

# Hear Now

Want more brain power? Mind your hearing.

That's the conclusion of researchers from Johns Hopkins University and the University of Pennsylvania's Perelman School of Medicine, who found that hearing loss is linked to brain atrophy and risk of developing dementia in older adults.

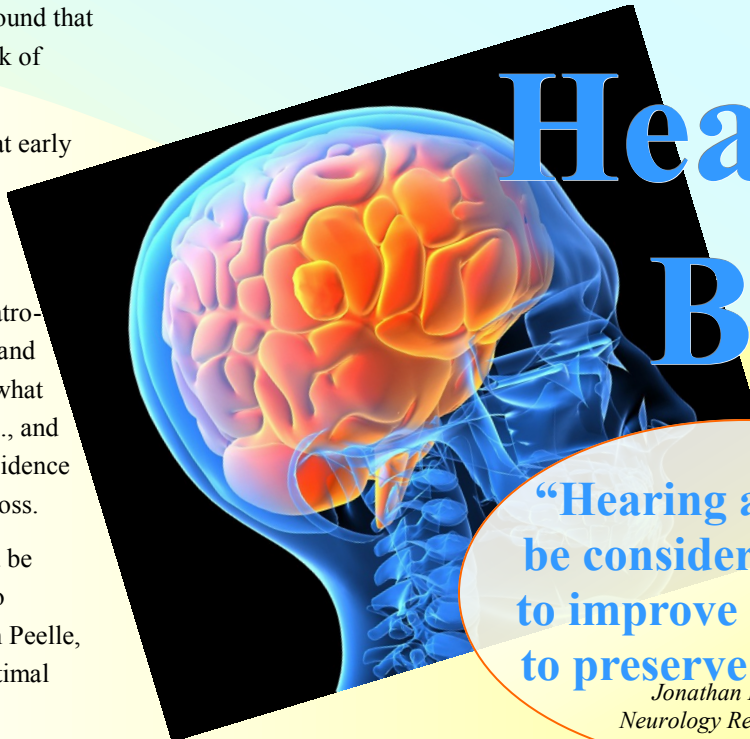
That's the bad news. The good news is that early intervention through hearing aid use is likely to prevent this decline in cognitive function.

The studies show that as hearing declines there is less brain activity. And, gray matter atrophy actually accelerates. This makes it more and more difficult for older adults to understand what is being said to them. Frank Lin, M.D., Ph.D., and colleagues at Johns Hopkins found a high incidence of dementia in those with *untreated* hearing loss.

"Interventions such as hearing aids should be considered not only to improve hearing but to preserve the brain," said lead author Jonathan Peelle, Ph.D., who emphasizes the importance of optimal hearing to help your brain perform at its best.

HEARING WELL =

Healthy  
Brain



**"Hearing aids should be considered not only to improve hearing but to preserve the brain."**

*Jonathan Peelle, Ph.D.,  
Neurology Research Associate*

She loves chew toys, treats, pats on the head, walks around the block . . . and



**your  
hearing  
aids!**

The number one reason hearing aid users replace their hearing aids at JC Audiology is because they became the most expensive chew toy their pets ever enjoyed! Fortunately, many patients have loss & damage replacement warranties for their hearing aids, which takes the sting out of the loss. However, to avoid sending your furry friends to the dog house, please consider . . .

- ▶ Always putting your hearing aids in a drawer/case when not in your ears;
- ▶ Update your warranty to ensure protection from losses;
- ▶ On your next visit to JC Audiology for the world's best hearing aid batteries, visit the pet store across the street for a new chew toy for your furry friend.

If your hearing aids are lost or destroyed for any reason, call us so we can work out a replacement plan. All previous patients of JC Audiology receive a discount on their next pair of new hearing aids.

**JC Audiology**  
HEARING FOR LIFE

JC Audiology & Hearing Aids  
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# Results of our Patient Survey

Recently, we surveyed our patients to find out how we can better improve our services at JC Audiology. We are gratified that **97%** responded with high satisfaction for Dr. Reese and her staff. We also asked how patients liked or didn't like their hearing aids, and the results were also equally impressive with high satisfaction by our patients.



*Thank you for your trust in us!*  
*And please tell all your friends!*



## Dr. Judith Reese—a Leader in Hearing Solutions



The large conference center in an Orlando area Marriott was filled with hearing professionals this past January for a Continuing Education Workshop, in which the latest developments in hearing science were presented to attendees from across the country as well as some international hearing aid dispensers. Dr. Judith L. Reese, shown at left, led the group with two presentations. Her first presentation focused on Evidence Based Practice, which addresses the advances in hearing aid technology and assessment methodologies in the hearing healthcare system. Her second presentation was on Practice Protocols for Preventing Medical Errors, a session required for all hearing aid dispensers.

Charlie Reese, JC Audiology's President & Listener-in-Chief, also presented at the conference. His presentation was on Patient Decision Making, which centered on the importance of understanding the hearing aid users' needs and the ability of the dispensers to provide satisfying solutions that affirm the patients' decisions.



## THE JC Audiology Value!

- Valued-patient discounts on repeat hearing aid purchases and other accessories
- Free birthday batteries and discounts on our quality L45V batteries (longest lasting batteries on the market)
- Individualized hearing treatment plan performed by licensed audiologist
- Locally-owned business—with attention to you and not an out-of-state corporation!

*and NO gimmicks!!!*



Did you receive something in the mail saying:  
**“\$2.8 Million Hearing Stimulus Package Announced for Florida”?**

Read the fine print. It is a come-on that promises vouchers up to \$1,000, but this is based on the purchase of two of the highest priced hearing aids at the Manufacturer's Suggested Retail Price (an inflated price), and the cost to you will still be higher than what you can purchase hearing aids for at JC Audiology.