

"Alone we can do so little, together we can do so much."
Helen Keller

Audible Notes

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Audible Difference was founded in 1991 to combine state-of-the-art hearing assessment with the best technology available for each individual.

As an independent audiologist, Veronica H. Heide, M. S., CCC-A takes time with each client to discuss concerns and the range of possible solutions.

"I want to make a difference people can hear... an Audible Difference!"

For a personal consultation, call: (608) 273-3036

Spring Seminar: May 13

Hearing in noise is the number one complaint of those with hearing impairment. This year's Spring Seminar will spotlight the latest research and innovative technologies for improving hearing in noise. Plan to attend this lively and fun filled activity to improve the quality of your listening life.

If you or someone you know would like to attend the Spring Seminar and Champagne Brunch Saturday, May 13 at 10:00 a.m., call now to make your reservations.

This is the perfect chance to introduce friends and family to those first steps toward better hearing. It is a unique opportunity to get information in a relaxed and informal forum. Call **273-3036** to make your reservation!

Call now to make your reservations. Space is limited.

Next Generation of Digital Hearing Aids—Environmentally Friendly

Digital hearing aids have been available commercially since Madison's own Nicolet Instrument Corp introduced the world's first digital hearing aid in 1989. In April 1997, Widex was the first to introduce the Senso Completely-In-the-Canal (CIC). In 1998 it introduced the world's first 100% digital hearing aid for severe to profound losses. Currently, most major manufacturers have introduced their own digital hearing aids.

The distinguishing features of these new digital hearing aids is their software or digital recipes for processing sound. In other words, just because a hearing aid is digital doesn't mean it works the way all digital

hearing aids work. This is analogous to computer software and hardware; just because you own a computer doesn't mean that your computer has the same hardware or software as someone else.

This next generation of digital hearing aids use the latest computing techniques to process sound. It is precisely tuned in 20 channels to fit your perceptions of sound. The Claro hearing instruments



use a unique "Fine-scale Noise Canceler" to decrease steady state noises like fans, printer, and ventilation noise. Behind-the-ear and half-shell models have two microphones. By com-

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**"Optimism is the faith that leads to achievement.
Nothing can be done without hope and confidence."**

Helen Keller

Songbird Medical Introduces Disposable Aid

Songbird Medical, a division of Sarnoff Corporation, is introducing its disposable hearing aid in Madison and Milwaukee in May. These cities will be some of the first to experience this unique product before it is introduced nationally in the fall. With a technical force of over 400 Ph.D. scientists and 700 technical experts,

Sarnoff has been instrumental in the development of HDTV and many other technologies in the biomedical field. The Songbird Disposable Hearing Aid was designed from the ground up using all custom components. The battery was custom built and lasts for about one month before

the entire hearing aid is thrown away.

Designed to fit 90% of adult ear canals, Songbird hopes to attract younger, more mildly impaired consumers who might be interested in Songbird's low cost of \$40 per ear (per month). Professional services are additional.

Digital Hearing Instruments, cont.

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binning two-microphones with digital signal processing, these hearing aids automatically locate the source of the background noise and reduces it to allow you to hear more conversation and less noise. Digital hearing aids also automatically control feedback and monitor the battery voltage resulting in less drain and increased battery life.

The behind-the-ear Claro also can be ordered with a built-in FM receiver. This would allow for improved distance hearing as well as improved close-up hearing. Digital hearing aids can also be reprogrammed for the user over and over again as the hearing changes or as communication needs or listening environments change.

Users of all Phonak Claro models also will have the

option of a remote control that is built into a SWATCH watch. This allows the user to make adjustments to the volume and to quickly access certain programs such as the telephone.

Digital hearing aids result in improved satisfaction. An independent study by Hall and Sandlin (1997), found that experienced hearing aid users preferred digital hearing aids over analog hearing aids.

There are many models and styles are available. Learn more about digital technology at the Spring Seminar, or call Audible Difference for a personal consultation and demonstration of this exciting new technology.

Phonak Claro DIGITAL HEARING AID STYLES



Ask Now

- The Americans with Disabilities Act requires public facilities to provide accommodations for those with hearing losses.
- If you don't ask for these accommodations, they won't be there for you or the next person.
- Ask hospitals or hotels for signaling devices to alert you to fire alarms. Ask for telephone amplifiers and alarm clocks that vibrate or flash a light.
- Ask for wireless headphones at the theaters.
- Encourage your church to install wireless headphones.
- Ask for a written copy of the text or even an outline of the talk or sermon when you are in a large group.

WI Audiologist of the Year - 2000



Veronica H. Heide, M.S., Au.D. Audible Difference

Veronica H. Heide was awarded the first annual Audiologist of the Year award by the Wisconsin Speech-Language-Hearing Association (WSHA). This award was presented at the annual State Convention on Saturday, April 1, 2000 during the Association luncheon at the Sheraton Four Points Hotel in Milwaukee.

Veronica was nominated for this award by her clients and selected by the membership and board of WSHA to receive this honor. Caryn Easterling, incoming President of WSHA stated, "Congratulations on receiving this award. You exemplify the professional qualities for which we all strive. I wanted to tell you how excited I am for you and what a great tribute this is to you as a professional serving people with hearing problems. Thank you for your high level of professionalism and commitment to the people you serve."

Attending the award luncheon were her husband, Parry, her daughter, Anne, friend Matt, and one of the clients who had nominated her for the award. In accepting the award, Veronica said, "I am tremendously honored to be here today! I want to express my profound appreciation to WSHA for the distinction of being given this award. There is no greater reward than to be recognized for one's life's work. I am blessed beyond measure with a family that supports me at every turn. Thank you for always being there. I am also humbled every day by the generosity, kindness, and friendship of my clients. Thank you so much for your gifts of love and support. They are precious treasures in my heart. Helen Keller said, 'When we do the best we can, we never know what miracle is wrought in our life, or in the life of another.' Thank you."

Audible Difference®, LLC

Veronica H. Heide, MS, CCC-A

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You and a friend are invited... Spring Seminar - May 13, 2000

**Saturday,
May 13
10:00 a.m.**

**Sheraton Inn
John Nolan Drive
Madison, WI**

Join us for the celebration! Not only are we ringing in the year 2000, but we are celebrating how thankful we are for each other.

Join us on Saturday, May 13th at 10:00 a.m. Come to learn the latest information about the how we hear in noise. Learn about the latest hearing instrument technologies including high resolution, multi-microphone, multi-memory adaptive digital hearing aids that are improving performance in hearing instru-

ments. Find out about leasing programs for hearing aids, new moisture resistant hearing aids, and disposable hearing aids.

This year's event promises to be filled with fun, and we are popping the champagne in your honor. Space is limited, so call Audible Difference (273-3036) today to reserve a place for you and a friend.

Lead the way to better hearing.



"When you get to be my age, it's a real blessing to be able to hear the way you used to many years ago,"

says Ron Hansen, 75, who now can hear the gentle whisper of his granddaughter, Haylee McClellan, 8, thanks to the smallest, fastest and most powerful microchip in the industry--Sonic innovations' new Natura advanced digital hearing system (above).

Better Hearing is Better Living