
Newsletter Spring 2002

The Hearing Clinic has decided to launch a newsletter. This will be to keep you in touch with developments in the practice and will contain relevant and informative articles enabling you to stay abreast of current trends in the industry.

Do check the replacement cost of your hearing aid with us for insurance purposes.

In terms of a recent ruling by the Health Professions Council of South Africa, all registered practitioners must now practise under their own names. Therefore, after almost 20 years of working as The Hearing Clinic, we have to change too. This will happen officially in early 2003 with the publication of the new telephone directories.

However, what's in a name? Everything else remains the same – our address is unchanged at The Hearing Clinic, 35 Waterloo Rd, Wynberg, as are our services:

- 👂 Diagnostic Audiology for ages 3yrs and up
- 👂 Hearing aid assessment, trials and fitting
- 👂 Hearing aid accessories and repairs
- 👂 Customised swimplugs and noise protection
- 👂 Referral for speech and language disorders

Much has happened within the hearing aid industry over the past few years.

- 🎵 The size of hearing aids has been reduced with the development of the microchip,
- 🎵 Sound quality has dramatically improved due to digital technology,
- 🎵 Noise suppression has made its appearance and is making listening in noise more comfortable, and
- 🎵 Feedback or whistling can be minimised.

Digital technology has become the new buzz-word, even in hearing aids. Until recently, digital hearing aids were considered to be luxury items but now manufacturers have managed to make top technology more affordable. However, digital is not for everyone and sometimes simpler is better.

When people have difficulty hearing speech, their ears often get the blame. The fact is that poor speech plays an important role too.

The following tips should make life a bit easier for those listening to conversations in a difficult environment.

Stick this on your fridge door
to inspire friends and family.

- Attention:* Make sure you have their attention before starting to speak.
- Distance:* Keep within close range when speaking, facing the listener.
- Lighting:* Make sure your face is in good light so that speech reading is easier.
- Rate:* Speak slowly and clearly, do not shout!
- Speech:* Do not over articulate. This distorts speech as well as the speaker's face. Use appropriate expressions and gestures as this helps communication too.
- Rephrase:* Changing a sentence slightly may help the listener understand better rather than just repeating it.
- Seating:* Arrange furniture in a convenient manner so that the speaker/TV is easily visible. Rooms with soft furnishings are easier to listen in than for example tiled rooms.
- Groups:* Sit/stand close to the listener and make sure your face is clearly visible. Do not speak from a distance and remember that noisy rooms are very difficult listening situations. Find a quiet spot to converse in away from the worst of the noise.

Those with normal hearing struggle in difficult listening situations too, like restaurants, cocktail parties, talking while the TV is on or from another room. It is that much worse with a hearing loss and not much better with a hearing aid.

We would like to remind you of the importance of hearing aid maintenance and regular checking of tubes, moulds and ears. Diarise a regular reminder. Please remember that hearing aids are sophisticated mechanisms that need TLC and for optimum benefit should be used daily.

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Audiologist Acoustician