HearSay The Official Newsletter of HLAA-PA Volume 17 Issue 3 Fall 2018



MESSAGE FROM NANCY By Nancy Kingsley, State Director



This is the last print edition of *HearSay*. Future issues will be provided by e-mail only.

In our previous issue, we informed our readers that we cannot continue to print and mail HearSay free of charge, and we asked everyone to either send a minimum donation of \$5 for the print version or sign up for the free e-mail version. Unfortunately, only a small number of people chose the print version, making it economically impossible for us to continue to provide it.

If you have not yet signed up for the free e-mail version, you can do so now by e-mailing

HSlist@hlaa-pa.org (include your zip code for our records) or by going to www.hlaa-pa.org, choosing the "Get HearSay" panel, and following the instructions.

If you made a contribution for the print version and would like a refund, e-mail kingsley@hlaapa.org or write to HLAA-PA, 82 Rosehill Drive, King of Prussia, PA 19406. And if you have a computer or a tablet, please sign up for the e-mail version!

We will continue to cover topics of interest to Pennsylvania residents with hearing loss. Thanks to our editor, Don Groff, for the many hours he has put into assembling both the print and e-mail versions of *HearSay*.

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LAST PRINT ISSUE

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Hearing Loss Association of America Pennsylvania State Office 126 Cedarcroft Road Kennett Square, PA 19348



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STATE HAPPENINGS AND OUTREACH

By Carolyn Meyer, Outreach Coodinator

Goodbye summer! We are in full swing for fall activities as chapters prepare for future programs and



meetings. The Walk 4 Hearing is next on the calendar. Sunday October 21 at the Navy Yard. The state Advisory Council has formed a Walk team: HLAA-PA All Stars. That is the name so what is the game? We are working to raise money for the state so that we can continue to advocate for people with hearing loss locally and state-wide. It is the first time for the All Stars and we have accepted a challenge from an anonymous donor who is willing to match our first \$1,000.00 raised! Too good to refuse! Here is the link to our page:

www.bit.ly/Walk2018PAAS

Our Captain is Mike Miles, member of the Advisory Council and ChesCo Chapter. Mike is also on the Walk Committee. Do you want to join us on Walk Day and not have a team? Or do you want to make a donation from home if you are not able to come to the Walk? Well, easy! Just go to our state team page and donate that way. The website will do the rest. We would love to see you there but know that everyone cannot attend on Walk Day. For those who just "walk in" and register on Walk Day, this is another way for the state to benefit from your donation. We hope you will support us as we are working for YOU!

HearSay Coming Your Way

You have all seen the appeal from our HearSay staff that the time has come to produce the newsletter online only. Why? It is simple. Dollars and cents. There were only a few people who wanted the hard copy in the mail. For those few who responded, we cannot find a printer to produce a small quantity of the newsletter at a reasonable price. Don't have a computer but like the newsletter? Ask your chapter president or a friend to print out the e-mail newsletter for you. It is not difficult to do. We are sorry to disappoint any of our readers, but the decision has been clear. The newsletter will now have freedom to expand its content and be better than ever. The online version has few limitations. Our editor Don Groff has worked hard to fine-tune this e-mail version to be the better choice. Thank you for your support. Please do send Don any local news in your area of the state so that it can be included in the newsletter: groff@hlaa-pa.org or send it to me for my column: meyer@hlaa-pa.org .

Chapters

July 15: Fort Washington State Park Picnic The MontCo chapter once again organized a summer picnic with the generous support of the ChesCo chapter. Members of other chapters attended as well, including Nancy Kingsley, our state director, all the way from Lancaster! Once the morning rains abated, all enjoyed a very sociable afternoon.

Save the Date Sunday April 28, 2019

Our HLAA-PA Lunch and Learn will take place in the newly redecorated Radisson Hotel Ballroom, King of Prussia (Valley Forge) from 11-am until 3 pm. We have engaged 3 keynote speakers who will speak on "The Brain, Ears, and Balance". Pencil it in now. You will not want to miss it. As usual, all are invited to attend. It is open to friends, family, professionals, as well as members. Exhibitors will also be on site to inform you about the latest technology for those with hearing loss.

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CONSIDERING A COCHLEAR IMPLANT? MED[©]EL

Contact

Alexanna Rodgers MS, CCC-SLP Consumer Engagement Manager MED-EL Corporation

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Penn Medicine is top 10 in the nation.

Penn Audiology within the Department of Otorhinolaryngology – Head & Neck Surgery at Penn Medicine provides comprehensive assessment, diagnosis, and treatment for people with all types of hearing loss and balance problems.

All of our audiologists hold a clinical doctorate in audiology and have extensive experience in treating hearing loss. Our surgeons are world leaders in otology and neurotology, specializing in the medical and surgical treatment of the ear.

Cochlear Implant Program

- Highest number of cochlear implants procedures performed in the region
- Only center to offer all three manufacturers of cochlear implants & hybrid devices
- Innovative Implantable Hearing Device research program

Hearing Aid Program

- Offer hearing aids from a wide variety of manufacturers at varying levels of technology and price ranges
- Extensive selection of assistive listening devices
- Ongoing support by our trained professionals for the life of your hearing aid

Four convenient locations:

Penn Medicine Perelman Center for Advanced Medicine 3400 Civic Center Boulevard, South Pavilion, 3rd Floor Philadelphia, PA 19104

Penn Medicine Washington Square 800 Walnut Street Philadelphia, PA 19107

Penn Medicine Radnor 250 King of Prussia Road Radnor, PA 19087

Penn Medicine University City 3737 Market Street Philadelphia, PA 19104 Set up your appointment today: (215) 662-2777

http://www.pennmedicine.org/otorhinolaryngology/patientcare/clinical-programs/audiology/

EDITOR'S NOTE:

Much as I regret the passing of the printed version of HearSay, I'm excited about the transition to the e-mail version. It's been a long time in process; the first e-mail HearSay was sent in 2012 to several dozen recipients. The e-mail version has so many benefits for both creator and consumer, in speed and flexibility, and the difference in cost simply can not be ignored.

That said, there is no denying that the printed word continues to appeal in some ways. But communicators of all sorts of messages are finding that this appeal can drain scarce resources more than can be accepted.

The printed version has been archived on State Office web site hlaa-pa.org from its very beginning in 2003. The e-mail version will be archived there as well, and can be downloaded and read in a web browser such as Firefox or Safari. In fact the e-mail HearSay and hlaa-pa.org complement each other, with the web site offering up-to-the-minute information, including a calendar of events of interest to the hearing loss community. The calendar depends on input from that community please send pertinent details to: calendar@hlaapa.org.

- Don Groff



Visit HLAA-PA on the web! Visit hlaa-pa.org, or scan this QR code on your smartphone for latest news and a calendar of events.

Get HearSay by e-mail! Visit hlaa-pa.org or scan this QR code on your smartphone.



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PENNSYLVANIA WALK4HEARING!

Put it on your calendar!

Sunday October 21, 2018

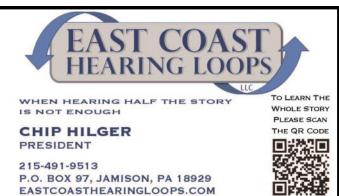
The Navy Yard 4747 South Broad Street Philadelphia, PA

10am - Registration/Check-in 11am - Walk begins *Distance: 5K (3.1 miles)*

Any questions? Contact Walk Chair: Ronnie Adler radler@hearingloss.org www.bit.ly/WalkPA2018



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HLAA CONVENTION SCHOLARSHIP REPORT

This was my first time going to an HLAA convention. I'm very glad I went, and I hope to go again in the future. There were many informative sessions, and the vast array of vendors was impressive. I want to thank HLAA-PA for the scholarship I received, which helped defray the cost of the convention.

I have a cochlear implant from Advanced Bionics and a matching hearing aid from Phonak. I previously tried to access the Advanced Bionics site for training people who have a cochlear implant, but I could not sign on successfully. At the conference I went to their booth, and they informed me that by the end of the summer there will be a new, improved training site. Advanced Bionics will inform me when it is available.

I wanted more information about the Roger Pen that I purchased through Advanced Bionics. Since I lost the instruction manual when I moved, Advanced Bionics told me they would send me a replacement manual.

At the exhibit hall I purchased a ListenLoop for my living room. I have installed it, and it has really improved my ability to understand the TV. Why I didn't get it earlier is beyond my comprehension.

I remembered that I needed a new alarm clock, so I ordered one with a vibrator. I now have it and am using it.

One idea I came away with for our chapter was to reach out to veterans. A veteran, David Schible, spoke about veterans who now have a hearing loss after being exposed to loud noises during their service in the Armed Forces. When I asked him about the VA Hospital in Valley Forge, he suggested that I contact the Veterans Service Officer (VSO) there.

There was an iPhone app supplier, InnoCaption, that provides text for iPhone conversations. A number of people recommended it, so I registered for it. When I got home, the captioning worked, but I started getting calls from people asking why my number was calling them with no one on the line. I deleted the app (after which the calls stopped) and will contact the company to find out what happened.

One night, there was entertainment by a Deaf singer, Mandy Harvey, who earned Simon Cowell's Golden Buzzer with an original song for America's Got Talent 2017 (she took fourth place). Mandy was a singer before she became deaf at age 18. She stopped singing for a while and then resumed doing it, very successfully.

Thanks again for the scholarship, and I totally recommend attending an HLAA convention. Next year it will be in Rochester, NY, and you can drive there from Pennsylvania. That will probably take the same amount of time as flying, given getting to the airport two hours in advance, going through security, waiting for the flight, etc.

-Saul Britchkow

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HLAA2018 CONVENTION

This year's convention was held in the beautiful city of Minneapolis, MN. Approximately 900 attendees gathered and found everything from information on all things related to hearing loss to a wonderful hearing accessible performance of West Side Story at the famed Guthrie Theater on Saturday night.

The convention began on Wednesday, June 20th with a leadership training session for chapter volunteers. HLAA has held these training sessions for many years to provide HLAA members with training for leadership roles in their local chapters and state organizations. The HLAA Board of Trustees held their annual meeting at which all HLAA members were welcomed. This was an opportunity for members to see the governing body of HLAA at work and to ask questions of board members. Executive Director Barbara Kelley described progress made over the past year on HLAA programs, including the recent update of the website.

The State and Chapter Awards Reception and Ceremony, which recognized outstanding volunteers in our membership, followed that evening with two Pennsylvanians among the recipients. Don Groff, member of the Pennsylvania State Office Advisory Council and editor of HearSay, was recognized with the Outstanding State Newsletter Award. Don has worked as editor of HearSay for over 3 years, and organizes and distributes the quarterly newsletter to more than 2000 recipients. Carolyn Best, the Chester County chapter webmaster, received the Outstanding Chapter Website award.

At the Thursday morning National Awards Breakfast and Ceremony, Carolyn's husband Bill Best of Chester County HLAA chapter was recognized with the Outstanding Community Service Award for his many significant outreach projects which have created awareness about hearing loss and the communication barriers it can create. Many of you know Bill, who has traveled throughout Pennsylvania demonstrating assistive listening devices with the HLAA-PA ALD Demo Kit.

The opening session late Thursday afternoon featured keynote speaker Gary Shapiro. Gary is

president and CEO of the Consumer Technology Association. The CTA is a standards and trade organization for the US consumer electronic industry. Gary spoke about the importance of innovation to the success of all businesses, but especially in the highly competitive electronics industry.

The research symposium was held on Friday morning and the topic was Listening in Noise. We are all familiar with the difficulty of hearing when there is background noise. We also see the variability in how well individuals with hearing loss can hear in noisy environments. These scientists are identifying specific reasons for the variability and attempting to identify information which can be used to produce improved hearing aids and CI processors. Five researchers presented findings from their own research into how humans and animals are able to hear in noisy environments. Dr. Norman Lee, a biology professor from St. Olaf College in Northfield, MN discussed frogs which are able to use their directional hearing to locate potential mates. He also reported on research with flies and their novel hearing system that allows directional hearing in spite of their small size. The objective of all of their research is to gain information which could be used to help us all hear better in these challenging environments.

Beginning on Thursday afternoon, educational as well as state and chapter workshops were conducted. Educational workshops followed various tracks: Advocacy, Hearing Assistive Technology, Hearing Aids and Cochlear Implants, and Living with Hearing Loss. This year a new track on Hearing Loss in Health Care Settings was presented. Access in health care settings has been a long time coming for people with hearing loss and it's gratifying to see at least some progress being made. We heard from medical professionals and hospital administrators on processes they are now using to be sure that people with hearing loss receive communication access while in their facilities. Pennsylvanian Linda Rusinko, a contributor to HearSay, led a workshop entitled How Meditation Helped Me with My Hearing Loss. My all-time favorite workshop was a walk down memory lane with two well-known and long-time supporters of HLAA. Audiologist Dr. Mark

Ross and Psychologist Dr. Sam Trychin held a joint workshop called *An Hour with "The Masters of Hearing Loss"* in which they described how their own hearing loss developed, as well as the changes they have seen in their respective professions over the course of their lifetimes.

The exhibit hall was open from Thursday through Saturday, giving attendees ample time to check out the latest technology on all things related to hearing loss. We had a chance to learn more about how the new theater app, GalaPro, is bringing captioning to live theater in New York (with other locations such as the Shubert Theater in Philadelphia soon to follow suit). We also saw innovations such as NeoSensory's wristband which uses the skin to help us hear by providing patterns of vibrations which the brain learns to associate with equivalent sounds. And the Demo Room provided an opportunity for hands-on investigation of captioned phones and various apps to receive captioning on your cell phone. The Demo room included hearing dogs in action, a very interesting session.

We all know that the convention isn't just about finding the latest information on living with a

hearing loss. There was plenty of opportunity to relax, socialize, and just have fun. The Get Acquainted Party on Thursday evening was a chance to meet old friends and make new ones. Friday evening featured Mandy Harvey, a deaf singer and songwriter, who, together with her band, gave a very moving performance. Mandy was a finalist last year on the TV show America's Got Talent. On Saturday evening we took a short bus ride through the city to the Guthrie Theater to see West Side Story in honor of the 100th anniversary of composer Leonard Bernstein's birth.

And of course there were several book signings, including one from Pennsylvania author Dr. Jim Saunders, who has just published his first novel, *Animal Dances*.

Next year the convention will be held in Rochester, NY from June 20 -23, 2019 so be sure to mark your calendars now!

-Diana Bender

2017 MARCIA FINISDORE AWARD FOR ADVOCACY Nominations Due November 15, 2018

The *Marcia Finisdore Award for Advocacy* was established by HLAA-PA in 2004 to honor our first state director. Marcia has been a tireless advocate for people with hearing loss throughout her life. This award is presented to an individual in recognition of excellence in improving communication access for hard of hearing people.

The criteria for selection are:

- A positive vision for the hard of hearing community and a continuing commitment to leadership
- A demonstrated record of advocacy work for the rights and needs of hard of hearing people in the Commonwealth of Pennsylvania

Nominations should include a written statement about the nominee and why this individual deserves the award. Please include contact information for yourself, as well as for the nominee. Nominations should be sent to:

Diana Bender - Bender@hlaa-pa.org or 126 Cedarcroft Road, Kennett Square, PA, 19348

Cochlear Implants and MRIs

The cochlear implant (CI) is a medical implant that has revolutionized the treatment of hearing loss. This implantable device provides auditory input (sound) to people who do not receive benefit from traditional hearing aids. There are a variety of CI manufacturers and models, and all require a magnet in the internal component (receiver/ stimulator) that connects with the external component (sound processor). Any implantable device that includes a magnetic component (e.g., a cardiac pacemaker) requires specific considerations for patients who need magnetic resonance imaging, better known as an MRI.

An MRI is an imaging tool that utilizes a magnetic field to obtain details of the soft tissues of interest. The magnetic fields produced by MRI machines vary, but most MRIs used in clinical settings are 1.5 or 3 tesla (T). Implantable devices that contain a magnet, such as CIs, are susceptible to movement when they are within the magnetic field. This creates potential risk for CI users who may need MRIs.

Traditionally, the CI magnet is temporarily removed surgically before an MRI, which deprives the user of sound input while the magnet is out. Fortunately, there are non-surgical options that work with MRIs that produce less powerful magnetic fields (1.5 T). The various CI models offer simple head wrap bandages that stabilize the CI to reduce the risk of shifting or extrusion during MRI (See Table 1). These bandages typically require application by a licensed practitioner just before the MRI. Similarly, some newer CI models are designed with a magnet that is fully compatible with MRIs and does not require a procedure or magnet removal.

The impact of CIs is immense, and it is likely that you know someone who has been positively affected by cochlear implantation. More patients than ever are becoming CI candidates as this technology advances, and there will always be a portion of CI recipients who require MRIs. It is our hope that this article raises awareness about specific considerations for CI users who may undergo an MRI, so that questions can be raised

before finalizing a decision on which device is most suitable.

Device	MRI compatibility	Intervention Required
Cochlear	1.5T	Implant Bandage and Splint application
	3.0 T	Magnet Removal
Med-El	1.5 T	None
	3.0 T	None
Advanced Bionics	1.5 T	Implant Bandage application
	3.0 T	Magnet removal

Table 1. A list of recommendations from each manufacturer regarding their cochlear implants and MRIs. Note that this list is does not have device-specific information. For that information, visit each company's website.

James G. Naples, MD **Neurotology Fellow** Department of Otorhinolaryngology-Head and Neck Surgery University of Pennsylvania Health Systems



Washington State Park

A LOOK AT REMOTE MICROPHONES The Need for a Remote Microphone

For a long time, hearing instruments have implemented technology (directional microphones and digital signal processing strategies) to help deal with difficult listening situations. These features may be under user control or may work by automatically adapting to the listening environment. However, this built-in technology alone may not overcome particularly challenging listening situations, such as those in which the speaker is more than a few feet away. Even when the speaker is relatively close, if the room is very noisy and/or reverberant (when sound bounces around, creating echoes), listening can be challenging – even for people without hearing loss. An effective solution to these kinds of challenges is to place a microphone close to the person (or other sound) you want to hear. This is referred to as a remote microphone and is a separate piece of technology from your hearing instrument.

Types of Listening Devices

Many assistive listening devices make use of remote microphones. Examples include personal amplifiers and FM (and other radio frequency and Bluetooth systems), infrared, and loop systems. Some remote microphones connect via wires, while others do so wirelessly. General consumer electronic systems that utilize remote microphones typically work with headphones, earbuds, or neck loops. Hearing instrument manufacturers make and sell specialized remote microphones that are designed, for the most part, to work only with specific hearing instruments from the same manufacturer.

Types of Microphones

All types of assistive listening devices have at least one microphone that picks up sounds close to the source and delivers them directly to our ears, hearing aids, or cochlear implants, thus providing increased clarity (the main factor for improving clarity is the closeness of the microphone to the sound we want to hear).

Remote microphones are generally either omnidirectional or directional; omnidirectionals pick up sounds from all around, while directionals focus in one direction. There are also microphones designed to form a beam or multiple beams. These are a type of directional microphone that can change the direction and/or distance that they focus on. In a noisy setting and at a distance from a speaker, a directional or beamforming microphone generally provides increased clarity over an omnidirectional microphone because the former mainly picks up sounds in the area where the speaker is located, thus reducing background noise. Many personal amplifiers have microphone ports that allow different types of microphones to be attached, thus increasing the amplifier's functionality. For instance, if we want to hear a person at a distance in noise, we might attach a directional microphone, while if we want to hear a group of people, we can attach a beamforming microphone that can steer toward the person currently talking. Some mics offer secure transmissions, blocking other people from receiving them. Specialty microphones can provide solutions that do not rely on the use of the T-coil in your hearing aid or cochlear implant, which may be important if you need an assistive device that works well in an environment where there is a lot of electromagnetic interference (since T-coils are designed to receive electromagnetic signals).

Dining with Friends at a Noisy Restaurant

There are many situations where using a remote microphone can be helpful, such as when you are with several people in a noisy restaurant, when you are in your dining room at home with noisy children running around, or when you are traveling in a moving vehicle.

Let's assume we're at a noisy restaurant with three other people. We have several options. We could pass the assistive device's microphone to each person when they want to speak to us. Although this will result in relatively good clarity, it is somewhat cumbersome and not all that practical. Another option is to use a directional microphone that we can point at each speaker. This is more practical than passing a microphone around, but if the restaurant is very noisy and/or we are at a distance from some of the people at the table, we may not get the best clarity. We might also find that constantly pointing a microphone at each speaker can become tiring. A third option is to put an omnidirectional microphone in the center of the table to pick up all the speakers somewhat equally without the need to pass the microphone around or point it at each person. However, if the restaurant is very noisy, this microphone might pick up too much background noise, and if some people are seated far from it, its effectiveness will drop.

Look for my next article, entitled "A Look at Multiple Microphone Systems," for information on other remote microphone options that can address these issues.

Please note that I am not a hearing health care professional and do not work for any assistive listening device company. My goal is to share my knowledge and personal experiences regarding assistive listening devices so that others can benefit.

- Chris Doig

WHAT'S UP? ... ABOUT T-COIL ORIENTATION

As hearing loop systems become more common, we sometimes hear mysterious complaints about their performance. "I can only hear if I sit in a certain area." "I have to turn my head a certain way to hear clearly." "My friend says she can hear very well, but I can barely hear at all."

There is often a simple explanation for these effects.

The telecoil (T-coil) is a cylindrical coil of wire, typically less than a quarter of an inch long. The orientation of this cylinder is of major importance. There ought to be agreement among hearing aid (HA) and cochlear implant (CI) manufacturers about this orientation, but regrettably there is not. In many HAs, the T-coil is more or less vertical, but in one widely used CI processor, the coil is horizontal. In an earlier version of that same processor, the coil was essentially vertical. And it can be almost impossible to get information from the manufacturers about this orientation. (It's called a T-coil because the original intent was to use it with the telephone, whose receiver generates a strong magnetic signal, and it's usually not hard to orient the receiver in a way to get a good T-coil signal.)

The other part of the story is more difficult to describe and pertains to the loop system itself. The signal in a hearing loop system is known as a "vector" quantity. This means that what matters is not only the strength, or "amplitude," of the signal at any point but also the direction of that vector signal.

Simply stated, the T-coil should be oriented in the same direction as the loop signal, for best performance. In fact, if the T-coil is absolutely perpendicular to the loop signal, you will get no sound whatsoever!

A typical loop system might have the loop wire on the floor, encircling the listening area. In the middle of that area, the signal will be more or less vertical, so any Cl or HA with a horizontal T-coil probably won't work well. A user may resort to tilting the head (and the T-coil) to improve the result. One manufacturer provides a plug-in Tcoil accessory that can be oriented for better results, a clear admission that the built-in T-coil orientation is not satisfactory.

But if you are not in the middle of the loop area, or anywhere in the vicinity of the loop wire itself, the signal will not be vertical, and in fact if you are over that wire, the signal will be almost horizontal. This explains why users may hear better near the edge of the room; the signal may be better oriented for T-coils, and the signal amplitude will be somewhat higher.

There is an internationally recognized standard for hearing loop performance, IEC 60118-4, which goes into considerable, if often somewhat vague, detail. It specifies that testing of loop systems is to be done with a T-coil in a vertical orientation. The standard discusses the direction of the loop signal, and recognizes that the HA or CI T-coil may not be vertical, but in any event the measurements are to be made with a vertical T-coil.

In other types of loops, e.g. neckloops and loops at ticket counters, etc., the direction of the signal can be very difficult to predict.

None of this is meant to disparage loops and T-coils. As attractive as the newer streaming systems are, they are essentially one-to-one systems, and there is nothing on the horizon that can match the T-coil for simplicity, reliability, and discreet character for providing hearing assistance to a large number of listeners. It may be that in a decade or so there will be a practical streaming system for multiple listeners, but at present, the T-coil has no competition.

You might think that simply putting both horizontal and vertical coils in the HA and adding their outputs would solve the orientation problem. But that would simply act like a single coil on the diagonal, because of the vector nature of the fields. A sophisticated HA might switch between the two for best results, but that arrangement is probably more complex than any HA manufacturer would consider.

I have built a test device known as a Helmholtz coil to investigate T-coil orientation in HAs and CIs. The Helmholtz coil produces a loop signal of constant amplitude and direction over its volume, and makes it possible to get a very clear indication of T-coil orientation.

On a related note, it is not widely known that you can do a simple test of your T-coil with a watch. A batterypowered watch with a second hand will generate a sound in a T-coil when held close to the HA or Cl. Every second, the tiny motor in the watch advances the second hand, and this will produce a pop pop pop sound every second, if your T-coil is working.

-Don Groff



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Ask the Expert

COCHLEAR IMPLANTS - LIFE BEYOND HEARING AIDS

Straining to hear each day, even when using powerful hearing aids?

Feeling frustrated and sometimes even exhausted from listening? Whether it happens suddenly or gradually over time, hearing loss can affect you physically and emotionally. Being unable to hear impacts your ability to communicate with your loved ones, hear in noisy environments, talk on the phone, and may force you to become more reliant on your family members to interpret for you.

Cochlear implants work differently than hearing aids. Rather than amplifying sound, they use sophisticated software and state-of-the art electronic components to provide access to the sounds you've been missing.



Thomas Roland, M.D., Cochlear Medical Advisor

Dr. Roland, a cochlear implant surgeon and medical advisor to Cochlear, the world leader in cochlear implants, answers questions about cochlear implants and how they are different from hearing aids.

Q: How are cochlear implants different than hearing aids?

- A: Hearing aids help many people by making the sounds they hear louder. Unfortunately as hearing loss progresses, sounds need to not only be made louder but clearer. Cochlear implants can help give you that clarity, especially in noisy environments. Hearing aids are typically worn before a cochlear implant solution is considered.
- Q: Are cochlear implants covered by Medicare?
- A: Yes, Medicare and most private insurance plans routinely cover cochlear implants.
- Q: How do I know a cochlear implant will work for me?
- A: The technology is very reliable. In fact, it has been around for over 30 years and has helped change the lives of over 450,000 people worldwide. For many people, cochlear implants are better than hearing aids in noisy environments.¹

Q: What does a cochlear implant system look like?

A: There are two primary components of the Cochlear" Nucleus" System, the implant that is surgically placed underneath the skin and the external sound processor. Cochlear offers two wearing options for the sound processor, one that's worn behind the ear – similar to a hearing aid – and the new Kanso" Sound Processor which is a discreet, off-the-ear hearing solution that's easy to use. The Cochlear Nucleus System advanced technology is designed to help you hear better and understand conversations.



Call 1800 354 1731 to find a Hearing Implant Specialist near you.

Visit Cochlear.com/US/HLAA for a free guide.

 The Nucleus Freedom Cochlear Implant System: Adult Post Market Surveillance Trial Results, 2008 June.
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Introducing the N7 Processor: HearYourWay.com/US

ABOUT HLAA AND ITS STATE OFFICE, HLAA-PA

The Hearing Loss Association of America (HLAA), founded in 1979, is the nation's foremost membership and advocacy organization for people with hearing loss. HLAA opens the world of communication to people with hearing loss by providing information, education, support and advocacy. The national support network includes the Washington, DC area office, 14 state organizations, and 200 local chapters. HLAA is a 501(c)3 non-profit organization.

> Hearing Loss Association of America 7910 Woodmont Avenue, Suite 1200 Bethesda, MD 20814 www.hearingloss.org

HLAA-PA is the all-volunteer state office of Hearing Loss Association of America. We were established in 2001 to carry out the mission of HLAA for Pennsylvanians with hearing loss, their families and friends.

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VOLUNTEERS NEEDED!!

Assist the HLAA-PA State Director by serving on the Advisory Council or one of its committees. The Council meets periodically at locations convenient to its membership, and committees conduct most of their business by e-mail and occasionally meet in various parts of the state. If you would like to serve on the council or any of its committees, please contact one of the state leaders listed here:

State Director:

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