



Q: What style of hearing aid should I get?

A: The one that fits your lifestyle and listening needs. Do you...

Wear glasses? In-the-canal models are a comfortable way to hear better, as they don't go behind the ear and won't get in the way of your eyewear.

Play sports? Models that fit completely-in-canal are a great choice for hearing your best during physical activity. There are even sweat- and water-resistant options!

Have dexterity problems? Behind-the-ear models are ideal for those who have a hard time handling small electronics. They are larger than some other models and easy to adjust.

Need a discreet device? Invisible-in-the-canal models are the tiniest hearing aids available and cannot be seen from the outside. Nobody will have any idea you're wearing them!

No matter what your lifestyle is, we have a hearing solution for you.

5 Tips for Communicating With Confidence

- 1. COACH LOVED ONES.** Most people without hearing loss never learned how to effectively communicate with someone who has hearing difficulty. They'll appreciate the input.
- 2. BE STRATEGIC.** Choose a spot with good light (for lipreading) that's away from any music and isn't surrounded by people.
- 3. TURN IT DOWN.** TV, radio, and other sounds can get in the way of the conversation, so be sure to limit background noise.
- 4. LOOK AT THE PERSON SPEAKING.** Some of today's tech focuses on sounds in front and filters out noise elsewhere.
- 5. ASK FOR REPHRASING.** The most common hearing loss type involves loss of clarity — not volume. If you miss something, ask the speaker to rephrase it.

Welcome Megan

We are happy to introduce to you our newest staff member, Megan! You will be able to meet her at our front desk next time you visit. We are thrilled she joined our team — you'll love her smiling face and her cheery personality. Megan comes to us with years of retail management experience and has lived in Wisconsin for most of her life. When Megan is not in the office, she is an extremely active mom of four. As a family, they love spending time dancing, being outside, and having movie nights. Make sure to give Megan a warm welcome the next time you are in our office!

Best Summer Ever! Soak Up the Sounds of the Season

Summer is all about adventure — whether you're on vacation or in your backyard. So **we're here to help you embrace every moment without missing a beat**, and that includes being able to fully enjoy the sounds you love:

Whether you use traditional or rechargeable hearing devices, staying powered is key. Need more batteries or want a convenient extra charger to take on the road? We can help with that and catch you up on the latest fun accessories to further enhance your technology.

Crack! Snap! Bang! From concerts to fireworks, some of the sounds of summer can reach the danger zone (85 decibels or higher) of harmful noise levels. Whether you need custom hearing protection or just tips on looking out for the whole family's hearing health, you can count on our help.

As temperatures and humidity levels increase, so can perspiration, which could affect your hearing technology. Ask us about dehumidifiers and other tips for keeping moisture away from your devices and their batteries.

Changing wax guards. Keeping hearing aids clean. Accessing a theater's hearing-loop system. Pairing your devices with compatible smart-home technology. We enjoy sharing all the empowering DIY tips and tricks that can help you or a loved one hear better wherever you are.

Together, let's make this the best summer ever. Have questions, need help with your hearing technology, or haven't had a hearing checkup in quite a while? Don't wait. Call our knowledgeable professionals today!

Sincerely,

Your caring team at Beaver Dam Hearing Care

UP TO \$500 BUYBACK CREDIT

You upgrade, we buy back your old devices, and then they're refurbished and donated to those in need!

Cannot be combined with other offers or insurance payments. Offer expires 9/30/22.



Friends & Family Referral

Gift this certificate to a friend or family member!

Pay to the order of **Beaver Dam Hearing Care**

Two hundred fifty dollars and no cents

Present this certificate to **Beaver Dam Hearing Care** and receive **\$250 off** a two-device hearing system at your appointment. For new patients only. Cannot be combined with any other offers or insurance payments. Not valid on previous purchases. Offer expires 9/30/22.

Recipient name: _____

Referral name: _____

IN THE
AMOUNT OF
\$250

Beaver
Dam
Hearing Care



Your Experts in Hearing Care



Dr. Candy McGinnis, Audiologist • Jennifer Estness, M.S., CCC-A, Audiologist

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Sign up for our e-newsletter now with a note to info@beaverdamhearing.com!



From the desk of Jennifer Estness

Hello! As I sit at the front desk and look out the wonderful window at the front of the office, I realize we are nearing our one-year anniversary of being in our new location! That is crazy to think about! Where did that year go? I want to thank each and every one of you for joining us on the crazy ride of our office moving, navigating our new space, and, most of all, finding our new normal in this COVID world. I hope all of you enjoy the new space we call home as much as we do. One of my favorite aspects of our new office is how much easier it is for you to park and pop in without the long walk. Quick and easy! Please stay tuned and look for upcoming information on our patient appreciation event. I am truly thankful for each and every one of you.

Jennifer Estness, M.S., CCC-A, Audiologist



Sound NEWS

Summer 2022

5 Myth-Busting Facts About Hearing

“Are hearing aids cost-prohibitive?” “Do I have to live with profound hearing difficulties?” It can be challenging to sort fact from fiction, so we’re breaking down a few myths about hearing.

Myth: Hearing loss isn’t a major issue.

Fact: With its effect on communication and links to other health issues, hearing loss is definitely a significant concern. It’s a **top chronic health condition in both the U.S. and Canada**, and the World Health Organization estimates it will affect over 700 million people by 2050.

Myth: Hearing aids aren’t affordable.

Fact: On the contrary, solutions such as financing, potential insurance coverage, and diverse budget-friendly technology levels **make today’s sophisticated hearing aids way more accessible than you may think.**

Myth: Everyone will see I’m wearing a hearing aid.

Fact: Spotting a hearing device is tougher than ever. They’re pretty small — some nearly invisible. With styles that fit in the ear canal or snugly behind the ear, plus colors to match individual preferences, **it’s easy to hear confidently and discreetly.**

Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report: Hearing Impairment Among Noise-Exposed Workers — United States, 2003-2012. <https://www.cdc.gov/mmwr/volumes/65/wr/mm6515a2.htm>. Accessed Feb. 11, 2022. **Statistics Canada.** Health Reports: Unperceived Hearing Loss Among Canadians Aged 40 to 79. <https://www150.statcan.gc.ca/n1/pub/82-003-x/2019008/article/00002-eng.htm>. Accessed Feb. 11, 2022. **World Health Organization.** Deafness and Hearing Loss. <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss>. Accessed Feb. 11, 2022.

Myth: That ringing in my ears isn’t really happening — after all, no one else can hear it.

Fact: If you perceive a ringing, clicking, or whistling in your ears, it could be tinnitus. Tinnitus is **often tied to underlying potential medical conditions**, such as hearing loss, but it may be managed with sound or behavioral therapies and hearing devices.

Myth: There’s no help for my serious hearing loss.

Fact: **Most hearing problems can be effectively managed** with hearing aids expertly recommended for the specific level of hearing loss. In other cases, such as a severe to profound hearing loss or single-sided deafness, an implantable device may be a solution.

Have a question about hearing? You can count on our knowledgeable team.

Reach out today!