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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!*

Summer 2021

## Little by little, life resumes

by Debbie Bond

The world as we know it will never be the same. Every single one of us was affected by the virus. For over a year we were kept away from many of those we love and love to spend time with - our family and friends, our church communities, our card clubs, exercise groups, our closest neighbors. The list goes on. The only people we visited were those we saw at grocery stores (unless we had groceries delivered) or doctors' offices. Many people experienced a loneliness they didn't know was possible. I don't know about you, but I never realized just how much I need people. Even brief interactions with people enrich my life! I also realize how much I took that for granted. The patients we saw in our office truly brightened our days. You were lifesavers and helped soothe our loneliness.



*Ines's dog, Pippa, (left of center) on her first playdate since vaccines*



*A long-awaited getaway: Ines's husband, Dave, at their campsite*



*Long overdue reunion:  
Ines (center), her son-in-law, Jake,  
and daughter, Pauliana*

I'm happy to say that Ines, Cynthia, and I are slowly returning to our lives. And, boy, are we thankful! The first thing Ines did was get in her car and drive to southern California to spend time with her daughter and son-in-law. Her daughter, Pauliana, works as a

*Continued next page*

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[recordnet.com/contests](http://recordnet.com/contests) by July 26. Thank you so much!**

Cover continued

room nurse for a veterinarian, so of course she has dogs for Ines' dog, Pippa, to reconnect with.

Lieutenant Commander Jake Riggs, her son-in-law, is a Navy fighter pilot on an FA-18. He just returned from deployment on the USS Roosevelt. Other weekends, she and her husband, Dave, pack up Pippa and head to the mountains or the beach in their teardrop camper.

Cynthia, as you may remember, has three beautiful daughters, Mariah, Alina and Amiliana. The last 18 months have been especially hard on school-aged children. Going to school via computer, not seeing friends, and having after-school activities curtailed was so difficult. Cynthia worked hard to keep her girls focused and busy, and they are thriving! Now, they are enjoying in-person summer school. She is spending weekends taking them to amusement parks and on short day trips. Little by little, they are getting back to their lives.



Cynthia and her lovely family

I am happy to say I still have my parents nearby and now that all of us are vaccinated, we can spend time



Debbie and Mike in Tiburon celebrating 35 years together

together again! Yes to small family gatherings! For the first time in ages, my husband, Mike, and I went away for a short weekend. We celebrated our 35th wedding anniversary in Tiburon. (How has it been that many years?) We love hiking on Angel

Island. It's such a beautiful state park! We hope to get out to see more. We're enjoying playing a little golf here and there, too.

With everyone in masks, we realized just how heavily we rely on seeing people's mouths to understand speech. We read lips to clear up what we don't trust our ears to tell us. We want you to be able to "trust your ears." If you're having hearing challenges or wonder if you are, we are here to help you.

In closing, I was reminded (as were we all) that life is short, and it can change in the blink of an eye. I hope you are doing what we are -- getting out there and enjoying your life!

### You could be our next winner!



Congratulations to our newest newsletter contest winner, Isidro Sanchez, who won a \$20 gift Lincoln Center gift certificate. Stop in for a free, quick, and easy hearing aid cleaning by July 31, 2021, and you could be our next winner! ❄️



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

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## Cynthia's Tips



If you notice a change in sound quality or a decrease in your hearing, it might be because it is time to change your Hear Clear wax guards (filters). All hearing aids are exposed to environmental factors that can adversely affect performance including humidity, earwax, moisture, and debris. That is why it is so important for you to change your filters twice a month. And for those of you who have a hard time changing filters, you are always welcome to come into the office where I am glad to help!

Links to “How-To” videos can be found on our American Hearing Aids website at: [www.americanhearingaids.biz](http://www.americanhearingaids.biz). You will see “Use and Care” in the menu. Click on it, and you’ll see a link to “Hearing Aid How-To Videos.” Alternatively, you can go to your web browser and type in <https://www.americanhearingaids.biz/yourhearing/hearing-aid-how-to-videos>, and you will be guided to view videos that show step-by-step

answers to other common hearing questions.

Do you prefer to learn how to change the filter yourself but need a live demonstration? Please come in, and I’ll be happy to teach you. ✨



## Ten signs you might have hearing loss

(From AARP.org)

1. You get irritated at others for mumbling.
2. You have trouble following conversations.
3. Talking on the phone is more challenging.
4. Some sounds seem louder than normal.
5. It’s harder to carry on a conversation in a crowded room.
6. Everyone is telling you to turn down the TV.
7. You feel like you’re getting clumsier.
8. You don’t remember things people tell you.
9. You don’t get jokes like you used to.
10. You become distracted more easily.



## Bonnie's Success Story: Resilience and Perseverance

Bonnie’s 2017 hearing test showed a moderate sensorineural hearing loss, which is the most common type and easily treated with hearing aids. Her speech discrimination score (her ability to correctly process speech with hearing aids) was 76% in one ear and 84% in the other. Her next test in 2019 showed very little change in her hearing or speech score. However, by August of 2020, her test result was moderately severe and her speech score was down to 60%! Bonnie made the decision to get hearing help, and we fit her with Starkey’s Livio 2400.

Now the story gets interesting! Bonnie worked really, really hard. She knew that she was only going to understand about 60% of what was said, and she would have to depend on her eyes to help her with the rest. You know how difficult that was during the pandemic with everyone wearing masks! I’m sure you can relate. Bonnie wanted to achieve more, however, so she did everything we asked of her. She followed her treatment plan and beyond.

Her results have amazed everyone! In 10 short months she increased her speech discrimination score up to 88%! Here’s how she did it: She used the *Hear Coach* app she downloaded free from Starkey and played the games whenever she could. She says they were really fun! She streams podcasts from her phone to her hearing aids. Some of her favorites are “The Killing of Jon Benet: The Final Suspects” and anything in the “Unsolved Murders: True Crime Stories,” but especially E251 “Manson Family Lawyer, Ronald Hughes.” Bonnie also watched TV, of course, and had the occasional appointment, but her visits with loved ones were limited like they were for all of us during the pandemic. So, she had to work extra hard to exercise the hearing part of her brain.

Congratulations, Bonnie, for doing something truly amazing! ✨

# AMERICAN HEARING AIDS

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## We still offer curbside service for hearing aids cleaning and more!

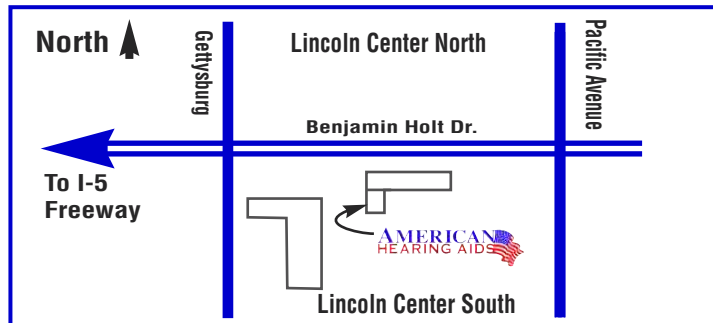


**Did you know?**  
Hearing your best can keep you mentally sharp. Numerous studies have linked hearing loss to dementia, a mental health challenge that the World Health Organization predicts will triple by 2050. Experts attribute this connection to the fact that hearing loss leads to social isolation (a known risk factor for dementia), that is accelerates brain shrinkage, and that it forces the brain to “steal” energy needed for memory and thinking.

**Did you know?**  
An international commission on dementia prevention recently confirmed that treating hearing loss in midlife is the largest modifiable risk factor for the prevention of dementia.

**Did you know?**  
Hearing your best brings you joy. Hearing our best helps keep us positive and vibrant. Whether it’s listening to the laughter for friends, the sound of a symphony, a child’s first words, ocean waves lapping, or a bird singing outside the window, hearing keeps us engaged, optimistic, and connected to the world around us.

**Did you know?**  
According to the AARP, optimism and a positive outlook adds 7.5 years to our lives and an 80 percent reduction in cardiovascular risk. ✨



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