

Kaczmariski

Hearing Services

(616) 538-8220

Sound Advice Newsletter - Fall 2019



NEW TECHNOLOGY EVENT

UNITRON FLEX:TRIAL

October 22-24, 2019



Why do we offer these exclusive events several times a year? It's because we love trying new technology on our patients. Our patients are important to us! We know that hearing aids are an investment, so we want to invest in you too! Trying new technology is important! If you've worn hearing aids before, we know that your experience is a great thing to pull from to determine how new technology will benefit you the best!

So how do we know which technology is right for you?
Introducing a new technique that involves the audiologist AND the patient!

Introducing FLEX:TRIAL from Unitron! Unitron is the only hearing aid brand with the tools to identify each person's lifestyle and provide real-world evidence to support a technology level recommendation. You can try the hearing aids in your own environment with The Real World Assessment. They are "diagnostic hearing aids". What makes these tests special is that they will analyze the type of listening environments that you are in. When you return after one week we will connect them to our computer and review your listening lifestyle together. FLEX:TRIAL hearing aids are a starting point. We don't know yet what will work best for you but through this trial we will find a solution that will be perfect for you!

Today's patients expect Simplicity, Authenticity, Experience and Personalization

Until this time, the patient experience has remained the same for decades. The last 10 years have seen revolutionary changes in hearing aid technology, yet market penetration has remained relatively low. Patients tend to focus on hearing aid technology, but at Kaczmariski Hearing Services the total patient experience is our focus. Unitron FLEX:TRIAL is designed to provide personalized information with what they call "Log It All" which captures information about patients real world hearing experience across seven unique sound environments. "Log it All" shows us how much time each individual patient spends in each of those environments as well as what the hearing aid is doing to help them.

During this event we will be offering TWO significant benefits: You will meet with Dr. Beckie Kaczmariski and your audiologist. Kaczmariski Hearing Services has been in practice for over 25 years and Dr. Beckie Kaczmariski has great experience to guide you and support you during your first visit. Second, we will be offering up to \$800 off a pair of premium Unitron devices, ONLY during this three day event!



FLEX™



Wyoming (616) 538-8220 **Grand Rapids** (616) 940-3313
Walker (616) 914-1054 **Canadian Lakes/Mecosta** (231) 972-EARS

Join Kaczmariski Hearing Services in the Fight Against the Flu

We are Offering 3 Community Flu Clinics with The Visiting Nurses Association
Come get your flu shot AND take advantage of our battery sale at the same time!

Getting your flu vaccine is quick, easy, and can be done onsite at Kaczmariski Hearing Services. Join us in the fight against the flu by getting your vaccination and helping protect those around you! The flu vaccine remains your best protection against the flu and flu complications like pneumonia. Help make 2019-2020 season the healthiest by putting an end to community flu outbreaks.

Individuals can use any one of the following insurance plans to pay for their immunization. He or she is expected to provide an insurance card at the time of service. Any insurance not listed, including medicaid, will not be accepted:



Priority Health
Aetna
Blue Cross/Blue Shield
Cofinity
Aetna
ASR
Medicare

(Those without insurance will be asked to pay \$55 for the quadrivalent flu shot)

Protect
Yourself & Loved Ones
Get your Flu Vaccine today!



Monday, October 21
Grand Rapids office
2020 Raybrook SE
10:00am-2:00pm

Tuesday, October 22
Walker office
523 Wilson Avenue
10:00 am-2:00 pm

Wednesday, October 23
Wyoming office
2225 Main Street SW
10:00am-2:00pm

IS IT THE COMMON COLD OR THE FLU?

Signs and Symptoms

COLD

FLU

Symptom Onset

Fever

Aches

Chills

Fatigue, Weakness

Sneezing

Stuffy Nose

Sore Throat

Chest Cough

Headache

Gradual

Rare

Slight

Uncommon

Sometimes

Common

Common

Common

Mild to Moderate

Rare

Abrupt

Usual

Usual

Fairly Common

Usual

Sometimes

Sometimes

Sometimes

Common

Common

More about Unitron ... You Listen, We Learn

Beckie Kaczmariski's thoughts on wearing the Unitron FLEX:TRIAL aids for 1 week

I was fit with the Unitron FLEX:TRIAL aids on a Friday afternoon. I experienced a nice smooth sound in the office (I would say it sounded transparent) so I was excited to actually use them in my own environment. There is nothing better than listening in your own kitchen, your own car, or your own backyard! I downloaded the RemotePlus app on my phone so that I could adjust them myself if I needed to. This also allowed me to place phone calls, listen to music and just about anything else my phone does, right through my hearing aids! The app allows me to share my thoughts while I am out and about which provides useful data for when I get back to the office for fine tuning.

Sometimes I received automatic suggestions on the app which was amazing! These hearing aids have features like SoundNav, Spatial Awareness, SpeechPro, Spatial Speech, Speech Zones and all kinds of features for the audiologist to adjust. The FLEX:TRIAL aids were collecting data in my environments the entire time and this is the key to unlocking what level of technology I needed most. It measures 7 environments: Conversation in quiet, conversation in noise, quiet, noise, conversation in a small group, music, and conversation in a crowd (remember that speech noise is different than general noise).

Each night I put my hearing aids in the charger so I didn't have to think about batteries at all. I was hearing wonderfully especially when my hearing aids were streaming to my iPhone (they work with Android phones too)! Of particular importance is the SoundNav 3.0 classification system which utilizes artificial intelligence to categorize sound into the seven listening environments. When my audiologist hooked my hearing aids up to the computer to read out my "Log It All" information it was amazing how accurate the findings were! It showed how many hours I wore the hearing aids and was very accurate in the types of listening environments that I was in. I was surprised to see how often I was listening to music and how much time I spent in conversation in general.

My experience gave me the confidence in offering Unitron FLEX:TRIAL to our patients. FLEX:TRIAL provides hard evidence we need to choose a hearing aid that is customized to perform just for you.

***Your personal acoustic lifestyle...
Wherever you go and whatever you do!***

...Would you like to be a part of our next focus group?



Your Opinion Matters!

Kaczmariski Hearing Services is often approached by major worldwide manufacturers such as Starkey, Phonak, Widex and Unitron to do beta studies or focus group studies on new hearing aid technologies and even office procedures. Many times we get to try items not available to the general public yet and you get special discounts and gifts!

If you are interested in participating in these unique opportunities just give our office a call and we will put you on a list for any events that come up. We have done specific studies on things not available to the public yet such as the first open ear technology called "Dot" by GNResound, the tiny IIC from Phonak made of titanium, the Artificial Intelligent hearing aid from Starkey called LIVIO AI ...and the list goes on!

Just give us a call at (616) 538-8220 and give us your name. We will keep your name handy and call you if you are a good fit for a particular study.



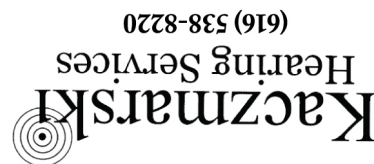
Audiologist's Corner

Dr. Angela Barton has worked in private audiology practices and with Ear, Nose and Throat physicians. She believes these experiences have given her an appreciation of the medical aspect of hearing loss and an understanding of the emotional toll that it can take on the individual as well as their family.

Ironically, listening is essential to finding the right "fit" of hearing aids for an individual. Taking the time to get to know each patient and their lifestyle is as important as knowing the type of hearing loss they have. "As an audiologist, the measure of my success and the reward of a job well done is the positive feedback from patients and their families whose lives have been enriched because of better hearing."

We always reward you for referring your friends and family to us.
 It is the greatest compliment that we can receive.
 *You get a **free pack of batteries** each time you refer someone to us and they mention your name.
 *If they purchase hearing aids, you will also receive a **\$15 gift card for Culver's** restaurant!

KaczmarskiHearing.com
 Metro Health Village
 2225 Main Street SW #140
 Wyoming, MI 49519



OCTOBER BATTERY SALE

NOW is the time to stock up on your battery supplies. This sale always runs the entire month of October (and also May). If you find that your supply is running low, plan to stop by one of our offices to restock. If you feel like you have enough batteries, remember that they go on sale again in the month of May.

It is helpful to check and see what size you need before you stop in. If you cannot remember your size try to remember the color of the sticker that you remove. If you are unable to get to one of our offices feel free to call and we can mail your order for a small postage fee.

NO COUPON NECESSARY.



Hearing Aid Battery Sale
 October 1-31, 2019

pack of 4 batteries for \$2
 (regular price \$5)

pack of 8 batteries for \$4
 (regular price \$9)

Carton sale price \$20

**Do you need a
 speaker for an
 event or club
 meeting?**



Kaczmarski Hearing Services would like to present a general hearing health seminar to your group or club! Dr. Terry Alsum is one of our staff audiologists and she has a wonderful educational seminar about hearing loss and digital hearing aids that she can share with you and your members.

Please feel free to call Terry to discuss any opportunities you may have or know of. She can

be reached at
 (616) 538-8220.

WWW.KaczmarskiHearing.com