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AudigyCertified™



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# SoundNEWS

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## WHAT ELSE COULD YOUR HEARING AIDS BE DOING FOR YOU?



Are your hearing aids equipped with wireless capability? If you purchased your devices in the past five years, there's a good chance they could be providing you with a wireless amplified signal from your TV, your cell phone, and more.

If you have yet to experience how simply these devices can work with your hearing aids and provide you an even greater listening experience, we encourage you to come by our office for a live demonstration. Receiving wireless sound directly in your hearing aids not only benefits you but all those around you — you'll be able to hear clearly without, for instance, having to turn the volume on the TV all the way up just to enjoy watching the game or a movie with your family.

Discreet wireless microphones that can be worn by your conversation partner can even give you a clear signal of your friend's voice across a crowded room. Taking advantage of these wireless features is an excellent way to get even greater benefits from the investment you've already made in quality hearing aids.

Additionally, a wireless connection between your mobile phone and your hearing aids can keep you compliant with state laws that require hands-free devices for telephone use while driving.



Call today to schedule your free **WIRELESS TECHNOLOGY CONSULTATION**

to learn if your hearing aids can be connected to your television, your phone, and more!

### TAKE ADVANTAGE OF OUR COMMUNITY APPRECIATION OFFERS



**BATTERY SPECIAL**  
Buy one pack, get one free.  
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**\$250 FRIENDS & FAMILY CREDIT**  
on an AGX5, 7, or 9 two-device hearing system.  
*Cannot be combined with other offers. Offer expires 4/30/2014.*



## OFFICE NEWS

Please join us in welcoming our new audiologist, Dr. Kathy Scieszka, to the practice. Kathy earned her bachelor's degree in audiology and

speech sciences from MSU and her Doctor of Audiology degree from Salus University. She developed cochlear implant programs for the Veterans Administration in Durham, North Carolina, and at Central Michigan University. She has gained experience and skills working in a variety of settings, including in private audiology clinics and in university and hospital settings, providing diagnosis and treatment for those with hearing loss. In addition, she is a fellow of the American Academy of Audiology. Kathy has lived in Lansing most of her life and is proud to call it home.

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# COMMUNICATING ACROSS THE GENERATIONS

Opening doors to better communication through improved hearing is the very heart of our mission. Yet for many of our patients, difficulties communicating — even with a hearing loss — are not so different from those experienced by folks who hear perfectly well.

Speaking to children or grandchildren often involves such vast differences of vocabulary and perspective that the connections can get lost or, even worse, end in frustration. Today's experts on the increasingly studied phenomenon of multiple generations working together have observed that communication across age groups works best when people recognize each other's strengths and make the effort to celebrate — rather than complain about — their differences.

Rather than asking your "Gen Y" grandkids to get off their cell phones, ask them to help you work yours.

Or rather than asking your Traditionalist friends to collaborate in party planning via email, take the time to sit down with them face to face.

Talking about these differences themselves is often a good start! Learning to communicate better across these boundaries is an experience that can benefit us all, regardless of our hearing abilities.

Here are the four generations that communication experts typically see interacting today, and a brief glimpse into what informs their perspectives and communication styles. ●



**TRADITIONALISTS**

**COMMUNICATION**

Prefer face-to-face communication  
Less inclined to share emotions

**INFLUENCES**

WWII  
The Great Depression  
The New Deal

**TRAITS**

Thrifty  
Hard-working  
Self-sacrificing



**BOOMERS**

**COMMUNICATION**

Comfortable communicating on the phone  
Like to collaborate and communicate in groups

**INFLUENCES**

'60s youth culture  
Civil Rights Movement  
Vietnam

**TRAITS**

Educated  
Adventurous  
Value youthfulness



**GEN X**

**COMMUNICATION**

Protective of their time  
Interested in differing points of view  
Heavy users of email

**INFLUENCES**

MTV  
24-hour news  
The "latch-key" generation

**TRAITS**

Self-reliant  
Resourceful  
Nostalgic  
Skeptical



**GEN Y**

**COMMUNICATION**

Less comfortable face to face  
Like to engage and contribute or share feelings and ideas  
Texting

**INFLUENCES**

Immediate access to information  
9/11  
Social media

**TRAITS**

Optimistic  
Highly social  
Adaptable  
Impatient

**TRADITIONALISTS**  
BORN BEFORE 1946

**BOOMERS**  
BORN 1946–1964

**GEN X**  
BORN 1965–1981

**GEN Y**  
BORN 1982–2000