

# Hear & Now

A Publication from JC Audiology & Hearing Aids

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## The science of better hearing

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Instruments

## Clarujust™ Technology

Every hearing aid manufactured in the world is fit based on the loudness of tones a patient can hear at various pitches. The limitation is, we don't communicate with tones, we communicate with speech. Now there is a revolutionary hearing aid programming technology that focuses on how well a person hears speech sounds, or phonemes, rather than how well a person hears tones. This technology, called Clarujust™, is changing the way hearing aids and cochlear implants are delivered to patients. It uses a complicated algorithm to fine tune hearing aids based on a person's perception of phonemes.

## Successful Fittings

Dr. Reese and JC Audiology are among the first in the nation using this new technology, which proves to be exact, efficient and effective for both patients and audiologists. Since utilizing the Clarujust™ protocol, patients who have tried it have expressed a higher level of satisfaction with these new hearing aids compared to their previous hearing aids.

## JC Audiology Leads the Way in Hearing Aid Fitting Technology!

When Dr. Judith Reese of JC Audiology agreed earlier this year to participate in a clinical research study of a revolutionary hearing aid fitting technology called Clarujust™, she was excited about the potential that this new technology held for her patients. She had no idea that the inventor and developer of the cutting-edge technology and the manufacturer of the hearing aids would identify her as the one audiologist in the country reporting the highest success rates with patients.

Clarujust™ is a hearing aid fitting process focused on improved understanding of speech in noisy situations. Academic research at the University of Florida in 2009 showed significant hearing improvement for patients wearing hearing aids fit with Clarujust™ compared to those fit with the standard procedure. These successful results mirror what Dr. Reese has observed in her clinical research at JC Audiology thus far.

# Five Years in Business!



**1,000 Patients! And growing!!!**

**And prior to 2005, thousands more served by Dr. Judith Reese in the VA system.**

Not only do Dr. Reese's patients speak highly of her, but her peers do as well. Her research in the field of hearing aid technology was rated tops in the nation in *The Hearing Journal* in 2006!

Our number one source of referrals is from friends of patients! Thank you for being our friends!

**The JC Audiology DIFFERENCE: We have the latest technology in hearing measurement.**

Dr. Reese recently invested in the latest upgraded equipment at JC Audiology. The newest AVANT REM (Real Ear Measurement) system is available to show (on a computer screen) sounds coming into a patient's ear and how a hearing aid can be adjusted to account for each individual's hearing loss. A great tool!

**And check out the newest Hearing Loss Simulator!**

This is an awesome system to view for family members of those who experience hearing loss. It plays voices and sounds as you hear them, then simulates the voices and sounds as adjusted to the hearing loss (patient's audiogram). Family members can actually experience what their loved ones with hearing loss experience.

## Committed to Our Patients and Our Community

JC Audiology provides hearing aids to our patients at a cost that is about 14% less than the average price of hearing aids as reported in a recent national survey of hearing aid dispensers in *The Hearing Journal*.

In addition to the personal service and considerate pricing for each of our patients, JC Audiology and its staff are volunteers for local organizations such as Habitat for Humanity, the Lutz-Land O'Lakes Pregnancy Center, the Carrollwood Cultural Center Band, and two chambers of commerce.



**Congrats to**

Carla Collier, JC Audiology employee and nominee for the Central Pasco Chamber of Commerce Member of the Year!

**Win a carton of batteries! →**

*Predict how many games the Rays will win this year, send your prediction to us, and if you are the first to nail it, we'll give you a carton of batteries. Root for the Rays!!!*

Don't forget about our referral program! Refer a friend or family member and if they become a JC Audiology hearing aid user, you get a special gift from us!

**JC Audiology & Hearing Aids**

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