

Upcoming Events

Free Hearing Screenings

- Last Wednesday/month at the *Riverhead library* 10:00am—12:00 am
- First Monday /month at *Mattituck Library* 1:00 pm—3:00 pm
- 3/6—East Hampton Healthcare Center—Pantigo Place 10:00am—2:00 pm
- 3/18 *Floyd Memorial Library*, Greenport from 1:00 pm—3:00 pm
- 4/8 *Cutchogue library* from 1:00 pm—3:00 pm

Upcoming Seminars by Dr. Barbara Prestano

- Peconic Landing in Greenport : 3/18, 6/17, 9/16 and 12/2 Time: 2:00pm — 3:00pm
- Amagansett library 3/26 Time: 9:00am—10:00am
- Cutchogue library 4/15 Time: 1:00pm —3:00pm
- May; Lunch/Learn—Old Vine Country Club (call for details)

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Improving Quality of Life through Better Hearing

Most of us take our senses for granted. Our sight, smell, taste, touch. Even our hearing. We don't realize how much of an impact hearing loss has on our lives until we start to lose it. Often times, the ramifications of hearing loss are felt by more than just the person experiencing the loss..... It affects family members, relationships, job performance and overall sense of self-worth. Unfortunately, it takes the average person up to ten years before they ever do anything about their hearing loss. In that time, relationships become strained, social activities diminish, job performance deteriorates and one's feeling of well-being becomes jeopardized. Can we get by with a hearing loss? Of course. But our quality of life will suffer the consequences. Our spouse, children or grandchildren will not want to speak to us anymore. We'll get reprimanded for having the TV so loud that someone in another country can hear it. We'll stop going to parties, or to the movies, or to

church because we just can't hear what's going on, or because we don't want to be embarrassed. That in turn causes us to have lower self-esteem. It even makes us feel bad that we're inconveniencing our loved ones. So hearing loss can cause a domino effect over the years. As time goes by, we lose more than just our hearing. The only way to prevent this from happening is to get hearing help. Today's hearing aid technology is remarkable. Researchers have made tremendous improvements in how hearing aids work, so we're not able to help people hear better than ever before, even in the presence of background noise. It's worth the time, effort and expense to improve our quality of life. So make a call today and see how you can improve *your* quality of life!

Do you want to hear the sounds of life? audeoYES!

The new audeoYES combines performance and style. It's patented SoundRecover system breaks the high frequency barrier, and expands hearing to include the full spectrum of sounds. This advanced system allows all sounds to be audible without being shrill or tinny. Additionally, it combines a sleek design with wireless compatibility so that users can connect to a wide variety of modern communication devices.



RECEIVE

\$200.00 OFF

A SET OF THE NEW

audeoYES

hearing aids

OUR AMAZING STAFF



Left to Right: Jo Ann Wood, Barbara Prestano, Jennifer Lohr and Lisa Cruz

Our audiology department is staffed by highly trained professionals and includes Dr. Barbara Prestano, the Director of Audiology, Jennifer Lohr and Jo Ann Wood, certified/licensed Audiologists and Hearing Instrument Specialists, and Lisa Cruz, currently in training to be an Otologic Technician and Hearing Instrument Specialist. You know you're in good hands at Peconic ENT.

**Peconic Ear, Nose,
Throat & Facial
Plastic Surgery**

Our Physicians

Kevin Braat, MD
Paul Kelly, MD
Paul Davey, MD
Eric Scarbrough, MD

Our Audiologists

Barbara A. Prestano,
Au.D., FAAA
Jennifer Lohr, MS,
CCC/A, FAAA
Jo Ann Wood, MA,
CCC/A, FAAA
Lisa Cruz, Otologic
Technician

**We're on the web at
www.peconic-ent.com**

Hear the Difference

The Truth about Battery Life

Many patients ask why hearing aid batteries only last from one to four weeks while wristwatch batteries can last longer than a year. Well, the answer is that the current used by a hearing aid is much greater than that from a watch battery. A watch battery ticks away the seconds and minutes of every day with no variation at all. On the other hand, a hearing aid battery functions constantly and must continually vary the amount of current needed to perform certain tasks. Additionally, this tiny battery must not only power a mini-amplifier, but a speaker, microphone, and computer chip as well. Therefore, a hearing aid will require much more energy each day than a watch battery. The good news is that we offer a wonderful, three year comprehensive warranty/service package with the purchase of new hearing aids which includes batteries for three years. If you're a current hearing aid wearer, then ask us about our special Hearing Healthcare Solutions-plus package and find out how you can save money on batteries and services! Call today and ask for details!

Ask the Expert

Q: Why do I still have to repeat myself even if my husband is wearing his hearing aids? Jennie M., Mattituck, NY

A: That's a great question! The answer is that hearing aids are not a "CURE" for hearing loss. They are a help—a piece of the puzzle to assist with hearing difficulties. It really depends on how much hearing loss someone has as to how much improvement they will get. Something to remember is that even normal hearing people miss things that are said. Even normal hearing people have trouble hearing in a noisy place. Hearing aids do not restore hearing to normal. Other things that can help improve one's ability to hear include being close to the speaker (less than six feet away), adequate lighting, decrease noise levels in the area and the use of an assistive device like a personal listening system.

Got a question? Write us at: ASK THE EXPERT, Peconic ENT, 292 Shade Tree Lane, Aquebogue, NY 11931

RESEARCH CORNER:

So, You Don't Think Your Hearing Is 'Bad Enough' to Do Anything About?

Brandeis University researchers published a study in the *Current Directions in Psychological Science* journal that concluded that older adults with mild to moderate hearing loss may expend so much cognitive energy on hearing accurately that their ability to remember spoken language suffers as a result. The study showed that even

when older adults could hear words well enough to repeat them, their ability to memorize and remember these words was poorer in comparison to other individuals of the same age with good hearing. These results support the importance of diagnosing and treating hearing loss.

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