

MANUFACTURER'S DISCOUNT!

\$2495 A Pair of Widex "REAL" Hearing Aids

*A perfect digital hearing aid for quiet, less demanding,
listening environments.*

Financing Options Available. Regularly \$3695/pair.

Hearing Loss & Hearing Aids: What is the best digital hearing technology for me?

Featuring the 24/7 extended wear Lyric, FDA-approved for tinnitus Mind
440, and the mid-priced, open-fit Audeo!

You are cordially invited...

Educational Luncheon Seminar Presentations

Our seminar presentations demonstrate how feature-rich hearing instruments improve your
hearing in more challenging listening situations, and can dramatically improve your quality of life.

A limited number of demonstration appointments are available following the seminars. When
making your reservation for a seminar, please specify you would like a personal listening
demonstration too.



Open-Fit Instruments

Presented By Cathy Kurth, Au.D.

North Scottsdale Office

9777 N. 91st Street, Suite 101

Thursday, June 11th, 18th, or 25th

11:00 am to 12:30 pm

For reservations, call
(480) 451-0220

Civic Center Office

3271 N. Civic Center Plaza, Suite 4

Monday, June 8th, 15th or 22nd

11:00 am to 12:30 pm

For reservations, call
(480) 941-0519

Hosted by the Doctors of Audiology at Audiology and Hearing Aid Center: Cathy Kurth, Au.D., Kim Gates, Au.D.,
Chris Cummins-Beagle, Au.D., Monica Morgan, Au.D and Ellie Hatefi, Au.D.

Neglecting your hearing is neglecting your quality of life!

Save \$500 Off
Two Digital Hearing Aids
or 5 Years Free Batteries.

Applies to Lyric, Mind, and Audeo aids.
Does not apply to previous purchases.
Cannot be combined with other offers
or insurance discounts.
Expires: June 30th, 2009.

HEAR & NOW

Audiology and Hearing Aid Center News

Summer 2009

The hearing care specialists preferred by doctors and patients alike.

Cathy Kurth, Au.D., Doctor of Audiology • Kim Gates, Au.D., Doctor of Audiology
Chris Cummins-Beagle, Au.D., Doctor of Audiology • Monica Morgan, Au.D., Doctor of Audiology • Ellie Hatefi, Au.D., Doctor of Audiology

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Cathy's column

Trade In! Let's set the record straight.

Cathy Kurth, Au.D., FAAA, Doctor of Audiology

I've always maintained that the best patient is an informed patient. For many
years, I've used my newsletter as a vehicle to keep you, my patients, informed
and in the most current hearing aid technology.

You may have seen the newspaper ads about trading in used hearing aids
that are "two or more years old" so that a hearing aid dealer can donate them
to a non-profit organization. Allow me to set the record straight. Trading in

used hearing aids and receiving cash is no different than a car dealer offering you \$2000 to buy a car. I
assure you, that two thousand dollars is built into the bottom line price. Besides, if you need to trade in a
pair of two-year-old hearing aids then you should not have bought them in the first place.

When somebody offers you a "trade-in" for your "older devices" to "more modern hearing technology" that
may be "two or more years old" this is simply not at all a benefit to you or your wallet. It is nothing more than
an attractive offer to get you to buy something while making you think you saved money in the process.

Audiology and Hearing Aid Center has always offered its patients \$500 dollars off or 5 years of free batteries,
and zero-percent financing. We also offer second opinions, quality care and professionalism in the sale of
a hearing aid. We feel that for our patients, these are the offers that provide a true benefit! Over the years,
we have also made it a regular practice to donate hearing aids to national organizations, and good causes,
and not tying it to any offer.

Meet Dr. Jerry Josen!

I have had the opportunity to share an office with Dr. Josen for the past two years, and have seen
his practice grow from very few patients to a very successful practice. He treats patients of all ages
for Ear, Nose and Throat problems. He even did a tonsillectomy on my 18-year-old son. At that age
this procedure is not easy to quickly recover from, but my son did great. Dr. Josen and his wonderful
staff will take in a patient when needed on short notice. Unlike many specialists who can keep their
patients waiting for over an hour or more, there is rarely a wait in Dr. Josen's office. He genuinely cares
about each of his patients, which shows in the amount of thank you letters he receives. He also has an
amazing staff that makes each and every patient feel special. Dr. Josen completed his residency at the
University of Illinois - Chicago. He is fellowship-trained in sinus surgery and head and neck oncology
surgery, and maintains privileges at the finest hospitals in the valley.

Locations

Scottsdale

(480) 941-0519

3271 N. Civic Center Plaza
Suite 4

Scottsdale, AZ 85251

Phoenix

(480) 941-0519

5040 N. 15th Avenue
Suite 408

Phoenix, AZ 85015

North Scottsdale

(480) 451-0220

9777 N. 91st Street
Suite 101

Scottsdale, AZ 85258

Thompson Peak

(480) 515-0200

20201 N. Scottsdale
Healthcare Drive, Suite 230

Scottsdale, AZ 85255

You may visit us
on the Internet at
www.azhearingaid.com

Dateline, Dallas: American Academy of Audiology

What's new in hearing technology from the American Academy of Audiology? In April, we (Dr. Cummins-Beagle and Dr. Kurth) attended a combined 20 hours of classes as part of our continuing education and training in our field. There are many new and exciting developments on the horizon in digital hearing technology and testing equipment. Advancements in wireless Bluetooth and high-powered hearing devices, as well as computerized testing, will expand the spectrum for fitting and programming a wider range of hearing losses. Audiology and Hearing Aid Center remains the practice of choice, and on the cutting edge, by manufacturers to fit and program their breakthrough hearing aid technology as it becomes available. We are the first in the Southwest to fit the Lyric 24/7 extended-wear "invisible" hearing device. View their new website at www.lyrichearing.com. This extraordinarily comfortable hearing aid is completely hidden and can be worn for up to 3 months before having to replace it. Feel free to contact us for more information about this and other breakthrough hearing and communication devices.

– Dr. Cathy Kurth



What is the BEST Technology Level for Me?

*How will it improve my
quality of life?*

ADVANCED HEARING TECHNOLOGY

- Maximizes speech intelligibility
- Effective in all noisy listening environments
- Customized listening programs
- Cancels feedback (whistling) from all directions
- Exceptional listening comfort
- Ultimate accuracy for all hearing losses and ages
- Excellent sound quality
- Stay active in meetings and other social events
- Lead busy lifestyles both indoors and outdoors
- Go out to eat at noisy restaurants
- Want the best hearing technology there is
- Better hearing in dynamic listening situations
- Hear everyday sounds with a high degree of comfort
- Long-lasting battery life

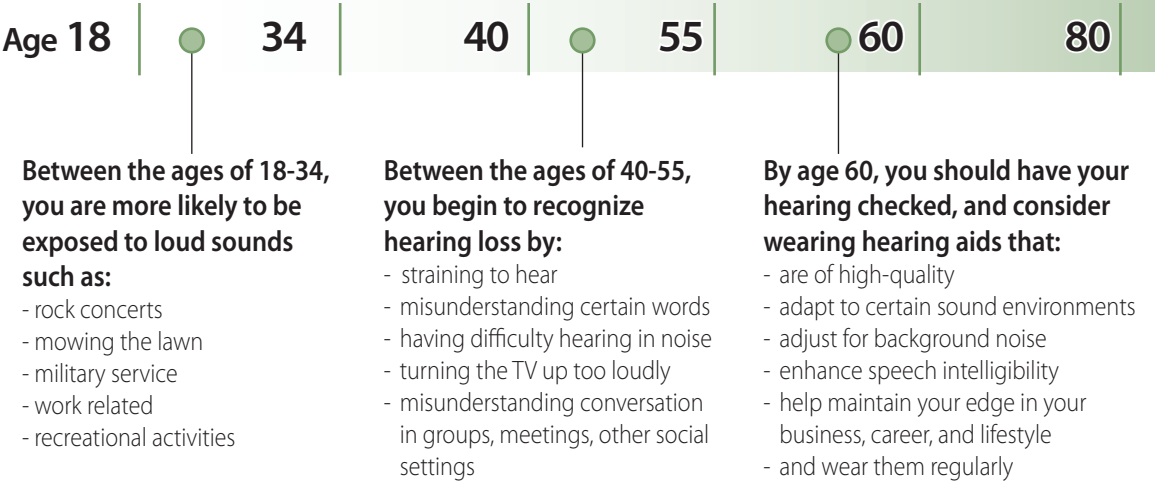
MID-LEVEL TECHNOLOGY

- Preserves sound quality from side and back
- Outstanding sound quality for almost everyone
- Excellent sound quality in most situations
- Minimal feedback (whistling)
- For moderately active lifestyles
- Frequently attend group meetings
- Attend small family gatherings
- Are rarely in busy restaurants or large groups
- Want improved hearing in many situations, automatically

BASIC TECHNOLOGY

- Lower cost digital
- Good sound quality
- Soft sounds are audible, loud sounds are not uncomfortable
- For less active lifestyles
- Are usually in quiet environments
- Occasionally attend small gatherings

Hearing Loss and the Aging Process



BATTERY SALE Buy 2 Packs, Get 1 Pack FREE



Mention this offer at time of purchase
Expires June 30th, 2009

FREE Hearing Aid Check-Ups!



Includes a hearing screening, hearing aid evaluation, in-office repair, cleaning and other adjustments as needed.

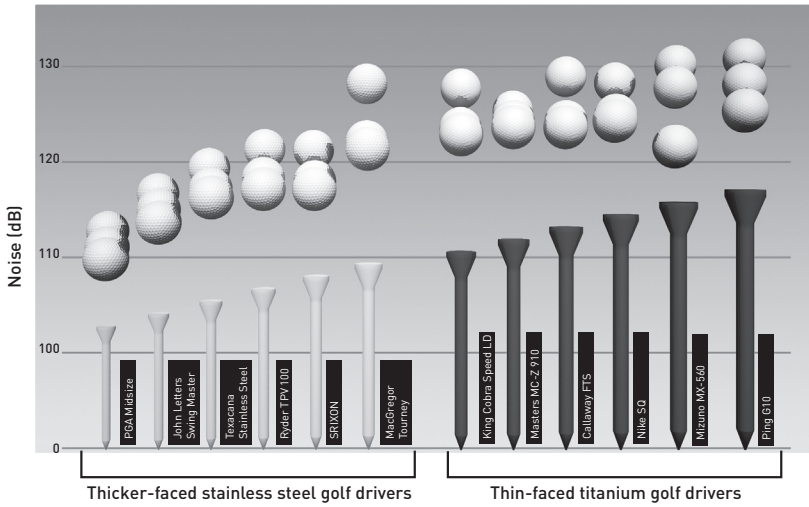
A \$65 Value!

Offer expires June 30th, 2009 • Appointment required

Is your **PING** a bad thing?

Doctors have warned golfers who use titanium drivers that they should use earplugs to protect against hearing loss.

"What we've found is thin-faced clubs produce noise loud enough to damage hearing," says Dr. Malcolm Buchanan, an ear, nose and throat specialist, who with his colleagues at the Norfolk and Norwich University Hospital reported their findings in the British Medical Journal.



Researchers analyzed the case of a 55-year-old man who entered an outpatient clinic with tinnitus (ringing in the ears) and reduced hearing in one of his ears. The man had been playing golf three times a week for 18 months using the titanium drivers. He told doctors that the sound of the club-face striking the ball was similar to the sound of a gun going off.

Researchers concluded that the study presents anecdotal evidence that caution should be taken by golfers who play regularly and use titanium drivers.

We at Audiology and Hearing Aid Center have many patients who are golfers. We encourage you to call for an appointment to see if your hearing aids are adjusted to protect you against loud "impacting" noise, and inquire about our customized ear protection. Fore!

Welcome Our New Audiologist!

Ellie Hatefi, Au.D.
Doctor of Audiology

Originally from Iran, Dr. Hatefi earned her Master's degree in Audiology at Tehran University in 1995, where she began her career in Audiology. She moved to the United States in 2000, and entered the Doctor of Audiology program at Arizona State University (ASU). In 2009, she received her Au.D. (Doctor of Audiology degree) from ASU. In fact when Ellie was handed her degree, she also had the extreme pleasure of receiving a hug from President Obama, which is an incredible honor.

As part of ASU's clinical program, Dr. Hatefi had the opportunity to train at several major health facilities throughout the Valley. At these facilities, she able to receive hands-on experience in important areas such as diagnostic audiological and vestibular evaluation, as well as obtaining extensive knowledge and training in the demanding area of amplification. Following these invaluable experiences, she received her Arizona State Audiology License.

Her passion is working with both the pediatric and geriatric populations who require an audiologist with unique skills and great dedication. Dr. Hatefi is an audiologist who possesses these exceptional characteristics, making her an asset to Audiology and Hearing Aid Center's Thompson Peak office, which predominantly serves these two populations.

When not at work, Ellie enjoys spending time with her husband and being a mother to her young son and daughter.



Where's Dr. Morgan Been?



On January 25th, 2009, Monica and her husband welcomed their daughter, Samantha Addison Morgan, 5 pounds, 1 ounce, 18 1/4 inches. She came a little early but without complications. Dr. Morgan is now back to work (Wednesday, Thursday and Friday) and looking forward to seeing all her patients. "A big 'thank you' to all of you who inquired about my whereabouts while I was out on maternity leave," she says.

Our Patients Tell It Best!

Dear Cathy,
I just wanted to formalize my gratitude to you and your fine staff for the outstanding service provided to me over the past almost 20 years. I can't tell you what a difference these new Widex hearing aids have meant to me. My hearing loss is somewhat unique and with the ability to adjust 15 different frequency bands, these aids restored my hearing to what I would call "normal" and that is a real compliment. I can't thank you enough for your caring and professional service over the years. Thanks again for making my life, and my wife, very happy!
Best regards,
Dennis M.