

# O'Brien Hearing Center, Inc.

JULY NEWSLETTER

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## O'Brien Hearing Center, Inc.

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## NEW PRODUCT RELEASE FOR STARKEY



This spring we were trained on the NEW S Series hearing aids by Starkey. This product line has a number of styles, power levels, and prices that we believe meet the needs of the patients more than ever before.

S Series with Drive Architecture offers the best in patient performance, comfort, & personalization.

Welcome to the next generation of hearing aids. This new product is virtually feedback FREE—no more whistling! It learns the acoustic characteristics of your ears. It improves speech understanding & hearing on the telephone. It also adjusts to sounds around you, giving you better directionality for better

understanding in noisy and difficult to understand environments. The most exciting benefit of this new product is the battery life has been significantly improved!

This new technology can be custom fit for your hearing needs and the shape of your ear canal. Now more than ever before, we can deliver a personalized hearing solution built just for the way your ears hear. This advantage, in addition to the increased performance, makes it news worth sharing.

On the last page of this newsletter is a voucher for an exciting trade-in program that we are offering until the end of July. Receive \$1000 for your trade-in of two hearing aids for the purchase of a set of S Series hearing aids of any model. Call to schedule an appointment today to try this new exciting technology! Hear what you've been missing!

## TAMMY MILLS RECEIVES STUDENT HEARING AID DEALER LICENSE

O'Brien Hearing Center wishes to announce that Tammy Mills is currently studying as Cindy O'Brien's apprentice to become a state licensed hearing aid dispenser.

Tammy began her career with O'Brien Hearing Center in December 2008 as a Patient Care Coordinator for the Jasper Office. She decided that she would really enjoy dispensing hearing aids because the career field fascinated her. She enjoys working with patients with

hearing loss immensely. She wanted to be more a part of their hearing therapy.

She recently received her student license & will be working with Cindy to receive her training. We are very excited about Tammy's new endeavor. Congratulations Tammy! We are so proud of you! Good luck passing your State exam in the future!



SUMMER TIME HEARING

AUTHOR: KARIN SCHMIDT



Mini Dry Aid \$10.00



Super Dry Aid \$25.00



Dry & Store \$150.00

Summer has not officially arrived yet, but the warm weather has. For many of you, this can bring about problems with your hearing and hearing aids that you haven't had to deal with in the cooler months. It seems like this year went from winter cold, to summer heat and humidity over night.

I have already had several people come into the office with moisture related problems that I usually don't see until later into summer. Moisture can get into hearing aids in several ways, the humidity in the air, getting caught out in the rain, working and perspiring. Depending on the style of hearing device you wear will also affect how it handles moisture. How do you know if you are having moisture related problems? Some of the symptoms are, rusty batteries, your aid making a crackling sound, aids working intermittently, or just simply not working at all.

What can you do to prevent costly repairs and being without your aids? We will start with simply opening the battery door when not in use. This allows air flow through the instrument. If this doesn't seem to do the trick, then we have several other options. I usually

start with a Dry Aid Jar. This is a jar that contains descant beads that help to pull the moisture out of the aids. This works well for most people and can be used with any style of hearing aid. For behind-the-ear hearing instruments, I have had good success with sweat bands. Yes, sweat bands for hearing instruments. These are little cloth barriers that help to stop moisture from reaching the hearing aid. These also work well in helping to keep debris out of the hearing instrument, for those of you who work in dirty environments. If the above measures don't seem to do the trick we can then move on to the Dry and Store. This device is electric and it circulates air through the hearing device and the descant pack pulls the moisture out of the aid. The Dry and Store also helps to sanitize your hearing device. My patients that have the Dry and Store love it and wouldn't go without it.

If you are noticing that you are having problems give us a call or stop in. When problems are caught early it can save on repairs and being without your aids. A few simple steps can help prolong the life of your hearing instrument.

O'BRIEN HEARING CENTER  
LAUNCHES NEW WEBSITE

O'Brien Hearing Center recently launched our new exciting website. We have added many neat things to this new website. We are really delighted about this new website.

Patient comments can now be found at the top of each of our pages. If you are happy with your hearing aids and would like to tell other patients of your success, please let us know to be included in these comments.

We love hearing your comments. You can receive a free pack of batteries as our thanks for your time. Inquire at the front

desk or call us to find out more information to receive this free pack of batteries.

Customer service is our number one concern at O'Brien Hearing Center. We want to make sure you are doing great with your hearing aids.

Our new website also has access to our quarterly newsletter, product catalog, & any new product releases can be found there. It is updated often so feel free to stop by our website and let us know what you think. If you have suggestions, we love those too!

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



Professional Care  
in Hearing.



Karin Schmidt, Manager, BC-HIS  
Board Certified in Hearing  
Instrument Sciences

*Professional Care  
in Hearing*

## KARIN SCHMIDT CELEBRATES HER 4TH ANNIVERSARY AT O'BRIEN HEARING CENTER

Karin Schmidt joined the company in June of 2005 and was an apprentice under Cindy O'Brien. Karin obtained her hearing aid dealer license in November 2006 and her National Board of Certification in Hearing Instrument Sciences in October 2007.

Karin is a graduate of Fountain Central High School and Vincennes University. Karin currently manages the Vincennes office of O'Brien Hearing Center.

She is continuously updating herself on the latest technology. Karin does this by attending seminars, conventions, and training sessions by many different manufacturers. She is a current member of the Indiana Hearing Aid Alliance, where she serves as an active board member. She is also a member of the International Hearing Society.

Karin lives in Vincennes with her husband Tim. They have three wonderful children, three dogs, and a cat. The children and parents are very active in school, sports, and 4-H. Karin enjoys spending time with her family, baseball, cooking, traveling, and her pets.

"I have watched her grow in our field from an apprentice to becoming board certified in hearing instrument sciences. I am so proud of her personal and professional achievements. The last four years have been wonderful! Karin is well loved by her patients and her co-workers. She is a wonderful person with a huge heart! I am excited about this four year accomplishment, and I look forward to the years to come," stated Cindy O'Brien, BC-HIS, Owner.



**We're on the Web!** [www.obrienhearingcenter.com](http://www.obrienhearingcenter.com)

## HEARING LOSS : HOW OUR HEARING WORKS

The improved ability to hear has a tremendous impact on the quality of life for both those with hearing loss and their families. Having a good understanding of how your hearing works and then knowing your options for the best help available through today's advanced hearing aid technology will help you make the right choice in amplification - and to use your new hearing instruments to their fullest potential.

As sound passes through each ear, it sets off a chain reaction that could be compared to the toppling of a row of

dominoes. First, the outer ear collects pressure (or sound) waves and funnels them through the ear canal. These vibrations strike the eardrum, then the delicate bones of the middle ear conduct the vibrations to the fluid in the inner ear. This stimulates the tiny nerve endings, called hair cells, which transform the vibrations into electro-chemical impulses. The impulses travel to the brain where they are understood as sounds you recognize.



# O'Brien Hearing Center, Inc.

410 E. Main Street  
Washington, IN 47501

Return Service Requested

PRSR STD  
US POSTAGE  
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## O'BRIEN HEARING CENTER

### NON-NEGOTIABLE VOUCHER

\$1000 trade-in allowance towards  
a pair of S Series hearing aids

**(\$500 per instrument trade-in limit for 2 trade-in aids)**

Authorized by: Cindy O'Brien, BC-HIS, Owner

O'Brien Hearing Center

Expires: 7/31/09

410 E. Main Street

**This is not a check.**

Washington, IN 47501-2979

Not redeemable for cash. Redemption value not to exceed \$1000.00

