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## When To Purchase **NEW** Hearing Devices

# Hillcrest Innovations

— our new hearing support and education center

We're the **ONE-STOP SHOP** for hearing technology offering:

- Sound bars for TV listening
- Wireless headsets for TV connection
- Sound protection earplugs
- Musician's earplugs
- Swim plugs
- Hearing aid batteries
- Assistive listening devices
- And more!



NOW  
**OPEN!**



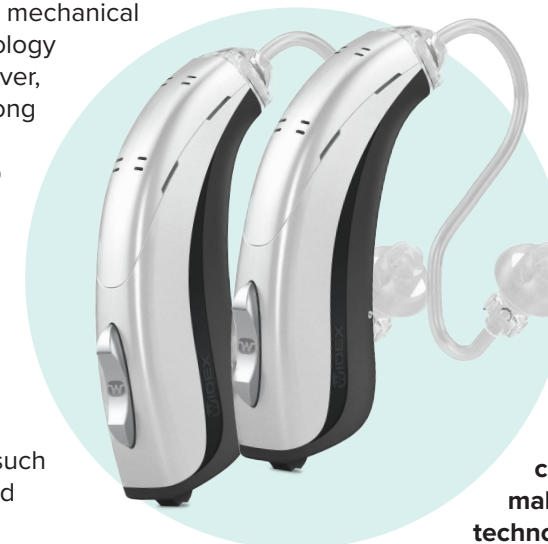
Hearing aids are sophisticated devices that receive daily use in harsh environments, where they are subject to moisture, heat, dirt and earwax. Even though they are built to precise standards, at some point they will need to be replaced. Figuring out when is the key to uninterrupted communications.

**No product lasts forever.** Over time, mechanical problems can develop, or the technology may simply become obsolete. However, there are steps you can take to prolong the life of your hearing equipment. Cleaning on a regular basis can help prevent problems from occurring. Use a soft, dry cloth and avoid liquids, which might cause damage. Change the wax filter and clean the microphone and any other dirty areas with a soft brush. Be sure to take your hearing devices to a licensed audiologist periodically for check-ups; these can detect issues such as power loss, dirty contact vents and plugged vents.

Servicing and repairs can add up over time. Eventually, these costs will outweigh those required to purchase new hearing devices. You should consider new hearing devices when:

- Your current hearing devices are five or more years old
- Your hearing devices have visible damage
- Your hearing devices have already been repaired previously
- Your hearing loss worsens, or is no longer helped by your current equipment
- Newer, better technology for your type/extent of hearing loss is available

**If these examples describe your current hearing aid, please call and make an appointment to learn about new technology and what that could mean for your improved hearing.**



Hillcrest Innovations is located in Dayton at 6601 Centerville Business Pkway, Suite 200.

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# Don't Let *Hearing Loss* Keep You from Dining Out



Those with hearing loss have particular difficulty communicating in environments with excessive background noise, such as busy restaurants. Rather than face the prospect of trying to enjoy a good meal while dealing with competing conversations, clanging silverware and distracting music, many choose to skip the experience altogether.

The following tips can help those with hearing loss have a more positive dinner outing experience:

- **Choose a booth over a table.** Tables are typically situated in the middle of the room and offer little protection from noise. Try calling ahead and requesting a booth.
- **Don't sit near the kitchen.** Regardless of whether you end up with a booth or table, try to avoid being seated near the kitchen or bar. These high-traffic areas tend to be the noisiest.
- **Avoid sitting near the loudspeaker or air conditioner.** A comfortable temperature and ambient music are essential to the dining experience, but sitting too close is sure to prove distracting.
- When dining with a group, **position yourself in the center of the table.** This ensures you are able to hear all parts of the conversation without straining to hear somebody at the opposite end.
- **Maintain eye contact** with the person who is speaking. Paying close attention to visual cues can help improve your understanding in noisy environments.
- **Check out the menu before you go.** Preparing in advance by previewing the menu on the restaurant's website will minimize misunderstandings and questions you have for the server.

# The Link Between Hearing & Your Golf Score



What role does hearing play in golf?

**An important one, it turns out.** By paying close attention to the sound made when the club head comes into contact with the ball, golfers can better control their shots in terms of distance and accuracy.

This is especially true when taking chip shots or putting; in these situations, power is less a factor than finesse. Hearing the tone produced by the club striking the ball can help a golfer judge how well the ball was hit and allow them to make any necessary adjustments for the next swing.

Changes in tone and volume indicate a different swing of the club; by paying close attention to both the feel of the club making contact with the ball and the sound produced, golfers will naturally improve the quality of their play over time.

Conversely, when hearing is impaired, the golfer loses the benefit of this additional sense. Swings are less accurate, and scores tend to rise.

Hearing loss is both progressive and cumulative, and often develops so gradually you are unaware of a problem until it has progressed to an advanced stage.

**Regular hearing evaluations by a qualified audiologist are a good idea for avid golfers.**

The earlier hearing loss is detected, the more options you have for treatment and the better your odds for success.



# Custom Swim Plugs Make Water Activities Safer



When summer is in full swing, many people turn to water activities in order to beat the heat. While a refreshing dip provides relief from blistering temperatures, water can pose a hazard to your hearing.

By taking precautions and wearing swim plugs before entering the swimming pool, lake or ocean, you can prevent infection and other potential damage to your ears.

You may not see a need for swim plugs, but the problem comes from what you don't see. That body of water may appear benign and inviting, but danger often lurks beneath the surface in the form of microscopic bacteria.

These germs can enter the ear canals and cause a painful infection known as otitis

externa, or swimmer's ear. This causes itching, swelling and fluid drainage, and may lead to chronic infections and hearing loss if left untreated.



Another source of concern for those who frequent the water is exostosis, or surfer's ear. Exposure to cold water and wind can cause abnormal bone growth in the ear canal, resulting in a blockage or infection and, eventually, long-term conductive hearing loss.

**Fortunately, swimmer's ear, surfer's ear and other infections associated with water activities are easily prevented by wearing swim plugs. At Hillcrest Innovations, we offer custom swim molds for ultimate comfort and protection.**

# Tips for Managing Tinnitus at Home

**While tinnitus cannot be cured, there are treatments that make it less of a distraction.** The approach taken depends on the underlying condition responsible for the ringing in your ears. Here are some tips for managing your tinnitus:

**Determine what worsens your tinnitus.** For some people, drinking alcohol or caffeinated beverages, eating salty or spicy foods, or taking various drugs like Aspirin may contribute to tinnitus symptoms. One way to figure out what causes your tinnitus is to keep a log of your activities, tracking when you experience symptoms and how severe they are.

**Stop smoking.** Smoking affects blood flow to the sensitive nerve cells in your inner ear and acts as a stimulant in your body, which can lead to tinnitus.

**Play relaxing sounds.** While white noise machines can help distract from tinnitus, you don't need to purchase an electronic device created solely for this purpose. Many people are able to mask their tinnitus by playing music or using a fan.



**Get a good night's sleep.** Fatigue worsens tinnitus for many people. This problem can become cyclical if your tinnitus worsens to the point where it prevents you from falling asleep at night. Establish a regular nighttime routine and try to go to bed at the same time.

**Try relaxation techniques such as yoga and meditation.** Stress and anxiety can cause tinnitus as well as worsen existing tinnitus. Even 15 minutes a day of relaxation can help.