



Newsletter Winter 2019/2020

WHY WEAR YOUR HEARING AIDS DAILY?

Hearing loss generally occurs slowly over many years. Over time, the brain gets accustomed to the hearing loss, which becomes the new “normal.” It can be hard to recognize the early stages of hearing loss because it usually occurs slowly. If you compare a recent hearing test to one from 20 years ago, you may notice significant differences.

Your brain is constantly adjusting and compensating for the changes in your body. With hearing loss, the brain rewires itself to use the information that is available to make sense of what is heard. When too much information is missing, the brain cannot piece things together easily. At this point, people often seek help.

When people are fit with hearing aids, **the brain must relearn to listen to the softer sounds of life.** Just as the hearing loss did not happen overnight, retraining the brain to perceive sounds at *normal levels* does not occur instantaneously. For the brain to rewire and re-learn, it needs consistent input, patience and time.

This means that **you must wear your hearing aids during your waking hours every day.** The more input the brain receives, the faster it will learn to make sense of it all.

A bad habit: Some people are tempted to wear their hearing aids only in noisy environments where they have the greatest problems hearing. It is overwhelming to be bombarded with all those sounds!

If hearing aids are worn consistently, *even when you’re alone at home*, the brain gets used to the softer sounds of life and makes sense of them. Rewiring the brain occurs naturally without people being aware that it is happening. Listening through hearing aids becomes the new “normal.” After the brain has adjusted to these sounds, it will be easier to make sense of speech in noisy environments.

Wearing your hearing aids is *passive brain exercise*. **Putting on your hearing aids every morning will probably be the easiest exercise you do all day!** To reach your full potential with hearing aids, you must wear them consistently, every day.

END OF YEAR HEARING AID MAINTENANCE

As the holidays and new year approach, you want to be sure that you are hearing your best.

Routine, professional cleaning of your hearing aids and wax removal from your ears ensures that the hearing aids are working well and that the amplified sound has a clear path to the eardrum.

Call soon to schedule your clean and check!



INSIDE THIS ISSUE

Heart Disease & Hearing	2
Longer Battery Life.	2
Testimonials	3
Referral Program.....	3
Communication Strategies...	3

SPECIAL POINTS OF INTEREST

- Wearing hearing aids consistently leads to better outcomes
- Hearing linked to heart-health
- Reduce reverberation to create an easier listening environment

CARDIOVASCULAR DISEASE AND HEARING



There are many reasons to maintain a healthy heart, and hearing better can be added to the list¹. The heart and blood vessels are responsible for pumping blood and bringing oxygen and other nutrients throughout the body. Cardiovascular disease (CVD), also known as heart disease, occurs when blood vessels become narrowed or blocked. As a result, certain organs might not get the oxygen and nourishment needed to work properly—ears included.

While there is not a direct causal link between heart disease and hearing loss, there is a large body of evidence suggesting a relationship between the two. The ear is supplied by several small blood vessels and requires sufficient and rich blood flow to maintain proper function. It is believed that CVD can reduce blood flow to the ear and, in turn, cause damage to different parts of the auditory system². This damage typically results in a sensorineural hearing loss which is permanent and often managed with hearing aids.

If you or a loved one has heart issues, consider scheduling a hearing test.

1. Alessio, H. M., Hutchinson, K. M., Price, A. L., Reinart, L., & Sautman, M. J. (2002). Study finds higher cardiovascular fitness associated with greater hearing acuity. *The Hearing Journal*, 55(8), 32-40.
2. Hull, R. H., & Kerschen, S. R. (2010). The influence of cardiovascular health on peripheral and central auditory function in adults: A research review. *American Journal of Audiology*, 19, 9-16.

LONGER HEARING AID BATTERY LIFE

Disposable (standard) hearing aid batteries use zinc-air technology. The battery itself is filled with zinc. When the sticker or tab is pulled off the battery, air flows into the battery to fully activate it. **We recommend letting air flow into the battery for 1 to 5 minutes before you close the battery door of your hearing aid.** This will lead to longer battery life—perhaps up to two more days.

Batteries come in a variety of sizes and have color-coded packaging (see picture below). The larger the battery, the longer the battery life. The number of days of use depends on how many hours per day the hearing aids are turned on.

Expected battery life:

Size 10 (yellow): 2-3 days
Size 312 (brown): 5-7 days
Size 13 (orange): 7-10 days
Size 675 (blue): 10-14 days



\$200 OFF

A PAIR OF PREMIUM-LEVEL HEARING AIDS

OR

FREE ACCESSORY WITH THE PURCHASE OF A PAIR OF PHONAK HEARING AIDS!

Expires March 31, 2020

TESTIMONIALS

“The people at Lesner were wonderful. I went there for a minor problem with ear wax. They were punctual, ultra-professional, and really nice.”

C.M. 11/2019

“I’ll be forever grateful to you for improving my ability to hear all the new terms and options in my medical treatment that are now routine for me. I can also hear much better during conference calls and meetings. I now use GPS on my phone, something I previously avoided because I could not hear the voice! Thank you!”

Anon., 10/2018

COMMUNICATION STRATEGIES



***The GREATEST
compliment we can
receive is the referral of
your friends and family
to our practice***

If you have friends or family members struggling with hearing loss, trust us to help them as we have helped you!

Ask us about our referral program!

Reverberation occurs when a sound bounces off hard surfaces such as walls, windows and ceilings. The echoed sound arrives just after the direct sound, and the sounds blur as they are combined. This can cause considerable difficulty for people with hearing loss. Reverberation can occur in the kitchen, bathroom, stairwell, shopping center and restaurants. These places are characterized by hard surfaces such as granite countertops, tiles, plaster, metal, concrete or glass. Sound tends to bounce off hard surfaces more than soft surfaces.

You may reduce reverberation by covering hard surfaces with soft materials. For example:

- Cloth curtains over windows and walls
- Carpet or rubber mats on hard floors

Adapted from Hickson, Louise M., et al. *Active Communication Education (ACE): a Program for Older People with Hearing Impairment*. Speechmark, Rev. Ed. 2015.

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