

# HEAR HEAR!

WINTER 2010  
VOL. 8



Trusted Leader in Hearing Healthcare

The  
HEARING &  
BALANCE  
Lab, PC

## INTRODUCING LYRIC®:

**Lyric®: The 100% invisible hearing device you can wear 24/7**

Just imagine—exceptional sound quality from a device you can wear day and night for months at a time, without having to think about batteries, daily maintenance, what other people think or other daily inconveniences of conventional hearing aids. Sound unbelievable? Not anymore with the introduction of the Lyric hearing device, now available through the Hearing & Balance Lab.

Designed for those with mild to moderately severe hearing loss, Lyric is the first and only hearing aid that is completely invisible and can be worn 24 hours a day, 7 days a week, for up to 120 days.

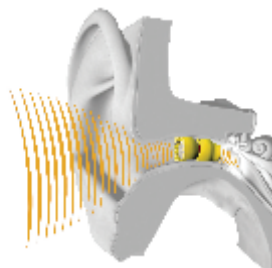
### Clear, natural sound quality

Lyric works with the ear's anatomy to provide exceptional sound quality. Lyric is placed completely inside the ear canal, allowing the outer ear to direct sounds naturally to the device. There is no need for multiple settings or complicated programs.

"I'm recommending Lyric for my patients who are looking for ease of use with hearing aids or are concerned with the aesthetics of hearing aids. I love being on the cutting edge of technology and am excited about this new option for our patients with hearing loss." A. Nichole Kingham, Au.D.

### Sophisticated simplicity

Lyric devices can be put in place during a routine visit to our clinic. There is no surgery or anesthesia involved. Once in place, Lyric is programmed for your specific hearing needs. You will also receive a unique magnetic adjustment tool that enables you to adjust volume and other settings, and even to turn the device on and off.



### Exceptional convenience

The Lyric hearing device can be an option for many patients, whether or not they've used hearing aids in the past. Since it is inserted into the ear canal, it does not require daily removal, battery replacement, or manual adjustment. You can wear it for most of your everyday activities, including exercising, showering, talking on the phone, and sleeping.

Another convenience of the Lyric hearing device is that you purchase a "subscription" that covers a full year. Each device is designed to last up to 120 days (4 months), individual replacement needs may vary. When it's time to replace the device, just make a routine office visit and your old device will be exchanged for a brand-new one. Best of all, since you receive a new Lyric every time, you know you'll always have the most advanced hearing technology available.

Lyric may not be right for everyone, since ear canals are all shaped differently and some may be too narrow or short to accommodate the device. Your Lyric trained Doctor of Audiology can assess your ear anatomy and hearing needs, and determine what the best option would be for you.

***Make an appointment today for a candidacy evaluation! 800-887-6052***

## A PATIENT'S POINT OF VIEW

*Dolores Moorehead is one of The Hearing & Balance Lab's long-time patients. At one of her recent visits she elected to share with us her care and concern for a friend.*

My friend Karen lives in West Seattle. I finally convinced her to visit an audiologist because she knew she had a hearing problem. She sent me an email complaining about the cost.

From Karen:

I wonder if that is a racket. How can anything so small be worth that much? I suppose it is the old, if they want it they will have to pay, so jack up the price. The elderly are easy marks! Anyway, now I realize how loud Tom has the TV. I'm reluctant to try to convince him to spend that much on his own problem.

My Reply:

Hi, Glad to hear from you...When I remember my Grandfather Smith who couldn't hear much of anything the last years of his life, when I think of all those years mom couldn't hear me on the phone and how wonderful it all was the last five years of her life when she was fitted with the "newfangled" kind of hearing aids and could hear that and so much more, I am just grateful that scientists have come up with these wonderful little devices. Remember in the movies old folks had those big horns they held up to their ears? Today it's not just the elderly that need help...many young people have hearing problems due to electronics, loud music, etc. Their headphones are murder.

We have to pay for the inventors of these devices and those who are making even more progress each day. Nichole, my audiologist, says there have been innovations since I got mine. Eventually, I will probably do a computer generated program that helps you make the most of what hearing you have left.

Also, hearing aids are not just off the assembly line kind of thing. Each one is programmed for each individual. I go in for an adjustment or a cleaning now and then. I also get free batteries for the life of the aids. The aids last about 6 years or more. The people that give the service deserve a decent salary...all part of the cost.

As far as anything that small being worth so much, how about diamonds? I'd much rather have my hearing than a batch of those little diamonds!

*Thank you Dolores for sharing your story with us!*

## FEATURE ARTICLE:

## WHEN A LOVED ONE RESISTS HELP

*Richard Carmen, Au.D. – Auricle Ink Publishers, Sedona, Az*

When we think of helping a loved one with hearing loss who declines use of hearing aids, we often think of how important it is to repeat ourselves, speak clearly, speak louder or interpret what others say if they cannot hear the message. But when we do these good deeds for loved ones with a hearing loss, what we don't realize is that we're assisting in their failure to seek help. Such well-intended efforts are counterproductive to the ultimate goal of them receiving hearing aids. Here's why.

If a loved one with a hearing loss has come to rely on your good hearing, what is the great need for them to wear hearing aids? Your co-dependent efforts must stop in order for them to grasp the magnitude of their problem. Many people with a hearing loss never realize how much communication they actually fail to understand or miss completely because you have become their ears. However, it takes only a short time for them to realize that without your help, they're in trouble. It is through this realization that one becomes inspired to take positive action to solve their problem. Therefore, as a loving spouse or family member you must create the need for your loved one to seek treatment by no longer repeating messages and being their ears. Your ultimate goal is for them to hear independent of you.



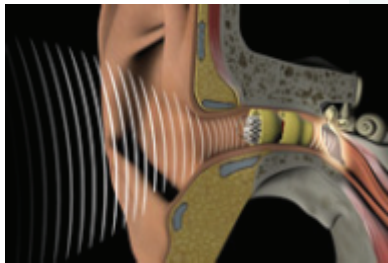
# & BALANCE ODAY



Top: Jane James, Dr. Michael Mallahan, Melissa Wageman, Ryan Bahl, Anita Miller Bottom: Dr. Nichole Kingham, Angel Miller, Dr. Lori Caldwell, Amber Bong

## THE DIRECTOR'S CUT: LYRIC HEARING

We are proud to be one of the select offices in the United States to offer Lyric<sup>®</sup> hearing devices to our patients. Lyric<sup>®</sup> was featured on Good Morning America as a new hearing technology that is not only tiny and invisible, but also delivers exceptional sound quality without daily hassles.



Dr. Nichole Kingham and I have set aside several days for those interested in Lyric<sup>®</sup> hearing devices to come have a hearing screening and determine candidacy. We are excited about this new technology and anxious to begin sharing it with our patients! We have confidence that this hearing instrument will be successful and look forward to seeing you!

Michael Mallahan, Au.D.

THE WORLD'S FIRST 100% INVISIBLE,  
EXTENDED WEAR HEARING DEVICE

SPECIAL EVENT  
IN THE  
MONTH OF FEBRUARY

**Lyric**  
Invisible. Effortless. 24/7.

**30-DAY RISK FREE TRIAL**  
WITH NO DAILY HASSLES,  
YOU MIGHT FORGET YOU'RE WEARING A HEARING AID.

**CALL TODAY!**  
1-800-887-6052

## NEWS AND UPDATES

### Guatemala Trip A Success!

Dr. Mallahan reported that the January trip to Guatemala was big success with almost 300 children evaluated and over 100 children fit with hearing aids.

Thanks very much for the great support provided by you, our patients, including financial contributions, coloring books, markers, sun glasses and hair barrettes.

The next team will leave for Guatemala in February. While there, the team will train Audio Techs to continually serve the children who were fit with hearing aids.

Thank you all for your continued support of this worthy cause.

### Patient Appreciation Gatherings

Thank you to all of our patients that joined us in December for our Holiday Patient Appreciation Luncheon! We had a great time and enjoyed a new "Jeopardy" game!

It is always nice to visit with our patients outside of our designated appointment time. Our next event will be in May to celebrate "May is Better Hearing Month" !

# MEET OUR STAFF: ANITA MILLER

## NEXT ISSUE

Our next featured staff member will be Karlene Bolton. Karlene joined us in November as our new Billing Specialist.

## VIDEOS ONLINE

Check out our new video on balance evaluations on our web site. Also available are our hearing aid troubleshooting videos.

Contact us at 800-887-6052

Or send us an email

[www.hearingandbalancelab.com](http://www.hearingandbalancelab.com)



Anita has been a great asset to The Hearing & Balance Lab since 2006. She is one of the friendly voices on the other end of the telephone. She works diligently to keep our office running smoothly. Anita enjoys helping our patients receive the best care possible.

Anita has been married for 35 years and will be enjoying a cruise in the Caribbean to celebrate! She has two sons that also reside in the Everett area. There are four grandchildren with the fifth arriving in September. Besides spending time and spoiling her grandkids, Anita and her husband

enjoy spending time at their cabin near Lake Wenatchee. Some of Anita's favorite pastimes include interior decorating, drinking mochas at Starbucks, and spending time at the casino!

The next time you are in, make sure to say "Hello" to Anita!



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Return Service Requested