

We Listen so You can Hear!

Holiday 2018



Merry Christmas and a Happy New Year!

Whether you treasure the Christmas carols, holiday decorations, preparing age-old family recipes or the traditional gatherings with loved ones each year, we at Comprehensive Ear & Hearing of Zeeland wish you the best of what this season has to offer!

Share the Christmas spirit

It is in that spirit of generosity that we invite you to partner with us in collecting canned goods for City on a Hill. We will accept donations of non-perishable foods through December to donate to this wonderful organization that works with 44 area ministries to help those in need, including providing food for the hungry.

The gift of hearing

Do you know someone with untreated hearing loss who is in financial need? Thanks to the generous support of the Detter Foundation, we are able to cover the \$250 application fee for anyone applying for hearing aids through the Starkey Hearing Foundation, which strives to bring the gift of hearing to those who cannot afford it. We've been able to help 25 people in our community through this program so far this year and we look forward to continuing that mission.

You are the best advertising

We can't tell you how much we appreciate your personal referrals of friends and family and your positive reviews online. The word is really getting out there about our services, and business is continuing to grow!

When friends and family come in because of your referrals, you will be entered into a drawing to win a \$25 Visa gift card and a set of Holland Memories books (while supplies last). Please keep spreading the word!

We appreciate you!

To thank you for being a loyal client, we will be serving cookies from Rykes Bakery during December. The bakery, which started in Muskegon in 1937, opened a location in Grand Haven last year and is adding a Holland location this month. Make sure you stop in to say hi, drop off your donations, and get a sweet cookie treat!

Exciting new technology

When you come in, please ask about the latest in hearing technology from Phonak and Starkey. New offerings include features that work with your phone to track your brain and body health along with improving your hearing.

Visit the "What's New" section of our website to learn more: compearhear.com. And don't forget to like us on Facebook, too! It's a great way to stay up to date on hearing news: facebook.com/CompEarHear.

Thank you for trusting us with your hearing health this year. We wish you and your family a joyful Christmas and a New Year filled with promise!

Carli & Cari

To better serve our clients, Carli and Cari make monthly visits to Freedom Village, Royal Park and Evergreen Commons. Please check with the centers for days and times.

Did you know that you can use your flexible spending account and medical savings account to purchase hearing aids? Now is the time to schedule a hearing test to use your 2018 contributions or plan for 2019.

Ask about our special pricing for Michigan Retired Teachers!

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The Latest in Hearing Technology

Introducing Phonak Audéo Marvel. Love at first Sound!

Phonak Audéo Marvel focuses on what you expect from a first-class hearing aid – a clear, rich sound experience. Combined with modern technology it is a multifunctional hearing aid that conveys love at first sound.



Clear, rich sound. When we say love at first sound, we don't just mean the first time you try on Marvel, but each and every time you wear them! Enjoy better speech understanding in noise, less listening effort and be amazed at just how well your hearing aids perform in your everyday life.

Connects to smartphones, TV and more. Phonak Audéo Marvel can connect directly to either your iOS or Android smartphone or other Bluetooth® enabled phones. With Phonak TV Connector, a simple plug and play solution you can enjoy your favorite TV programs and movies. Use Marvel hearing aids for hands-free calls and for listening to TV, music, e-books, podcasts and so much more. Always in top rated sound quality when streaming. It's just like using wireless headphones – except maybe even better, because Marvel hearing aids can distinguish between streamed speech and music signals, and automatically adjust to give you an optimized sound quality.

Rechargeable models. Available with powerful rechargeable technology, Marvel are easy to use, quick to charge and offer a full day of hearing including streaming. This means no more hassles with disposable batteries!

myPhonak app. Phonak's new digital service platform is dedicated to improving your personal listening needs. By using the myPhonak app, you get access to the Hearing Diary and Remote support services so that your hearing care professional can customize your personal listening experience in real-time.

The latest product release from Starkey, includes Muse iQ, Livio Ai and Picasso hearing aids.

These product lines offer supreme sound quality and premium features that are customizable to fit your unique hearing needs and active lifestyle, including the option of health tracking and language translation. Picasso offers a discreet fit, they fit inside your ear canal and are personally customized for all-day comfort. This line is designed to be effective in even the noisiest environments, comfortable in loud settings, and quiet in quiet settings. They also provide newly enhanced clarity of speech and work seamlessly with accessories and your favorite digital devices to help you connect to your world, and to:

- Deliver superior sound quality, listening clarity, more natural hearing and effortless transitions
- Preserve peace and quiet while amplifying the important things, and help you better understand conversations
- Stream phone calls, music and messages directly from your smartphone to your hearing aids
- Offer remote programming so your hearing care professional can make minor adjustments without an office visit



Livio AI is the first hearing aid that tracks body and brain health. Paired with the all new Thrive Hearing app, Livio AI hearing aids track your physical activity (similar to a FitBit) and measure actions that are good for your brain health, like daily usage of your hearing aids, social engagement, and time spent listening actively. Each day, the Thrive app then combines your body and brain activity to give you a Thrive Wellness Score, which helps you know if you're meeting your physical and cognitive health goals.

Finally, as the control unit for your Livio AI hearing aids, the new Thrive Hearing app makes it easy to take advantage of all Livio AI's benefits and truly enhance any and every listening experience, including:

- Answering phone calls and streaming conversations
- Adjusting volume, settings or memories
- Requesting and receiving adjustments from your hearing professional without having to go to their office
- Creating and using personalized memories, which automatically activate when you get to a favorite or frequented location
- Translating languages and streaming the translation directly to your hearing aids

If you or a loved one is interested in a risk-free trial of any of these new hearing aids, call our office at **(616) 772-1986** to schedule a consultation!

Can Skipping Holiday Gatherings Contribute to Dementia?

The holiday season is filled with opportunities for festivities with friends and family, but not everyone is excited about that. For people who suffer from hearing loss, social gatherings are challenging to say the least. It's frustrating to always miss half of a conversation or to ask people to repeat themselves – again and again. Some people might just want to stay home.

Those who do stay home, however, are missing out on more than just eggnog and Christmas cookies. A growing body of research indicates they may be increasing their risk for dementia.

The Alzheimer's Association cites several studies indicating that having a strong support network and staying mentally active in later years could lower your risk of dementia.

The ability to hear well is connected to both of those factors. When your auditory system is working, your brain is actively deciphering everything it hears. And if hearing loss makes you avoid social situations, your support system isn't being nourished.

A Johns Hopkins University study done in 2011 showed that subjects with mild hearing loss were twice as likely to develop dementia than those without hearing loss.

And the likelihood of dementia increased with the amount of hearing loss: People were three times more likely to develop dementia if they had moderate hearing loss and five times more likely with severe hearing loss.

An additional study showed a link between hearing loss and the loss of brain tissue. Although the brain naturally becomes smaller with age, the shrinkage appears to accelerate in older adults with hearing loss.

A Brandeis University researcher said that "effortful listening" due to hearing loss has been associated with higher stress levels and poorer performance on memory tests. The part of the brain that used to focus on storing what is heard is instead likely being used simply to understand what is heard.

As stated earlier, studies cited by the Alzheimer's Association show that maintaining strong social connections and keeping mentally active as we age might lower the risk of cognitive decline. For someone who suffers from hearing loss, a way to address both those issues is through hearing aids.

Research from the Better Hearing Institute shows that people who are hard of hearing but use hearing aids are more likely to have a strong support network, going out and meeting with friends and family. Some research subjects said using hearing aids even had a positive effect on their relationships.

As with most medical conditions, early intervention is the key. If you or a family member exhibit signs of hearing loss, including being withdrawn during the holidays, reach out to Comprehensive Ear & Hearing for a free assessment. It might make the rest of your holidays all that much happier.

SOURCES:

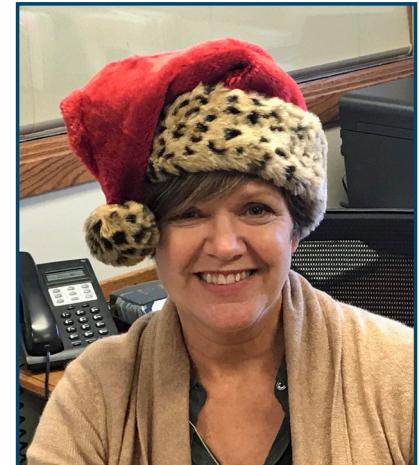
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Staff News

Hello Brenda! Many of you have either heard Brenda's voice on the phone or talked with her at the front desk. She has been with Comprehensive Ear & Hearing a little over a year now and has enjoyed getting to know many of you during that time. Brenda grew up in Allendale and has lived in Hudsonville for the past 25 years.

Brenda worked in the special education department at Hudsonville schools while raising her three children. When her youngest daughter started college at GVSU, Brenda decided she was ready for a change and joined the CEH family. We're glad she did. She's a pleasure to work with!

Since Brenda's been at Comprehensive Ear & Hearing, her family has grown as she's had both a son and daughter get married. Brenda enjoys camping, relaxing, shopping (that must be why she always looks so stylish) and being with family. She looks forward to continuing to get to know all of the CEH clients in the coming years.



**Comprehensive
EAR & HEARING
of Zeeland**

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Holiday Closings

Christmas - December 21st - 25th

New Year's - December 28th - January 1st



Carli Van Harken, HIS, Owner

Cari Marzolf, Audiologist

Amy March, Brenda Sadler

Carli, Cari and staff invite you to stop in during the month of December.
Have a cup of coffee and pick up your special treat.

We also hope you will join us
in giving back to the community this
Holiday Season. We will be collecting
non-perishable food and toiletry
donations for City on a Hill.



Merry Christmas