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AMERICAN HEARING AIDS

Celebrating Our 20th Year!

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

Spring 2022

Starkey Announces Collaborative Research Study with Stanford University Medicine

Starkey is collaborating with researchers from the Stanford University School of Medicine to study the use of hearing aids equipped with embedded sensors and artificial intelligence to track and mitigate health risks as well as enhance speech intelligibility in challenging environments.

The study will analyze the gait and balance of patients wearing advanced hearing aids with integrated sensors, assess fall risks, and pursue interventions that could potentially reduce the risk of falling. The study will also explore advanced artificial intelligence and machine learning algorithms to improve speech intelligibility in a variety of listening conditions.

The research will utilize and build on Starkey's Evolv AI hearing aid technology, which has "transformed hearing aids into a multi-functional health and communication platform... for sound enhancement, automatic fall detection and alert, physical activity and social engagement

tracking, as well as intelligent assistant features including reminders and language translation." (You probably recall reading about Evolv AI because we featured it on the cover of our Winter 2022 newsletter in January.)

This collaboration has many health benefits, as one in four people 65 years and older fall each year and falling once doubles a person's chances of falling again, according to the Centers of Disease Control and prevention," said Archelle Georgiou, MD., Chief Health Officer at Starkey.

"Fall risk is greater for hearing impaired patients, as it has been shown that people with even mild hearing loss are at least three times higher risk of falling than people with normal hearing."

The collaboration will be led by principal investigator

Robert K. Jackler, MD, Sewall Professor in the Department of Otolaryngology – Head and Neck Surgery and Professor in the Departments of Neurosurgery and Surgery at the Stanford University School of Medicine.*

“ At Starkey, we are committed to advancing and innovating technologies to not only improve the quality of hearing, but broadly the quality of lives. This research collaboration aims to enable patients to hear better in difficult listening situations and reduce their health risks... ”

Woo hoo! We won again, thanks to you!

Thanks again for nominating us for the Record's 2021 BEST of SAN JOAQUIN!

Better living means better hearing: Check your hearing in May

by Kate Carr, President, Hearing Industries Association (HIA)



Why wait? Come in to American Hearing Aids and have a free hearing check-up this month. You have so many reasons to hear well; to be well.

Three years ago, I was offered the opportunity to serve as President of the Hearing Industries Association. After working in organizations tackling the challenges of HIV/AIDS, malaria, child injury and more, I was intrigued to learn more about hearing health. I felt challenged by the opportunity to make a difference and help more people lead vibrant, active lives. The ability to hear well is an important contributor to our overall quality of life; it increases social engagement, improves communication, and lowers the risk of depression. Good hearing also is thought to have positive benefits on brain functioning, such as memory, and helps with our overall independence, security, and awareness.

There are more than 38 million Americans living with hearing loss that occurred because of aging, noise exposure, medical treatment, injury, or genetics. Persons with

hearing loss have higher rates of isolation, depression, dementia and falls that require hospitalizations. Research from a Johns Hopkins Medicine has revealed that mild hearing loss doubles the risk of dementia, moderate loss triples the risk, and those with severe hearing loss are 5 times more likely to develop dementia. Many people may not be aware of these risks associated with hearing loss, but now that you are, I encourage you¹ to have your hearing checked by an audiologist or hearing care specialist on a regular basis. Hearing loss is one of the most widespread and under-treated conditions in the United States. Americans wait on average eight years to address their hearing loss, putting themselves at greater risk of more serious conditions.

May is Better Hearing Month and I have a simple request for everyone, young or old or in-between. Please schedule a hearing health check up with a hearing care professional. We are learning

that more teens and younger persons are suffering from some type of hearing loss. Around 1 in 3 persons between the ages of 65 and 74 have hearing loss, and nearly half of those over 75 have difficulty hearing. ✱

“ Research from Johns Hopkins Medicine has revealed that mild hearing loss doubles the risk of dementia, moderate loss triples the risk, and those with severe hearing loss are five times more likely to develop dementia. ”

¹“The Hidden Risks of Hearing Loss.” Johns Hopkins Medicine. https://hopkinsmedicine.org/health/healthy_aging/healthy_body/the-hidden-risks-of-hearing-loss Accessed August 16, 2018.

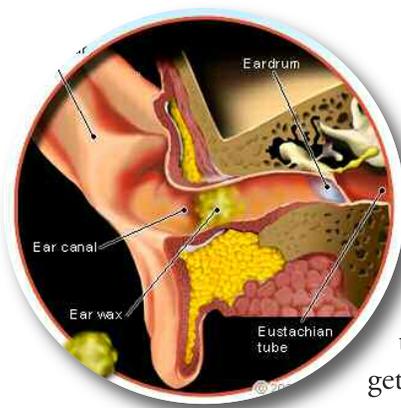
You Deserve to Win a \$20 Lincoln Center Gift Card!
Just have a **FREE** hearing aids cleaning by **May 31, 2022**,
and enter to win! *(It takes only 5 minutes!)*

Name _____ Phone _____

Address _____ City & Zip _____

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

How to properly clean your ears



Cerumen, commonly known as earwax, is a key to a healthy ear. It collects dirt, debris and bacteria, preventing unwanted foreign bodies from entering the ear. It has lubrication properties to keep the ears from getting dry and itchy. And, it acts as an antifungal and antibacterial,

helping to fight infections in and around our ears.

But, let's face it, earwax is also kind of blech, and an unpleasant obstacle to keeping your ears clean. That said, there are right ways and wrong ways to clean your ears, so let's umm, dive in.

Your ears clean themselves...mostly

Typically, earwax will work its way out of the ears naturally through normal jaw motions, such as talking and chewing. Most people rarely or never have to clean their ears beyond their normal bathing routine. After showering, simply wipe away excess water and any possible wax from your outer ear with a towel or washcloth. That's the right way.

Do NOT use cotton swabs to clean your ears

The wrong way to clean the inside of your ears is with cotton swabs. Cotton swabs can push the earwax deeper into the ear, causing impaction and preventing the eardrum from vibrating properly. People who use cotton swabs to clean their ears frequently make earwax worse, not better. The impaction can lead to bigger problems. Even brands such as Q-tips have a warning on their packaging against inserting them into the ear canal.

In our summer issue, we'll talk about the occurrence of earwax buildup and what to do about it. ❄



Contest winner

The winner from our last newsletter contest is...drum roll...Greg Burdue! Drop by and have your free hearing aids cleaning by Friday, May 31, and you could win a \$20 gift certificate to spend anywhere in Lincoln Center! ❄

Cynthia Espinoza: American Hearing Aids Audiology Assistant

This July, we will celebrate 20 years serving our community and fulfilling our mission, which, in short, is "improving your hearing and quality of life...." We plan to feature one person on our staff who makes our mission possible in each newsletter this year. This issue features Cynthia Espinoza.

The fates were smiling on me the day Cynthia walked in looking for a job over nine years ago! I needed someone exactly her on the team. Recently graduated from college, Cynthia was looking for a family-friendly, small business where she could make a difference. She was a single mother of three young girls at the time and needed a flexible work environment. It was a match made in heaven!

Cynthia is smart, personable, and learned quickly. As our business grew, so did her duties. In 2017, Cynthia completed her audiologist assistant certification. Since then, she has performed many patient services necessary for the best hearing experience possible.



As hearing systems have advanced, so have Cynthia's involvement and expertise. She is highly skilled in assisting patients with their concerns about smart phone connectivity, aural rehab, listening solutions for difficult environments, and much more. She has become more fluent in Spanish, having opportunities to speak Spanish at the office from time to time. She was taught Spanish as a child but didn't always have the chance to use it.

At home, Cynthia is a full-time, very hands-on mom. Her oldest daughter is 17 and will graduate high school this spring! Making sure her daughters take advantage of every opportunity and raising girls who will become strong, self-sufficient women is the number one priority in Cynthia's life. Her 15- and 9-year-old daughters, along with her 17-year-old, are the loves of her life! She is also very involved with her large family. She is a devoted daughter, granddaughter, "Tia" to many nephews and nieces, sister, and niece. I am thankful to have Cynthia on my team!

AMERICAN HEARING AIDS

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Lincoln Center South
Stockton, CA 95207

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Located in Lincoln Center South

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May is Better Hearing Month! Better hearing means better living: Have a free hearing check-up in May.

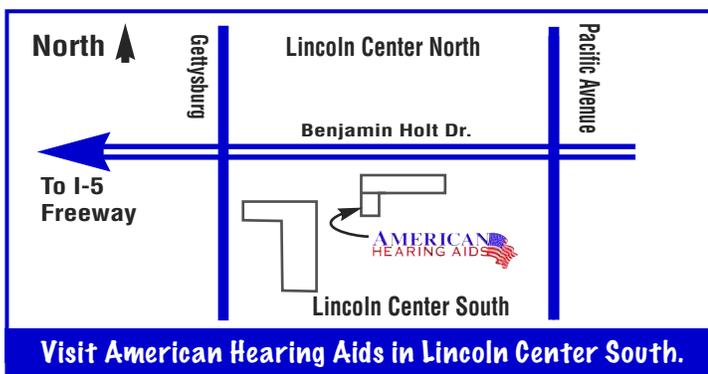


Cynthia, Ines, and Debbie provide the best in hearing health care.

We hope to see you in May. Come in for a free hearing aid cleaning or a free hearing check-up. We are experts in all the services we provide, and right away you'll feel comfortable in our professional, friendly, can-do atmosphere.

We'll help you cross "hearing check-up" off your list. See you soon!

July will mark our 20th anniversary of providing the best in hearing health care to our patients!



FREE Batteries!

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Buy One 8-Pack and Get one 4-Pack Free!

Ends May 31, 2022 • One offer per customer

We are following all CDC guidelines for your safety, and we still offer curbside service for hearing aids cleaning and more!