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It’s Here – Lyric® – Available Now! Continued...

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Meet Dr. Souza

Dr. Souza, an active member of the Northwestern University Audiology Clinic and Director of the Northwestern University Hearing Aid Laboratory, takes a special interest in all of our audiology clinic patients and how well their hearing aids work. Pamela Souza, PhD, CCC-A is a clinical audiologist and Associate Professor at Northwestern University who combines patient care with research and teaching. Her clinical specialties are diagnostic audiology and hearing aid fitting.

To make an appointment:
Call our friendly receptionist, Marla Ross, at 847-491-3165 and she will schedule an appointment for you with one of our licensed audiologists for an evaluation** to see if Lyric is appropriate for you.

*Individual replacement needs may vary. Placed by a hearing professional during a routine office visit. **Professional fees may apply. Annual subscription begins the first day of trial. Refund applies to the device only and does not include professional fees. Lyric, distributed by Phonak, LLC ©2012. All Rights Reserved.

Northwestern University Audiology

Hearing aids are a great invention. They process up to a million pieces of information per second using a battery no bigger than a pea; can distinguish between your daughter’s voice, a segment of a Barry Manilow song and the radiator’s hiss; and shift their focus left, right, or center in a fraction of a second, all without you having to do a thing. But many hearing aid wearers still report that speech amplified by their hearing aid is not perfectly clear. Why can’t we achieve perfect fidelity through high-tech hearing aids?

Any sound processed by the hearing aid and transmitted into your ear has to move through two more stages before it can be useful. The first stage is your cochlea (inner ear) and the second is the nerve pathway to the brain. Think of your cochlea like a coin sorter. If everything is working well, quarters fall into the quarter tube, dimes into the dime tube, and so on, and it’s easy to distinguish between different coins. The cochlea works in a similar way, only sorting speech and voices. Because the hearing aid can’t correct for loss of spectral resolution, it’s easy to distinguish between different sounds. The cochlea works in a similar way, only sorting speech and voices.

Hearing researchers refer to this as poor “spectral resolution”. Good spectral resolution allows us to hear speech sounds clearly (like having the dimes and quarters all fall into the same tube). Hearing researchers refer to this as poor “spectral resolution”. Good spectral resolution allows us to hear speech sounds clearly (like having the dimes and quarters all fall into the same tube). Hearing researchers refer to this as poor “spectral resolution”. Good spectral resolution allows us to hear speech sounds clearly (like having the dimes and quarters all fall into the same tube). Hearing researchers refer to this as poor “spectral resolution”. Good spectral resolution allows us to hear speech sounds clearly (like having the dimes and quarters all fall into the same tube). Hearing researchers refer to this as poor “spectral resolution”. Good spectral resolution allows us to hear speech sounds clearly (like having the dimes and quarters all fall into the same tube). Hearing researchers refer to this as poor “spectral resolution”. Good spectral resolution allows us to hear speech sounds clearly (like having the dimes and quarters all fall into the same tube). Hearing researchers refer to this as poor “spectral resolution”. Good spectral resolution allows us to hear speech sounds clearly (like having the dimes and quarters all fall into the same tube). Hearing researchers refer to this as poor “spectral resolution”. Good spectral resolution allows us to hear speech sounds clearly (like having the dimes and quarters all fall into the same tube).
Hearing Aid Usage Improves Quality of Life

A survey of AARP members conducted by AARP and the American Speech-Language-Hearing Association (ASHA) revealed that nearly half of respondents said their hearing is getting worse. Sadly, the survey also showed that over half of the same AARP respondents with hearing difficulties do not believe they need treatment.

AARP Vice President Nicole Duritz commented: “While the survey results indicate that older Americans recognize the impact hearing difficulties can have on relationships with family and friends, people are also going without treatment, which can negatively impact quality of life and lead to safety issues.”

Untreated hearing loss is not a condition to be taken lightly or ignored,” said Paul R. Roa, Ph.D., president of ASHA. “It can lead to social isolation and even depression. And it works against the desire of more and more Americans to stay in the workforce.”

The survey also found that nearly 70% of respondents would seek treatment if they felt their hearing issues were affecting their relationships with family and friends. Nearly as many would do so if someone they cared about asked them to seek treatment.

Why Lyric®?

We are now a Lyric® Hearing provider. Because of the strong patient endorsement of this new hearing aid (90% of lyric users are more satisfied with lyric than their previous aid), we are pleased to offer the Lyric hearing aid to Northwestern University Audiology Clinic patients. We are also excited that people who have the misperception that hearing aids makes them look older will find Lyric provides the custom sound amplification they need without that perceived drawback. Lyric is invisible when fully inserted into the ear canal and can be worn for extended periods of time. Some unique features of Lyric are:

- Wear Lyric 24/7 for up to 4 months* at a time
- No daily hassles – no batteries to change, no daily insertion or removal required
- You never have to clean Lyric or worry about breaking it or losing it
- Shower, sleep and exercise with Lyric
- Use headphones and talk on the phone with Lyric

How does Lyric® work?

Lyric is comfortably placed into your ear canal by our trained audiologists where it uses the ear’s natural anatomy aiming to provide clear, natural sound quality, even in the presence of background noise. It is hidden deep inside the ear canal, just four millimeters from the tympanic membrane. Lyric is comfortably placed into your ear canal by our trained audiologists where it uses the ear’s natural anatomy aiming to provide clear, natural sound quality, even in the presence of background noise. It is hidden deep inside the ear canal, just four millimeters from the tympanic membrane. Lyric is comfortably placed into your ear canal by our trained audiologists where it uses the ear’s natural anatomy aiming to provide clear, natural sound quality, even in the presence of background noise. It is hidden deep inside the ear canal, just four millimeters from the tympanic membrane. Lyric is comfortably placed into your ear canal by our trained audiologists where it uses the ear’s natural anatomy aiming to provide clear, natural sound quality, even in the presence of background noise. It is hidden deep inside the ear canal, just four millimeters from the tympanic membrane.

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