



INNOVATIVE PERCEPTIONS

A QUARTERLY NEWSLETTER FOR HEARING AWARENESS IN THE GREATER BOSTON AREA

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WWW.AUDIOLOGYHEARING.NET

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Advanced custom hearing
care for all ages

Noise induced or Music Induced Hearing Loss



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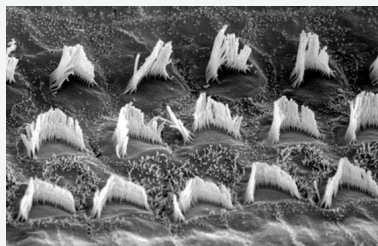
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Also, take a moment
to “Check In” when
you are at our office.
**And thank you for
your support!**

A lot of recent press has been given to hearing loss due to long term use of headphones. When damage occurs to the ear from external noise, it is called noise-induced hearing loss. Since so often today this exposure is coming from listening to music from personal listening devices, it can also be called music-induced hearing loss. Noise-induced hearing loss occurs when the microscopic hair cells in our inner ear are damaged. When sounds are too loud, those hair cells become bent of shape. With initial exposure, those bent cells can recover their shape, but over time, they will no longer come back and permanent damage can occur.



Enlarged photo of microscopic hair cells in the inner ear.

After exposure to loud noise you may notice decreased or muffled hearing and/or ringing in the ears for several hours or days after. These are telltale signs that the hair cells have been “bent” and your hearing has been

damaged. Noise-induced hearing loss can occur due to prolonged exposure to any loud noise over 85 decibels (dB), such as concerts, live bands, sporting events, exercise classes, lawnmowers and other power tools, personal MP3 players and more. A brief exposure to a very intense sound, such as a gunshot, can also damage your hearing. 12 million Americans have hearing loss as a result of exposure to noise. But it doesn’t have to be this way. You can protect your hearing and continue to do the things that you enjoy by following three simple rules:

- 1) Always wear hearing protection when around sounds that are louder than 85 dB (if you have to shout to be heard, it is likely over 85 dB)
- 2) Turn down the volume—research recommends limiting your volume dial to 60% volume or less
- 3) Walk away from loud noise and limit time spent around loud noise

It is also important to wear the earplugs properly, please don’t hesitate to ask us the correct way to insert earplugs. Or better still, we can make custom hearing protection for you. Get a 10% discount during our special event.



Ever Changing Technology!

We are constantly being inundated with new technology, smart TVs, smart phones, smart computers....and now smart hearing aids! One new hearing aid technology, the Oticon Opn, has been a great addition to our hearing aid offerings. The response we have received from it has been pretty overwhelming. Patients have indicated amazingly clear sound quality, better understanding in noisy environments and less listening fatigue.



Another new technology that has been changing lives, is rechargeable hearing aids. While more and more hearing aids are able to be connected to iPhones and other streaming technology, batteries drain faster. Rechargeable hearing aids have the ability to provide 24 hour hearing. So no more running out of batteries in the middle of that important meeting or the climax of the movie! Want to take one of these new technologies for a no risk “test drive?” Give us a call - you have nothing to lose and better hearing to gain!



Better Hearing = Better Living

As audiologists, we were drawn to this field due to our need to help people and make a difference in people’s lives. We have always felt that what we did was important, but now research shows that helping people hear better improves more than ‘just’ hearing— it improves overall well-being. Results of two major surveys, EuroTrack 2015 and MarkeTrak9, collected information from over 120,000 people who had hearing loss in 6 countries. Some of the major take-aways from the surveys are:

- 8 out of 10 hearing aid wearers felt their hearing aids had a positive impact on perceived quality of life;
- over 50% thought hearing aids have improved their relationships at home and work;
- over 50% of wearers felt an improved sense of safety and independence as a result of wearing hearing aids;
- 9 out of 10 felt hearing aids improved their capability to do their job.

In addition, those with hearing aids were less likely to suffer depressive disorders and reported being less forgetful.

These results show that hearing aids are clearly linked to improvements in social, emotional and psychological well-being of hearing impaired people. As audiologists, we not only help improve people’s hearing ability, we help improve people’s lives! It’s why we love what we do!



**Advanced custom hearing
care for all ages**

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WE'RE ON THE WEB!
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Dear Friends,

I want to apologize for my newsletter sabbatical and thank Barbara for pushing me to make it more of a priority! It is good to be back. As many of you know, Dr. Traci Ring joined our practice in December of 2015 and has been a fabulous addition. Also, you may have spoken to her already, but I wanted to officially introduce Laura Grose, our front office admin. We are so lucky to have them both on board! May is Better Hearing Month and we want to celebrate with you! Come into the office and enjoy your choice of a 10% discount off any service or accessory or one pack of free batteries. Since May is a busy time, we will extend this offer through the summer months! We hope to see you soon!

Sincerely,

Dr. Melonie Marple

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