

# Northwest Hearing + Tinnitus

Newsletter: Summer 2022



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- PHILANTHROPY DAY
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- UNTREATED HEARING LOSS AND COGNITIVE HEALTH

Schedule your next hearing or tinnitus evaluation online. See how on page 1

## A LETTER FROM THE OWNER

This year has been incredibly exciting...and flying by so quickly. Our big focus for 2022 has been dialing in protocols and procedures to ensure a smooth, consistent experience that exceeds expectations every time you visit one of our clinics. We have been evaluating how we can do things even better - for our patients, staff, referring physicians, and community. I desire to foster an experience of top-notch Audiological care in a fun, friendly, and comfortable environment.



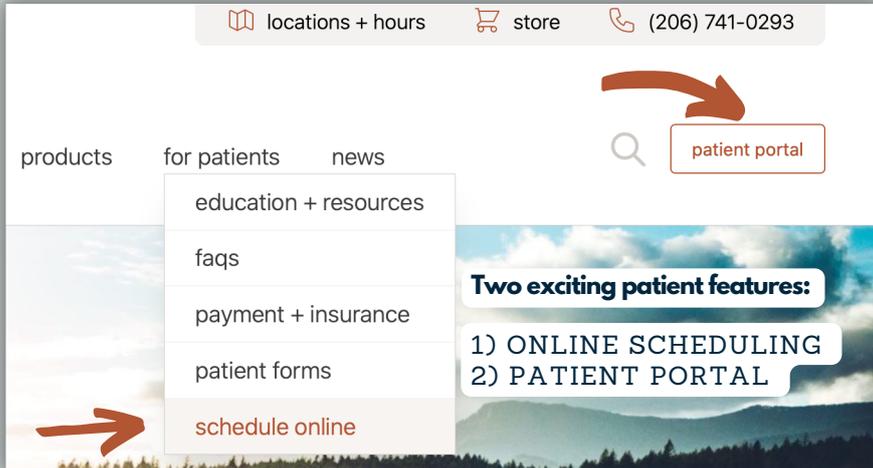
One of the ways that we foster this is with a strong focus on taking care of our staff. We believe firmly that the greatest way for our team to take the best care of you is by us taking the best care of them! I commit to continuing to look at employment differently - working to support our teams' overall health and well-being, so they are fully supported in order to support you! :)

*All My Best,  
Dr. Melanie K. Hecker*

NWH+T

# Company Updates

## NEW FEATURES TO WWW.NORTHWESTAUDIOLOGY.COM



HEARING +  
TINNITUS  
EXPERTS

**ABA BOARD  
CERTIFIED IN  
TINNITUS  
MANAGEMENT**

We are proud to share that all of our Doctors at the Seattle NWH+T clinic are now ABA

Board Certified in Tinnitus Management.

The credentials "CH-TM" are a proud badge of competence in

diagnosing and treating tinnitus. Our

Olympia Doctors are trained in diagnosing

and treating tinnitus and are currently in the

process of obtaining these credentials.

## Olympia Grand Re-Opening

**Come help us  
celebrate !!!**

Be the **FIRST** to see our newly built Olympia location on **June 28th, 2022 from 3:30 - 5:00 PM**. Let's celebrate the **Northwest Hearing + Tinnitus GRAND RE-OPENING** with a glass of wine & hors d'oeuvres at **500 Columbia St NW, Suite 108, Olympia, WA 98501**.



### IMPORTANT NOTICE:

All **Olympia NWH+T appointments scheduled on and after June 14th will be seen at our newly built location: 500 Columbia St NW, Suite 108, Olympia, WA 98501. We are thrilled for you to see your new clinic!!!**



# Q2 PHILANTHROPY DAY



**MULTI-SERVICE CENTER**



**WE WANT TO HEAR FROM YOU!**

The offices of NWH+T were **closed on April 7th, 2022** in honor of our quarterly philanthropic efforts. The Northwest Hearing + Tinnitus team got out of the clinics and into the community for an in-person Philanthropy Day. Our philanthropic efforts were in support of Multi-Service Center's mission to **"build a future without poverty by creating pathways to help, hope, and dignity for our neighbors"**. You can learn more about MSC's mission by visiting:

[WWW.MSCHELPS.ORG](http://WWW.MSCHELPS.ORG)

Each quarter, NWH+T supports a philanthropic cause to support with our time or resources. We want to hear from YOU. If you have a cause that is near + dear to your heart, **please share a cause you are passionate about and why** with us for consideration in our upcoming philanthropic efforts.

**E-MAIL YOUR SUGGESTIONS TO:  
KAYTE@NORTHWESTAUDIOLOGY.COM**



**A JOKE IS ONLY FUNNY THE FIRST TIME**

*Don't let untreated hearing loss or tinnitus dampen the punch line.*

**EVERYONE KNOWS SOMEONE WHO CAN BENEFIT FROM PERSONALIZED HEARING CARE**

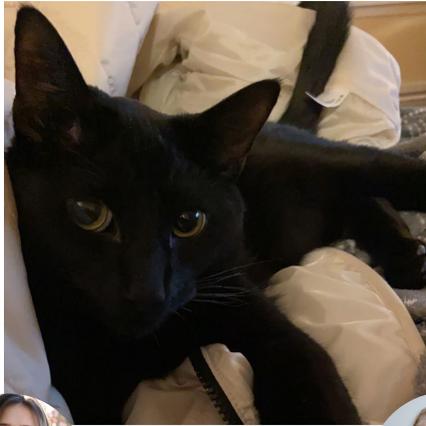
whom do you know that could benefit from a personalized hearing or tinnitus treatment plan?



# Pet Corner



**Pason**  
Owner: Kayte



**Loop**  
Owner: Tamsyn



**Savannah + Lilly**  
Owner: Dr. Mooney



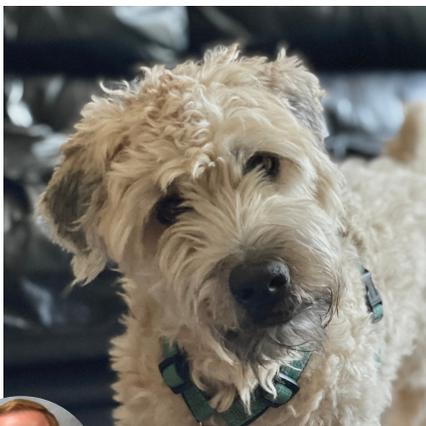
**Coco**  
Owner: Marian



**Olive**  
Owner: Dr. Veith



**Chauncey**  
Owner: Dr. Veith



**Franklin**  
Owner: Dr. Ellis



**Frosty**  
Owner: Angelica



**Nabi**  
Owner: Emily

Send us a picture of your pet to [marketing@northwestaudiology.com](mailto:marketing@northwestaudiology.com) for a chance to win a Wally Pets (Seattle)/ The Pet Works (Olympia) gift card and for your pet to be featured on our social media!

# BRAIN & HEARING HEALTH

IN HONOR OF:  
ALZHEIMER'S &  
BRAIN AWARENESS  
MONTH JUNE 2022

## BRAIN & HEARING HEALTH

By Tyler P. Ellis, Au.D., CCC-A, FAAA, CH-TM

Doctor of Audiology | Board Certified in Tinnitus Management

**Your brain** is the main control center for your body; it **takes input from all of your senses and makes rapid decisions about how to keep you safely engaged with your environment.** There is an ever-growing body of research uncovering **the impacts of sensory loss on overall brain function.** At NWH+T, we take a special interest in understanding, managing, and preventing the effects of hearing loss on your brain.

Most research on hearing loss and brain function observe differences among three groups: (1) people with normal hearing; (2) people who use hearing aids; (3) people with untreated hearing loss. **Abundant evidence supports the notion that people with untreated hearing loss exert significantly more mental effort than people with normal or treated hearing, simply to identify sounds and understand conversation.** The presence of any distracting noise complicates things further for people with untreated hearing loss.

**All of that hard work to make out what someone is saying siphons brainpower away from other important mental faculties, resulting in slower or less efficient processing.** The impact of this slower processing varies from person to person. For example, somebody who spends more energy trying to understand a conversation may contribute fewer of their own ideas, or may have trouble recalling details of the conversation later.

These effects may lead to gradual changes in **social behavior:** people with untreated hearing loss may become hyper-aware of their difficulties, and self-conscious of other people's perception of their struggles. As a result, **they may begin to withdraw from social engagements.** As we are learning, **both social withdrawal and hearing loss are risk factors for declining cognition (e.g., dementia).**

**Hearing is an important factor in your health and wellbeing and contributes greatly to your overall quality of life.** In most cases, hearing loss is gradual, and far too many people go years without realizing they have **clinically significant treatable** hearing loss. With **hearing loss affecting 1 in 3 adults over 65 years of age, and half of adults over 75, it is strongly recommended that ALL individuals over 50 visit a licensed audiologist to complete a baseline hearing evaluation.** **Regardless of age, anybody with noticeable hearing symptoms (including ringing in the ears), should pay a visit to an audiologist.** Early identification of hearing loss lends itself to early intervention and prevention of the effects of untreated hearing loss. **If you or your loved one struggles to hear, experiences ringing, buzzing, hissing, or fullness of the ears, or in any way identifies with the signs or scenarios described above, please give our office a call or visit our website to schedule your hearing assessment and consultation.**

### Risk of dementia

with UNTREATED hearing loss



Source: Lin et al. (2011). Compared with normal hearing, increased risk of dementia: 1.89 for mild hearing loss, 3.00 for moderate hearing loss, and 4.94 for severe hearing loss.

## CALL TO SCHEDULE

SEATTLE: 206-208-7665

OLYMPIA: 360-218-0992



NORTHWEST  
HEARING + TINNITUS



# A CULTURE OF POSITIVITY



**Did you know** that the average hearing aid user upgrades their hearing aids between **3-4 years** after their last purchase? Usually, this is not due to malfunction but rather because new technology emerges with **undeniable advancements** in hearing and understanding. Are you interested in trying the latest technology? It is now easier than ever to **book your next hearing or tinnitus consultation** with **online booking**. Just visit our website and click the **"for patients"** and click **"schedule online"** in the dropdown.

[WWW.NORTHWESTAUDIOLOGY.COM](http://WWW.NORTHWESTAUDIOLOGY.COM)

