

# HEARING BETTER

## East Texas Hearing Solutions Newsletter

### In this issue:

- Merry Christmas
- Holiday Hints
- 2016 Surprises



### MERRY CHRISTMAS

Wishing you and yours a very *Merry Christmas* and a *Happy New Year!* 2015 has been a crazy year and it is important to be reminded that Our Lord and Savior is still in control and extending his hand of Comfort and Hope to our lives. At East Texas Hearing Solutions we are looking forward to serving you during the holidays and in the year to come. With so much going on it's easy to forget to have your aids serviced so that you hear at your very best. Call for an appointment to have your ears and hearing aids cleaned and serviced to be sure you don't miss a single conversation or Christmas Carol this year! It's FREE and we'd love to see you.

### Holiday Hints

Although hearing aids are remarkably effective there are a few things you can do that will optimize the results you experience, particularly in crowds and noisy environments.

1. If possible, sit so that you face those you wish to hear. You don't have to read their lips but looking at their face improves understanding. Try to avoid sitting in the middle of the room with noise coming at you from all sides. Put your back to the noise. In a restaurant sit toward the back of the room where it is quieter, away from the kitchen or register.
2. If your hearing aids have a "Restaurant" or "Noise" program, switch to it to help control the noise around you. If you do not have one of these settings, let us set one up for you on your hearing aids. It is a simple adjustment. Try #1 & #2 above before you turn the volume down. Reducing the volume makes the background noise softer, but it also lowers the voices making it harder to understand what is said.
3. **IMPORTANT!** Let us service your aids every 3 to 4 months. A serviced aid provides significantly better results, and by all means tell us if you are having trouble understanding speech. We may only be able to sympathize, but then again we may be able to improve your results with a simple adjustment.



*The Joy of Gathering With Family at Christmas!  
May you hear every conversation and store up memories  
that make 2016 a wonderful year!*



Judy Robinson  
903 North Fourth Street  
Longview, Texas 75601  
903-757-4083



Paula Davis  
Office Manager/Insurance  
Longview, Texas 75601  
903-757-4083



Charles Beatty  
Audiologist  
**Serving East  
Texas Since 1964**



Jerry Kralka  
1437 S. Main Street  
Lindale Texas 75771  
903-881-5753



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### 2016 is Shaping Up to be an Amazing Year for Hearing Impaired People

The growth in hearing technology over the last two years has been amazing. We have gone from aids that are smart to aids that are brilliant! Today's hearing aids are faster, smarter, and able to adapt to more environments so fast that the only thing the wearer notices is that sound are more "natural and clear."

Visit us on the Web at  
[www.easttexasaudiology.com](http://www.easttexasaudiology.com)  
 Here you can sign up for our newsletter and see what's going on at ETHS in both Longview and Lindale!

What is exciting is that the new microprocessors and memory are more than we can use right now allowing for future improvements in the same instruments. Your hearing aids will grow with improvements through upgrades. That does not mean you will never want to buy another hearing aid, but that your hearing aid will remain state-of-the-art longer than ever before.

This time of year, poor hearing can ruin your enjoyment of family get-togethers that only happen once a year. As I get older I realize that my memories bring me comfort and joy. I don't want those memories to be of me sitting by myself watching the family talk and laugh because I can't understand what anyone is saying.

If you wear hearing aids, come by and let us clean them and make sure they are adjusted to your current hearing loss so those wonderful memories will pile up this Holiday. It's free and only takes a few minutes. If you or a friend or loved one is struggling to hear, give us the opportunity to help them. The test and the consultation are Free, without obligation; and the results could be life-changing. We offer a 60 day, 100% money-back guarantee, so there is no risk. Call us today for an appointment.

The most common reasons people put off getting hearing aids:

#### 1. Hearing aids are too expensive.

*In reality we now have high quality digital hearing aids starting at \$750 each. It is rare to find a case where we cannot accommodate an individual with a price that fits their budget. In special cases we can drop the price to \$125 each for qualifying individuals.*

#### 2. Hearing aids will make me look old. They are big and ugly.

*Hearing aids are so small that unless you tell people they will never know you are wearing them. The IIC model fits so deeply in the ear it can't be seen even when looking directly into the ear canal. Truly invisible! What is more likely to make you look old is asking people to repeat over and over. What is worse is people thinking you are unsociable or rude because you won't join in on the conversation. They may even start to think you are starting to "lose a step" because you answer questions that are not asked or don't remember what you didn't hear.*

#### 3. Hearing aids are hard to get accustomed to wearing.

*The new hearing aids are so small and comfortable I frequently hear wearers say "I got in bed and did not realize I still had my hearing aids on until I put my head on the pillow". 90% of our users put their aids on the first day and wear them all day every day from then on. Our goal is to make the hearing aids transparent, i.e. you don't think about the hearing aids, you think about the conversation!*

*Luke: 2, 9-11 And lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and they were sore afraid. And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord.*