

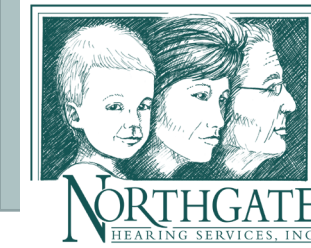


"We listen so you can hear"

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"We listen so you can hear"

Hearing Healthcare News September 2009

New Northgate Hearing Website

We are proud to announce that our website, www.northgatehearing.com, has been fully remodeled to provide you with usable tools and fresh, useful information. Some highlights include:

1. A troubleshooting video that walks you step by step through handling hearing aid emergencies at home (wet hearing aids, hearing aid that stop working, etc.), especially helpful when we are unavailable (i.e. on weekends, when you travel, etc.). *Located under "Troubleshooting Videos".*

2. A hearing loss simulator that enables your loved ones to hear what a typical hearing loss sounds like. This tool has proven to be incredibly effective in helping friends and families understand what it is like to experience hearing loss. Listening to the simulator encourages a willingness to use effective communication strategies and fosters patience. *Located on Home Page.*

3. Communication Strategies for your family and friends. As you know, hearing aids do not "cure" hearing loss. They are one tool in your toolbox to allow you to communicate more effectively. These tips provide insight for your loved ones into how they can help. *Located under "Beyond hearing Aids".*

4. A blog to keep you informed of new hearing research and developments. You can also sign up to receive new blogs as they are posted. *Located under News/Blog.*

This project was truly a labor of love and a great deal of fun! It is also a work in progress- if you have any suggestions on things you'd like to see, please let us know!



Dr. Mercer: We managed to avoid that hot week of 100 degree days-our timing was perfect for a trip back to Wisconsin where we celebrated my in-laws' 50th Anniversary, and rented a cabin for a week with no cell phone reception, no internet and no cable. Ahhh, heaven... We spent the days canoeing, hiking, fishing, napping and reading. Our older son is back at WSU now (Go Cougs!), ready for his sophomore year and our younger son starts his Junior year at a brand new Lynnwood High School. Otherwise, I am plugging away with my bagpipes and getting a little golf in. Hope you enjoy some of this beautiful weather in our beautiful part of the world!

Dr. Gray: We're back from HOT Arizona where I took my family for my commencement in Phoenix. We took a few days to spend some time in Sedona, Arizona and climbed around those gorgeous red rocks. It was a great break from our normal life but it's good to be back in temperate Seattle. School is starting for both of my kids (but NOT for me!) and, I hate to say it, some of the leaves on our maples have started to turn. It's sad to say goodbye to summer but I am looking forward to those cooler days and ready to cheer those Huskies on to victory.

Larci: What a wonderful summer we have had. Mike, Veronica and I went on our annual trek to Nevada in July and we did a lot of hiking and visiting with family. Mike is busy fishing for salmon and is enjoying every minute of it! Veronica is starting high school and is very excited. Hope all of you have soaked up the sunshine and are ready for fall!

Catherine: What an amazing summer we are having. Unfortunately the lawn is brown, but I have lots of tomatoes from the garden. We have been taking little road trips this summer, camping, Vancouver BC, and the Oregon Coast. We are enjoying watching movies, reading books, and eating "al fresco". No homework!! My oldest son, Nick, heads back to Western in September and is majoring in Journalism. Jake will be a senior at Shorewood High, and he has begin his "college search". Hard to believe I'll have two kids in college! Have a great fall and see you soon.



Dr. Jennifer Gray!

As many of you know, Jennifer Gray has spent the past few years pursuing her Doctorate degree in Audiology from the Arizona School of Health Sciences. It is our pleasure to announce her completion. This truly goes to show that learning is a lifelong activity- Dr. Gray has been practicing Audiology for 30 years! CONGRATULATIONS!

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HEARING NEWS YOU CAN USE

A Visit With Catherine

I mentioned in the last newsletter that Gunther retired as a working dog and no longer comes to work with me. He lives with a family close to my home. I returned to Guide Dogs for the Blind in May to receive and be trained with my new guide dog named Wichita.

Wichita is a two year old, female, black Labrador. She is a petite girl and weighs 49 pounds. She guides beautifully and works so hard to please. I couldn't be happier with the match.

Our working relationship and the bonding process is ongoing. We've made such strides over the last few months. She has been to movies, Storm basketball games, and ridden planes, trains and buses with great success!

Adapting to a new dog is like adapting to new hearing aids. It takes time, patience, energy and an open mind. The end result usually depends on the effort put into it. So I am working hard on our partnership so that we can have a long time together. Thank you for all your support and good wishes.

The Cost of Untreated Hearing Loss

Our patients typically seek hearing assistance to help them function more effectively socially (i.e. hearing friends and family, TV, in restaurants, etc), but what impact does untreated hearing loss have on individuals in the workplace?

A study by the Better Hearing Institute reveals that untreated hearing loss reduces the average household income an average of \$12,000 a year. Proper treatment with appropriate hearing instruments and rehabilitation reduces that lost income by approximately one half.

The study shows that people with untreated hearing loss suffer higher rates of underemployment and unemployment, make more mistakes on the job, and in general, experience an overall reduction in quality of life (i.e. increased anxiety, depression, social isolation, social paranoia, decreased general health, emotional instability, decreased cognitive functioning, etc) which negatively impacts job performance.

Those who delay treatment for their hearing loss, particularly due to perceived expense, may be unaware of the financial and emotional costs of that decision. The price of hearing aids pales in comparison to the price of lost wages, lost promotions, lost opportunities and lower retirement income.



READERS PAGE

Preparing for Flu Season

Flu season is approaching and swine flu in particular is a real concern this fall. The staff at Northgate Hearing Services will be following the Center for Disease Control guidelines for healthcare facilities throughout this period.

If you are at all ill, please reschedule your appointment rather than exposing others. Also, please be patient if we need to reschedule your appointment due to illness on our end. If we all practice good precautions, we'll come through the flu season with flying colors!

Guatemalan Audiology Mission

Dr. Mercer is headed back to Guatemala in January for another audiology mission trip. She is affiliated with Healing The Children, (HTC), a non-profit medical volunteer organization dedicated to the healthcare of children throughout third world countries.



In recent years, their audiology team has expanded to serve hearing impaired children in five geographic areas of Guatemala, two to three times a year. They provide hearing aids, earmolds, batteries and accessories to hearing impaired children and have developed a network of trained volunteers to provide hearing aid maintenance, supplies and hearing therapy throughout the year.



These services are provided at no cost to the families. Team members pay their own travel expenses to ensure that all donations go directly toward patient care. Demand for these services is immense. If you feel moved to help with this worthy cause, please send a check, written to Healing The Children, to our office. You will receive a receipt for tax purposes.

For more information, go to <http://www.youtube.com/watch?v=Vkp7d3aPkng>.

OFFICE HOURS:

Monday
9:00A-12:00P, 1:00P-5:00P

Tuesday, Wednesday and Thursday
9:00A-12:00P, 1:00P-6:00P

Friday
Closed