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SoundNEWS

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www.hearinghealthcare-il.com

Learn more about better hearing solutions at AGXhearing.com

WHAT ELSE COULD YOUR HEARING AIDS BE DOING FOR YOU?



Are your hearing aids equipped with wireless capability? If you purchased your devices in the past five years, there's a good chance they could be providing you with a wireless amplified signal from your TV, your cell phone, and more.

If you have yet to experience how simply these devices can work with your hearing aids and provide you an even greater listening experience, we encourage you to come by our office for a live demonstration. Receiving wireless sound directly in your hearing aids not only benefits you but all those around you — you'll be able to hear clearly without, for instance, having to turn the volume on the TV all the way up just to enjoy watching the game or a movie with your family.

Discreet wireless microphones that can be worn by your conversation partner can even give you a clear signal of your friend's voice across a crowded room. Taking advantage of these wireless features is an excellent way to get even greater benefits from the investment you've already made in quality hearing aids.

Additionally, a wireless connection between your mobile phone and your hearing aids can keep you compliant with state laws that require hands-free devices for telephone use while driving.



Call today to schedule your free **WIRELESS TECHNOLOGY CONSULTATION**

to learn if your hearing aids can be connected to your television, your phone, and more!

TAKE ADVANTAGE OF OUR COMMUNITY APPRECIATION OFFERS

\$25 GIFT CERTIFICATE



to a local restaurant to experience better hearing with a loved one for referring a friend or family member.

Referral must mention your name. Offer expires 4/30/2014.

FREE CLEAN AND CHECK

of your current hearing devices.

Offer expires 4/30/2014.



SAME GREAT SERVICE FRESH NEW LOOK

We wanted the most important people we know, our patrons, to be the first to know that we have changed the name of our practice slightly — from Hearing Healthcare of Illinois to Doctors of Hearing Healthcare. We also unveiled our new tree logo to help us stand out a bit more from the crowd. We chose the tree as symbol of what we are: a family, both to our staff and to our patrons. Isn't it lovely?

When I named the practice in 2006, there weren't nearly as many options in the area for hearing care as there are today. With our new name, we hope to remind people that qualified doctors of audiology — not big-box discounters — are the resource you need in order to truly experience the benefits of today's highly customizable hearing technology.

We hope you'll enjoy our new look and continue to recommend us — as so many of you have — to your friends and loved ones who might benefit from top-quality hearing care and balance services. Your referrals are always our highest compliments!

Sincerely,
Leigh Ann Tackaberry, Au.D.
Doctor of Audiology

COMMUNICATING ACROSS THE GENERATIONS

Opening doors to better communication through improved hearing is the very heart of our mission. Yet for many of our patients, difficulties communicating — even with a hearing loss — are not so different from those experienced by folks who hear perfectly well.

Speaking to children or grandchildren often involves such vast differences of vocabulary and perspective that the connections can get lost or, even worse, end in frustration. Today's experts on the increasingly studied phenomenon of multiple generations working together have observed that communication across age groups works best when people recognize each other's strengths and make the effort to celebrate — rather than complain about — their differences.

Rather than asking your "Gen Y" grandkids to get off their cell phones, ask them to help you work yours.

Or rather than asking your Traditionalist friends to collaborate in party planning via email, take the time to sit down with them face to face.

Talking about these differences themselves is often a good start! Learning to communicate better across these boundaries is an experience that can benefit us all, regardless of our hearing abilities.

Here are the four generations that communication experts typically see interacting today, and a brief glimpse into what informs their perspectives and communication styles. ●



TRADITIONALISTS

COMMUNICATION

Prefer face-to-face communication
Less inclined to share emotions

INFLUENCES

WWII
The Great Depression
The New Deal

TRAITS

Thrifty
Hard-working
Self-sacrificing



BOOMERS

COMMUNICATION

Comfortable communicating on the phone
Like to collaborate and communicate in groups

INFLUENCES

'60s youth culture
Civil Rights Movement
Vietnam

TRAITS

Educated
Adventurous
Value youthfulness



GEN X

COMMUNICATION

Protective of their time
Interested in differing points of view
Heavy users of email

INFLUENCES

MTV
24-hour news
The "latch-key" generation

TRAITS

Self-reliant
Resourceful
Nostalgic
Skeptical



GEN Y

COMMUNICATION

Less comfortable face to face
Like to engage and contribute or share feelings and ideas
Texting

INFLUENCES

Immediate access to information
9/11
Social media

TRAITS

Optimistic
Highly social
Adaptable
Impatient

TRADITIONALISTS
BORN BEFORE 1946

BOOMERS
BORN 1946–1964

GEN X
BORN 1965–1981

GEN Y
BORN 1982–2000