

"We are extremely satisfied with our aids and the services we have received. We wouldn't go anywhere else." – J and B Cray



"I'm very satisfied. The joy of hearing your grandchildren is a great thing." — Rosemary C.



Write us a testimonial and you could be featured in our next newsletter!



**We are a 5 Star Center—  
an exclusive group that  
exemplifies excellence!**

## A Letter from Dr. Concha

Hello!

First, I would like to say THANK YOU to all of our patients. It is an honor that you have chosen us to help you with your hearing health needs.

Recently, people have asked us how over-the-counter hearing aids (OTCs) or personal sound amplification products (PSAPs) will affect our profession. OTCs are nothing new and have been around for many years in the form of assistive listening devices (ALDs) available online or in the backs of magazines for years. OTCs are designed for mild to moderate hearing losses but many of our patients have severe to profound hearing loss. Research on acceptance rates shows that 85% of people who try an OTC will stop using them after a few months while our acceptance rate is close to 100%. Research has also shown that OTC users will eventually come to an Audiologist because they realize these devices cannot help them.

We know there will always be people who are just looking to walk out the door with a product, but one of the reasons we are one of the best Audiology practices in the country is that we follow best practices. Best practices means that our emphasis is on services and the expertise we provide. We look at hearing aids as tools that are part of a comprehensive treatment plan for you. We are always looking for better ways to help you and we are continually learning about treatments or strategies that can benefit you. We strive to be on the cutting edge of technology with the latest knowledge about hearing and communication.

Del Concha AuD., CCC-A, F-AAA

## 7 Reasons To Get Hearing Aids Now Instead of Waiting

According to Dr. Amy Sarow, Hearing loss can have a cascade of effects on mental health, cognitive function, and even earning potential and healthcare expenses.

- **Improves Communication:** Hearing loss makes it difficult to communicate with others, which impacts overall quality of life. Hearing aids can help you hear more clearly, which will improve communication skills and allow you to participate in activities that you may have been avoiding.
- **Promotes Safety:** Untreated hearing loss can put your safety at risk, as it can make it difficult to hear things like sirens, approaching vehicles, or warning alarms.
- **Supports Earnings:** Estimates speculate that employees lose on average \$30,000 per year in annual salary potential with untreated hearing loss. Additionally, according to a recent study, those with untreated hearing loss will have an additional \$22,434 in healthcare costs over ten years than patients with normal hearing.
- **Preserves Memory:** A recent study has shown that hearing loss is linked to an increased risk of dementia. The study found that those with hearing loss were 24% more likely to develop dementia over a period of six years than those without hearing loss.
- **Promotes Social Engagement:** Those with hearing loss may find themselves withdrawing from social activities, as it becomes more and more difficult to communicate. This can lead to isolation and depression. Additionally, hearing loss can cause problems at work, as it becomes difficult to hear important instructions or colleagues.
- **Reduces Risk of Falls:** A John Hopkins study found that those with hearing loss were three times more likely to fall than those without hearing loss. The study found that hearing loss caused problems with balance and environmental awareness, both of which can lead to falls. For seniors, falls are the number one cause of death or injury.
- **Supports Mental Health:** Research shows that untreated hearing loss can lead to anxiety, depression, and sleep problems. One study found that those with sensorineural hearing loss were more likely to experience clinical depression and anxiety than those without hearing loss.

## Allegro Credit Leasing Option

We are pleased to offer affordable monthly payment plans through Allegro for all levels of our hearing technology. If you are interested, contact your nearest clinic for more information.

## New Employee



We'd like to welcome Ray to the Keokuk clinic. Ray is a Keokuk native, and he looks forward to helping you address your hearing health needs.

## We're Celebrating 25 Years



## Lumity

Hearing can be challenging in difficult situations, In order to participate in conversations around you, it's important to understand well. Conversation is where Phonak's latest Lumity models really shine.

- Introducing the world's first smart hearing aid speaker system which provides on average 10% better speech understanding in noisy environments and is equipped on every level of Lumity devices
- The Life models of Lumity can be submerged in up to 1/2 meter of water. Perfect for the gym, relaxing by the pool, or getting caught in a rain shower.
- All Lumity models all come with a redesigned charger case that can go with you everywhere and recharge your hearing aids up to 3 times before needing to be plugged in. These new chargers can also charge off of any USB outlet anywhere.



## Roger On

The Roger On is a multi-situation microphone. 31% of hearing aid wearers report they still have challenges hearing in noisy situations. With Roger, speech understanding improves up to 61% in group conversations where the background noise is 75dBA compared with just hearing aids alone. For employees with a documented hearing loss who work at a company of 15 or more, Roger On may be considered a Reasonable Accommodation through the Americans With Disabilities Act .



## Why Choose Concha Audiology?

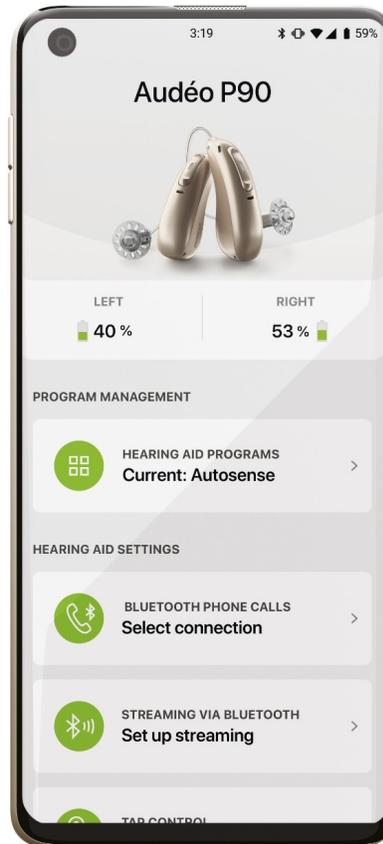
- We perform Real Ear Measurements on 100% of our patients.
- We utilize the latest equipment and technology currently available.
- We provide the best service and up to date knowledge on hearing related subjects.
- We provide excellent care to all our patients
- Exceptional patient satisfaction for over 25 years!

## Concha Hearing Care

Concha Hearing Care is included with the purchase of a new set of hearing aids. It includes batteries, cleanings, check ups, and in office adjustments. Concha Hearing Care can be for 60 days, 1, 3, or up to 5 years depending on the hearing aids you purchase.

### My Phonak App

- Available on any iOS or Android smartphone
- Allows the user control everything from how much volume they receive, how much noise they want to reduce, and how much they want to focus on speech.
- Create and save personalized adjustments specific to their own life.
- Track health data such as steps and activity level when paired with Lumity.
- Get remote support when you're unable to get to a clinic. Phonak is rated #1 for remote support by hearing care providers in the US.



### Tell Your Friends About Us!

Patients who refer a friend or family member can receive a \$50.00 credit. This credit is redeemable towards the purchase of any of our services or products. You may also give the credit to family or friends to use toward their purchases. Make sure you have the people you send our way mention your name so you can receive credit!



Concha Audiology and Rehabilitation  
[www.facebook.com/conchaud](http://www.facebook.com/conchaud)

### Concha Audiology has four convenient locations!

#### North Liberty

1295 Jordan St, Suite 4  
 North Liberty, IA 52317  
 319-626-2392

#### Mount Pleasant

207 S. Harrison, Suite 104  
 Mount Pleasant, IA 52641  
 319-385-9030

#### Fort Madison

618 18th St  
 Fort Madison, IA 52627  
 319-372-2999

#### Keokuk

420 N 17th St  
 Keokuk, IA 52632  
 1-800-569-8919

 It is important to bring your hearing aids in to be professionally cleaned. Come in and see us every 3 to 4 months for regular cleanings and checkups.