

HEARING ASSOCIATES
250 Crescent Drive, Suite 100
Mason City, IA 50401



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Hear in the Now Announcements

Changing Office Operations At Hearing Associates

Office operations continue to change daily at Hearing Associates. We are currently seeing patients in-office. Walk-in appointments are limited and only available from 11 a.m. to 1 p.m. We encourage patients, especially those at higher risk, to take advantage of our curbside service.

Hearing Associates has offered curbside service for hearing aid maintenance at our Mason City clinic beginning in April. Please contact us before you come in. We ask that you pull into the drive-through between 8 a.m. and 5 p.m., Monday - Friday. Call 641-494-5180 once you arrive, and we will come to collect your devices.

You will be notified once your devices are ready for pick up, and we will bring them to your vehicle. This service is open to ALL current hearing aid users who need hearing aid cleaning, repair, or further instruction on using their devices appropriately. Please note that our waiting room will remain closed unless you have an appointment. For now, face masks are required to gain entry to the facility, and we appreciate you bringing one with you.

Please call our office and visit HearingAssociatesMC.com for the latest information. We appreciate your support and patience during this time and look forward to continuing our top-rated care and services. Thank you!



Telehealth Options Available

During this unique season, Hearing Associates can assist patients in office, curbside and from the comfort of their own homes. Our remote services include:

- Remote Programming
- Telehealth Appointments
- Phone Consultations

Call our offices and ask us about these digital and remote services.



Providing excellent customer service & quality hearing aids to our patients since 1987. Hearing Associates, P.C. is your hearing healthcare expert in Mason City, Northern Iowa, and Albert Lea, Minnesota.

Hear in the Now News

Fall 2020

CURBSIDE HEARING AID CLINIC

MONDAY-FRIDAY
8AM-5PM



250 South Crescent Drive, Suite 100
Mason City, IA

641-494-5180

Call (800) 621-6424 or visit HearingAssociatesMC.com

Getting Hearing Aids Isn't Like Getting Glasses

You can almost restore your vision to 20/20 when you get a pair of prescription glasses. Hearing aids do not fix your hearing like glasses fix your vision. A good pair of hearing aids will amplify and clarify sound but won't reverse hearing loss.

Hearing Aids Require Adjustment

Glasses correct your vision before the light enters your eye, so the optic nerve gets the correct information. Hearing aids clarify received audio but cannot correct the damage or blockage to the ear or auditory nerve.

It'll take time for your brain to relearn sounds it's been missing when you get new hearing aids. The hum of the refrigerator or the tick of the clock may sound extra loud because you haven't heard them for a while.

You'll have to work with your audiologist to fine-tune your devices to your needs. And a new listening environment, like a restaurant or social gathering, will require you to adjust your hearing aids' volume.

Hearing Aids Need Maintenance

Caring for glasses usually requires cleaning and keeping them in a case. Hearing aid care is a little more involved. Check your devices and tubing for wax regularly and wipe them clean when you take them out at night. Hearing aids are easier to lose and harder to find than glasses, so be mindful where and when you take them out.

Unlike glasses, moisture can prove problematic for hearing aids as it corrodes batteries and electronic mechanisms. You'll also need to buy new batteries every few weeks if your devices don't have rechargeable options.

Hearing Aids Are Higher Tech

Some hearing aids do much more than clarify sound. Now you can stream audio from your television or smartphone, track your heart rate, and monitor your daily steps with hearing devices. Modern hearing aid technology goes far beyond its predecessors and can do so much more than help you hear.

While glasses are worn for necessity or fashion, they don't have the multi-faceted technological advancements like hearing aids. So, wear those hearing aids with pride as you take advantage of the latest technology.



How Hearing Aids Can Track Your Health

Hearing aids with health tracking capabilities can assist with early detection and treatment of chronic conditions often associated with hearing loss. These devices are also a great way to manage your fitness goals.

Tracking Fitness And Vitals

In-the-canal (ITC) devices are excellent options for people with mild to moderate hearing loss. Some ITC hearing aids have technology that monitors your overall health while improving your hearing. Biometric sensors in these hearing aids allow devices to track heart rate, blood pressure, step count, and calories burned.

Adults 75 and older make up the biggest demographic of hearing aid wearers and benefit from additional health tracking capabilities. Wellness tracking can

monitor conditions like:

- High blood pressure
- Heart rate
- Stroke
- Diabetes
- Cognitive impairment

Your Ear Is Better Than Your Wrist

Some people swear by Fitbits and smartwatches to keep them on track with their fitness goals. You can monitor your heart rate, count steps, and track your calories, but wrist trackers aren't always accurate. This is because your wrist is made of muscles and tendons that move, which can throw off your wrist tracker.

Ears measure more biometrics than any other part of your body. Your ears are made of cartilage, which doesn't move like muscles, so your hearing aids can

provide more accurate motion detection. Your pulse is about 100 times clearer in your ear than your wrist. You'll get a stronger reading on your pulse because the arteries in the ear are also closer to the skin's surface than on the wrist.

Reliable Tracking

Having a health tracking device that provides accurate monitoring is beneficial for your daily life and long-term health condition. Hearing aids with health tracking are worn all the time and can provide a comprehensive reading of your vital signs.

This is essential for physicians and caregivers. Early detection of changing vital signs means faster treatment and more effective diagnoses. These hearing aids also provide personalized health monitoring that can track conditions associated with hearing loss. Some technology can even monitor fall risks.

How Hearing Loss Affects Your Emotional Health

Hearing can make everyday tasks like talking on the phone, driving through traffic, and grocery shopping more difficult. Those obstacles pile up and cause emotional stress that can cause depression and anxiety.

Hearing Loss And Social Isolation

Whether you're a child, teenager, or adult, untreated hearing loss impacts socializing. Asking others to speak up or repeat themselves may leave you feeling embarrassed or frustrated. Eventually, you scrap the idea of attending social gatherings.

Communication becomes a struggle in all scenarios. You avoid talking on the phone and get annoyed with family and friends that don't speak up. You begin to pull away from socializing, and that can lead to isolation.

Depression And Anxiety

Hearing is part of our identity. Hearing adults who develop hearing loss may experience grief as they cope with their new lifestyle. And adding isolation on top of that grief can cause depression and anxiety.

Isolation leads to loneliness, especially when someone with hearing loss feels misunderstood. People with untreated hearing loss are 50% more likely to experience depression, resulting from frustration with communication.

You may develop anxiety as you find yourself increasingly uncertain about your ability to communicate and perform daily tasks. Some people fear losing relationships because of their hearing loss or believe it will diminish their social standing.

How To Improve Your Emotional Well-Being

Acknowledge your loss: Hearing loss is a physical and emotional loss, and it will take time for you to adjust. Be kind to yourself, and have patience as you learn to adapt.

Let go of guilt: There are many reasons people develop hearing loss. Your hearing loss is not a burden and shouldn't be treated as such. Learning to let go of guilt will help you accept your condition.

Build your support system: Include your loved ones in your transition. Let them know how you're feeling and tell them your concerns. Work together to build good communication strategies.

Visit an audiologist: An audiologist can evaluate your hearing loss and help you improve your condition with the right treatment and hearing aids.

Stuart Trembath Presented At ISHA & NSLHA Virtual Conventions

Hearing Associates is pleased to announce our own Stu Trembath hosted a virtual conference session at the 2020 Iowa Speech-Language-Hearing Association Virtual Convention!

The Virtual Convention is an annual event that provides professionals with ongoing education opportunities alongside professional networking. ISHA hosted the virtual event on October 15 and 16 from 8 a.m. to 5 p.m.

Stu presented a 4-hour session on October 16 at 1 p.m. to discuss the essential nature of coding and documentation in audiology. Other topics include new ethical challenges and a change in the business climate.

He previously presented at the Nebraska Speech-Language and Hearing Association on September 18. He gave a one-hour presentation on the practice of audiology in the era of COVID-19.

Congratulations to Stu on his successful sessions.

