



- ✓ *Scientific Dispatch*
- ✓ *New Pricing!*
- ✓ *Rechargeable woes...*

Three old friends head out for a walk. Says the first friend, "Windy, isn't it?" The second friend replies, "No, it's Thursday!" Says the third friend, "I'm thirsty, too! Let's get a drink!"



scientific dispatch >>>

New research out of the University of Colorado Boulder shows changes in brain function that can be seen in mild to moderate age-related hearing loss, the kind of hearing loss we see many times a day here at BHC. These changes relate to the areas of the brain that are involved in processing auditory information, with much more of the cortex (not just the auditory areas) being pulled in to assist with hearing. This means that other parts of the brain are being hijacked to help you hear, leaving you with fewer resources available to understand the conversation, especially in difficult environments. These changes were happening with hearing losses so mild we wouldn't always recommend treatment – an eye opener for us. Can these brain changes be reversed with appropriate amplification? Research is ongoing. Watch this space!

A different way to buy hearing aids! More flexibility, more transparency ...

Things are changing in the world of hearing and hearing aids, and we are changing with the times. We will continue to offer a full range of hearing devices to fit every lifestyle and budget. However, we are going to begin offering them in two different ways.

We will continue to offer hearing aids with our "No Worries" plan. This includes the hearing aids themselves, the fitting of the hearing aids, and any cleaning, adjustments, or supplies (except batteries!) that are needed to keep your aids happy and working well for you. We will continue to care for them in this way for 5 years from the date of purchase. For you, this means there is no charge for the regular maintenance of your hearing aids (and if you've purchased hearing aids from us within the last five years, this is exactly what you're already used to!)

However, we are also beginning to offer a new alternative. This new plan (which we are calling our "Nickel and Dime" plan) will allow you to pay for the services and maintenance that you need only when you need them. This will reduce the up-front cost of the hearing aids (by about \$900 a pair!). However, we fully expect you will pay at least \$900 over 5 years to maintain them appropriately. This option makes a lot of sense for people who know they don't need a lot of maintenance, or who spend most of the year in warmer climates.

... and more accountability!

In addition, we will be performing more quality control checks on hearing aids during both our walk-in service repairs and on our warranty and out of warranty repairs. The charges for these services will increase slightly.

These changes will be in effect regarding hearing aids **over five years old, or hearing aids that are purchased through VocRehab or from other offices.** If you're already on our "No Worries" plan, there will be no charge as usual! Questions, please give us a call!



The former Austine campus is busier than ever before. While this is great for our community, sometimes it makes parking problematic. If our two reserved spots out front are taken, you are welcome to use any other spot you can find. If it's really tight, and nothing is available, make up a safe spot. You won't be ticketed or towed!



If you have one of the Oticon Z-Power rechargeable systems, you may have had issues with battery longevity or faulty battery doors. Thank you for your patience as we work through these problems. Oticon's latest updates (in August) seem to have fixed many of these concerns, but please keep us posted. Warranties on rechargers have been extended due to the problems. We apologize for the inconvenience – what was supposed to be easier for everyone has not been! If you are not getting 12-16 hours per day out of your batteries, please give us a call so we can fix the situation.

How is my hearing aid?

When you bring in your aid for a "clean and check" or for walk-in service, you can expect a new Report Card to come back with it. We will list the services performed, and any services that are recommended for the best possible hearing with your aids.

Contact us at **802 254-3922**

www.brattleborohearing.com



130 Austine Dr., Ste 210
Brattleboro, VT 05301

PRSR STD
U.S. POSTAGE PAID
BRATTLEBORO, VT
05301
PERMIT NO. 39