

PHOTO COURTESY OF FIRST COAST HEARING CLINIC

At first, Ed May blamed the background sounds.

Then he noticed that people weren't speaking as clearly as they should.

"I had a number of reasons for asking people to repeat themselves," confides the active business executive, "but they were really excuses. I was too vain to admit I might need a hearing aid."

Ed delayed that admission for about eight months, but finally the missed conversations with his wife and friends and his difficulties during boardroom presentations convinced him to consider the benefits of hearing correction.

He decided to consult Jay H. Underwood, MA, F-AAA, at First Coast Hearing Clinic.

"I had seen Jay's article in *Palm Coast Health Care News*," explains Ed. "A patient in that article had a problem like mine, and Jay worked with him, adjusting his hearing instruments until they were right. I called Jay and scheduled an appointment for a hearing evaluation.

"Jay's exam was quite thorough. It convinced me that I needed assistance with my hearing."

That hurdle cleared, Ed, then 68, still clung to one major obstacle to effective hearing correction.

"I didn't want to use the powerful, standard behind-the-ear hearing instrument," says Ed. "I thought standard hearing aids would age me beyond my years. I wanted something that would rest invisibly inside my ear canal."

Meeting the challenge

"Ed's concern wasn't at all uncommon," assures Mr. Underwood, "but though



NATURAL AND DISCREET. Powerful open fit instruments help Ed hear in even the most challenging situations.

First Coast Hearing Clinic, Inc.

Jay H. Underwood, MA, F-AAA

Open fit for better comfort, sound quality

digital technology was already well advanced when he made his decision to use discreet, completely-in-the-canal [CIC] instruments, it hadn't yet reached the level of today's open architecture technology. Even though we were able to program the CIC instruments he selected to provide Ed with adequate hearing correction, he never grew accustomed to the *occlusion* that resulted from having the instrument blocking his ear canal."

"The sound quality was fine," agrees Ed, "but I always felt like my ears were plugged up."

With the advent of open architecture instruments, Mr. Underwood was able to offer Ed an improved option.

"Open architecture provides powerful hearing correction with discreet delivery of sound to the ear canal," says Mr. Underwood. "A compact casing containing all the circuitry of the instrument rests behind the external ear, and a slim, vented, transparent channel carries sound from the receiver into the ear canal. The result is more natural sound quality with virtually no feedback and none of the occlusion that many CIC users found uncomfortable."

Excellent service

Ed's new instruments provide him with the discreet, natural hearing correction he wanted.

"No one has ever noticed these instruments unless I called attention to them," says Ed, "and they are comfortable enough for me to wear all day and into the evening. I don't have problems with feedback or talking on the phone, and these instruments filter out the background noise when I'm in a crowded restaurant or club.

"Jay worked with me until he found what worked for me," Ed emphasizes. "Rather than have me make a large financial investment in instruments that wouldn't satisfy me, Jay fit me with these instruments on spec and then made adjustments to their programming over the next month until I was completely satisfied with their performance and their comfort before I made my commitment. I'm very pleased." **FHCN**—Billie S. Noakes

Have you heard ... ?

Clearer hearing has never been easier to achieve! First Coast Hearing Clinic offers a wide range of hearing instruments that can help overcome hearing loss. For helpful, professional service please visit one of their three convenient locations: 4606 S. Clyde Morris Blvd., Suite 1-C, in Port Orange, phone (386) 761-9601; 50 Cypress Point Pkwy., Suite B3, in Palm Coast, phone (386) 447-7364; or 1835 U.S. Hwy. 1 South, Suite 127, in St. Augustine, phone (904) 824-6007.

Jay H. Underwood, MA, F-AAA, received his undergraduate and graduate degrees in audiology from the University of Northern Colorado, Greeley. Mr. Underwood then completed an externship in auditory electrophysiological measurement at the Biomedical Research Center at the National Institute on Deafness and Other Communication Disorders (NIDCD), National Institutes of Health, Bethesda, MD. While at NIDCD, he also completed a fellowship in auditory research and diagnostic audiology.