in our own community with Starkey’s help.

Hear Now is an application-based program that provides hearing help to low-income Americans. Each person helped is fitted with new, top-of-the-line digital hearing aids that are customized to their hearing loss.

American Hearing Aids has participated in the Hear Now program for 17 years. Debbie and her staff conduct the hearing examination, fitting, and ongoing maintenance of each recipient’s hearing system.

If you or someone you know is struggling with hearing loss and unable to afford hearing aids, please call 800-328-8602 or visit Starkeyhearingfoundation.org/Hear-Now for more information. ✨

Are you our next winner?



Congratulations to our newest newsletter contest winner, Jan Glassco (right), who won a \$20 Lincoln Center gift card! Stop in for a free, quick, and easy hearing aid cleaning by May 31 2020, and register to win one, too! ✨

Cover article continued

relationships were associated with a 29% increase in risk of incident coronary heart disease and a 32% increase in risk of stroke. These are alarming results and many other studies show the same results.

So, what can be done to help us connect? One manufacturer, Starkey, has concentrated its research and development efforts with the whole body in mind. The latest technology not only improves our hearing, but pairs directly to our iPhones and iPads so we can communicate much easier with our friends and loved ones. This, combined with seeing them on the screen through Facetime or Duo makes it feel like they are right there! In the midst of orders to shelter in place, this technology is exactly what we need.

Other features make streaming movies and audio-books a breeze. The Livio Ai will also send a text to a family member if you fall. (Some of us don’t have very good balance!) This technology also has the ability to remind us to drink water or take medications. All of this and more is tracked and measured for you to see. It helps us to set goals and improve every day.

Simply wearing a good hearing system with a proper fit every day will make a person want to go back to the events they once enjoyed. For those that struggle in challenging environments, there are remote microphone and TV Streamers.

It is imperative that we re-connect to or stay connected to our lives and that is through people. So when we the pandemic is over it is vital to get out there! Volunteer or visit with your neighbors. Go back to your club or your church. If you aren’t mobile – and for the present – use whatever devices you can to connect. But, please make sure your hearing isn’t holding you back. We can help! Your health and happiness depend on it. ✨

We will email links to the research we used for this article if you are interested in learning more about this topic. Just let us know.



You Deserve to Win a \$20 Lincoln Center Gift Card!

**Just have a FREE hearing aid cleaning by May 31, 2020,
and enter to win! (It takes only 5 minutes!)**

Name _____ Phone _____

Address _____ City & Zip _____

Pick up a Battery Club punch card today! Buy six 8-packs, and get the 7th for free!

Picture this: Over 3500 motivated people from across the globe gathered together to soak up all the latest surrounding their mutual passion: How to make better hearing and richer lives possible. Intense? Yes! Exhausting? Yes! Worth it? Absolutely!

I'm describing Starkey's Hearing Innovation Expo 2020 in January. It's fascinating to learn about new technology, and it always makes me so excited about the future! Helping people enrich their lives through better hearing is becoming easier and easier as Starkey brings more features to its already extraordinary Livio hearing systems. We spent five days jam-packed days in Las Vegas hearing from industry professionals. We heard encouraging words from General Colin Powell (retired), and actor and philanthropist, Matthew McConaughey and many others. I attended numerous classes, refreshed many best practices, and learned all about new tech that will be available soon!

One thing is for certain; The future of hearing



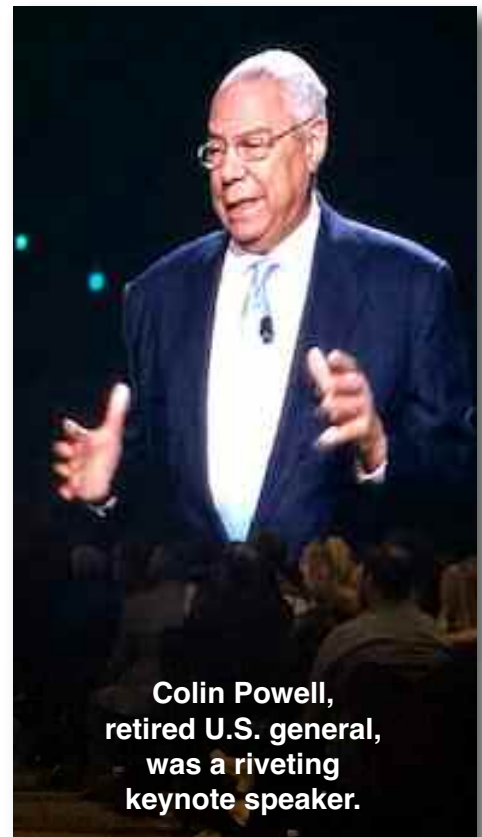
health is bright! Hearing systems can already track your fitness, report a fall to loved ones, stream phone calls, provide balance training, and remind you to drink water! Coming next is the Thrive Care app that lets you share helpful information like your physical activity, hearing aid usage, and social engagement with pre-selected people.

These features will keep family members connected to your care and give them (and you) peace of mind especially if they live in another area. The new all-in-the-ear rechargeable option has just been made available and we are thrilled about this! Patients with very poor dexterity or poor eyesight will have an easier time handling them.

Making sure you stay engaged and connected is first and foremost when we design your treatment plan. Thanks to Starkey and its latest advances, that goal is more achievable than ever. ✨



The Starkey Hearing Innovation Expo 2020 featured actor and philanthropist, Matthew McConaughey (left).



Colin Powell, retired U.S. general, was a riveting keynote speaker.



Two of my favorite people: Jeff Hawthorne & Shane Osmond, Starkey representatives.

AMERICAN HEARING AIDS

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Lincoln Center South
Stockton, CA 95207

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Located in Lincoln Center South

Easy parking by the front door.

May is Better Hearing Month!

We are set up to safely test your hearing to prevent unnecessary isolation.

Count on us to provide a safe place for you and your hearing care

During these uncertain times of the COVID-19 virus pandemic, we want to reach out to you personally to check in. As a community, we have never faced anything like this, but we know, together, we will get through this uncharted territory.

When you chose American Hearing Aids for your hearing care, you were adopted into the American Hearing Aids family. You, your health, and your hearing matter to us. So, you can count on us to continue to lead with our hearts, providing a safe place for you and your hearing care.

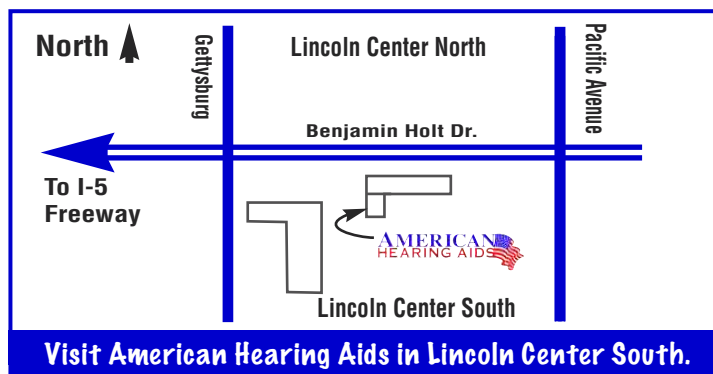
County officials called on “all residents, not just the elderly, to stay at home effective immediately, unless they have essential chores to do, such as grocery shopping, banking, restaurant food pickups, or health appointments.” The unprecedented measures are necessary to

slow the spread of the coronavirus to a rate that the U.S. healthcare system can handle.

Rest assured that we are taking every measure to safeguard your health in our facility.

Be safe and be well,

Cynthia, Ines, and Debbie



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