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## SOUNDNEWS

Volume 9, Issue 3 • Winter 2016

# From us to you: a sincere thank you

This time of year is full of celebrations that are best enjoyed with connection and communication. It's our job, passion, and commitment to you to help you reconnect and rejoice with the sounds of the season. When we talk about you being your best, it's essential that we make sure we're doing ours. So what does the best in hearing care mean to us and, in turn, to you?

**We're local.** We are locally owned and operated. We are a part of your community and proud of it!

**We focus on you.** We take the time to understand the way you live, your personal hearing needs, and your better-hearing goals.

**A hearing care expert is essential for success.** Alone your hearing aids are just hearing aids, but in the hands of a professional hearing expert, they are the key to a better way of life.

**We work with respected partners across the country.** We are nationally networked for coverage while you travel. With AGXchange, you get the same great hearing care while traveling that you'd expect from us — at no extra cost.

**We're committed to professional education and development.** Our providers and front office staff attend patient-care trainings throughout the year, so we can ensure we are giving you the level of care we are committed to.

**You will always be fit with state-of-the-art technology.** We work with the world's best manufacturers, who invest millions annually in research and development in order to offer a complete lineup of the most technologically advanced hearing systems available anywhere.

**We are committed to excellence.** We invest in ongoing training for our entire staff that includes everything from industry trends and technology advancements to better ways to serve you.

**We believe patient education is essential.** Online and in our practice, we provide patient-driven educational materials designed by the country's top providers to give you all the answers you need to make informed choices about your hearing care.

**You can count on accurate diagnostic testing.** Our advanced diagnostic examinations are thorough, precise, and accurate, providing the most comprehensive picture available of which sounds and listening environments are particularly problematic for you in your desired lifestyle.

**We work to ensure you're happy.** We use the most advanced fitting methods available to ensure that your devices are comfortable and provide you with maximum clarity.

Obtaining better hearing is a partnership that we're happy to be part of. As you think about how to hear your best this holiday and into the New Year, know that we are here for you in every aspect of your personal hearing needs.

Call us today to take action on your better-hearing goals!  
**931.538.4485**

### Take advantage of our COMMUNITY APPRECIATION OFFERS

**\$250 Friends and Family Credit**



on an AGX5, 7, or 9 two-device hearing system.  
*Cannot be combined with other offers. Offer expires 1/31/17.*

**FREE CLEAN & CHECK**



of your current hearing devices.  
*Offer expires 1/31/17.*



## Office NEWS

### HELLO and HAPPY HOLIDAYS from the staff at the Center for Audiology!

We would like to welcome Dr. Katelyn Crockett to the practice!

Dr. Crockett is our newest audiologist. She began accepting patients in September. Katelyn and her husband recently moved to middle Tennessee from Savannah, GA. She graduated with her doctorate in audiology from the University of Florida in 2015. Katelyn looks forward to meeting our existing patients, as well as serving Clarksville and the surrounding counties.



# Being the Best You

## Now Through the New Year

Starting to live a healthier, happier life doesn't have to wait until the ball drops — and doesn't have to take all the festive out of your fun. We've made it easy to make better choices by giving you ideas and inspiration for each month of the holiday season. Here's to your best-hearing holiday yet!



### November: Acquire a Taste for Hearing Health

Celebrations are abundant this time of year, so it's no surprise that one way to work toward a healthier and, therefore, happier holiday is through what we eat. To celebrate, we've whipped up some simple ways to satisfy both your hunger and your hearing health.

**Omega-3 fats:** Found in fish and seafood, these "good" fats have been linked to a lower risk of cardiovascular disease and may help maintain cochlear blood flow.

**How to get it:** A 3-ounce serving of cooked wild salmon offers 1,500 mg of omega-3.

**Antioxidants:** Recent studies have found that noise exposure damages sensory cells by creating free radicals — damaging molecules known to cause cell death. This damage to the sensory cells can be prevented by consuming antioxidants.

**How to get it:** Scientists have calculated that the antioxidant power of the apple is equal to more than 1,500 mg of vitamin C.

**Folate:** This B9 vitamin is proven to help prevent high-frequency hearing loss.

**How to get it:** A serving of 5 spears of cooked asparagus provides 100 mg of folate.

**Magnesium:** Magnesium has been used as a treatment for both temporary and permanent noise-induced hearing loss.

**How to get it:** A 1-ounce serving of dry-roasted almonds has 80 mg of magnesium.

**Vitamin C:** This keeps free radicals in check and strengthens your overall immune system, thus reducing the risk of ear infections.

**How to get it:** A 1-cup serving of Brussels sprouts contains 75 mg of vitamin C.



### December: Stay in Touch

From parties to dinners, musicals to musings, this is a busy time of year! Sometimes our hearing loss can discourage us a bit when filling our social calendars — but not this year! Stay connected with these tips and tricks:

**Staying in touch:** Check out CaptionCall®. This free assistive technology service helps with landline phone conversations by clearly displaying the spoken words of the individual you're talking to — instantly. Ask us how you can get CaptionCall in your home today!

**From choirs to carolers:** Today's hearing instruments also offer telecoils, perfect for connecting wirelessly at theaters, churches, or other buildings that are looped, providing a degree of clarity far beyond what is possible with hearing aids alone.

**Dinners, parties, and dinner parties:** Background noise can be quite the rascal at social events. Help minimize the noise and make the most of the memories by asking the host to turn down the tunes, having a buddy who can help repeat things if needed, and looking for a quieter spot in the venue.



*Hear what matters most*



### January: Resolve to Keep Your Resolutions

Around this time, we reflect on the past year and all we accomplished, as well as what next year can bring. Need some ideas? Some of the most popular resolutions can help your hearing too!

**Losing weight:** Weight gain is associated with ailments like cardiovascular disease, diabetes, and hypertension; all of these are related to an increase in the risk for hearing loss.

**Quitting smoking:** Those who smoke a pack a day for 40 years are 1.27 times more likely to have a hearing loss than those who smoke a pack a day for only 10 years.

**Reducing drinking:** High alcohol consumption over a long period of time can lead to damage of the central auditory cortex of the brain, which causes brain shrinkage. The auditory nerve is responsible for transferring sounds from the cochlea (the organ that translates sound into nerve impulses) to the brain.

Like with any good habit, we know why we should do it, but *how* to do it is a crucial element of success that we can miss. Here are tips and tricks to setting, implementing, and keeping your New Year's resolutions all year long.

**Less is more:** Be realistic with your goals — you're more likely to succeed and feel good about yourself, increasing your desire to continue on the path.

**Be specific:** "Make sure to set yourself up for success by creating goals that are realistic and achievable in the given time frame," states Ashley Feinstein, a certified professional coach, in an article for *Forbes*.

**Think small:** What steps can you take now that will help you get to where you want to be?

**Change can only happen with change:** It may seem obvious, but unless you truly start to change your habits and make choices that support those changes, you won't make sustainable progress.

**Write out your goals:** Put your goals in a place where you'll see them daily; "out of sight, out of mind" is very true for goal setting!

**Believe in yourself — we do!** The fact that you've set a goal has you much closer to achieving it than those who don't set them at all. You're on the right track!

**Have you scheduled your annual hearing evaluation?  
Call us today before our calendar fills up!**