CHOOSE TO HEAR
KIES OM TE HOOR

NUUSBRIEF. NO. 4 · NEWSLETTER NO. 4

HOOR DIE GERITSEL!

Wat n voorreg om weer 'n keer met u te mag gesels. Die lente is in die lug en daarmee saam 'n nuwe lus vir die lewe en vreugde oor die warmte, lig en die vars groen blare.

Baie dankie vir elkeen se ondersteuning deur die afgelope jaar. Ons bestaan maar net deur diegene wie van ons gebruik maak.

Dit was 'n jaar met hoogte- en laagtepunte. Gelukkig meer hoogtepunte. Die belangrikste hoogtepunt bly elke pasiënt wat by ons deur instap. Wat 'n heerlike voorreg om daagliks nuwe mense te ontmoet en as vriende uitmekaar te gaan. Dankie vir die vertroue en voorreg om u op die pad van beter gehoor te mag begelei.

Ons personeel bly vir ons 'n trots en vreugde. Saam met Michelle en Poppie het daar twee nuwe lede by ons aangesluit. Rina help in ontvangs en Christelle help aan die oudiologie kant.

Die span is bekwaam, geduldig en ondersteunend. Ons vertrou u sal hulle binnekort kom ontmoet. Ons battery klub is met groot opwinding van stapel gestuur en mense laat graag hulle kaartjies stempel. Ons vertrou dit gaan waarde tot ons diens toevoeg.

Daar was in die jaar heelwat nuwe produkte bekendgestel. Elders in die nuusbrief sal ons bietjie daarvan wys. Ons maandelikse verjaarsdagpartytjie blyk 'n groot sukses te wees. Dankie aan almal wat dit bywoon en heerlik saamkuier. Die partytjies is gesellig en versterk die "Michaelides en Vermaas-familie". Ons doen so voort. Ons "Geskenk van Gehoor" projek gaan steeds voort en 'n groot aantal persone was weer gehelp met gratis gehoorapparate. Christelle is nou agter die stuur van hierdie projek. Baie dankie aan elke persoon wat vir ons gebruikte apparate bring. Dit verander lewens. Hou asseblief aan om apparate te gee. Die nood is baie groot.

'n Laagtepunt was beslis die inbraak in April waartydens al ons rekenaars gesteel is. Dit het gemaak dat ons vir 'n tyd lank nie ons mense kon bedien nie. Die positiewe sy hiervan was die ervaring van ondersteuning en begrip van ons pasiënte en die hulp van veral ons rekenaarghoeroe en ons personeel wat ons gehelp het om weer aanlyn te kom. Baie ongerieflik maar na ure se harde werk is ons weer TOT U DIENS U kan steeds u apparate gratis laat skoonmaak. Stop en loer in wanneer u hierlangs ry. Ons geniet elke vriendelike gesig wat kom inloer.

Baie dankie vir u ondersteuning. Baie dankie aan elke bekende en baie welkom aan elke potensiële pasiënt. Soos reeds gesê, ons bestaan slegs deur U!

Hoop u geniet die 2013 nuusbrief

Renate

SPRING IS IN THE AIR!

Choosing a hearing care professional is one of the most challenging and important decisions you will make. Of course you want the best and you are investing so much in your hearing, making the right choice can be a lengthy and demanding process. However, with our help the right decision can bring so much happiness and success to your life that we are proud to be part of the decision making process.

When we started planning Michaelides & Vermaas we realized that our vision was the same. We wanted to establish a small practice to serve our community going beyond the call of duty in the service which we provide. Our practice has grown over the years and we have built a formidable team which works together to meet our vision. The community at large has welcomed us with open arms increasing our motivation to serve and further establishing our practice as the friendly yet professional place to be for hearing care.

Our core business is about making a difference in people's lives through professional and friendly hearing care. On a professional front Michaelides & Vermaas has advanced to the rank of leader among audiological practices in the North West expanding our services to include newborn infants, diagnostic services using cutting edge technology as well as our regular hearing impaired population. We are indebted to every one of our patients and staff who have contributed to our growth through their support. It is this support and display of gratitude from everyone which lends impetus to our growing Michaelides & Vermaas family.

Our community outreach initiative has grown from strength to strength and has become structured allowing us to serve the less fortunate of our community. This year, we welcomed Christelle Taljard to our team. Christelle will be driving our outreach project and providing audiological services in our infant hearing screening program.

Our outlying area service has become firmly established and we, as well as the patients look forward to these trips. Our commitment to professional and selfless service to our community plays an integral role in our approach to our clients. It is important that we, on an annual basis, take stock of the year that has gone by in order to analyse, in some form our progress during that year. This annual reflection is very important as it allows us to see both our successes and failures, thus enabling us to take steps to avoid the pitfalls of the past.

I would like to thank you all for your patience during our theft. The experience has drawn us all together making us stronger in our resolve to always maintain the best service. Our dedicated staff, Michelle, Poppie, Rina and Else have been stalwarts in assisting us to re-instate all our data and not be disheartened by our losses, but rather to see this as a challenge to be met in our growth. We look forward to always being of service to you!

Enjoy our newsletter

Angela

MOENIE DAT DIE 'SLUIPDIEF' VAN GEHOORVERLIES JOU ONTNEEM VAN DIE GELEENTHEID OM JOU LEWE VOLUIT TE LEEF NIE.

MAAK VANDAG 'N AFSPRAAK EN NEEM BEHEER OOR JOU LEWE SKAKEL DIE GEHOORSENTRUM BY 018 468 6393.

MICHAELIDES & VERMAAS

WHY WAS I THE LAST TO KNOW

Hearing loss is one of the most common undetected and untreated health problems. According to a health survey 15% of adults aged 45 – 65 years and 27% of adults aged 65 – 74 years have a significant hearing loss. BUT hearing loss too often goes unnoticed and the person with the problem is sadly the last one to realise it. As a result many people put off getting help and suffer unnecessarily with untreated hearing loss for many years.

HEARING LOSS CHARACTERISTICS

In most cases hearing loss in adults 'sneaks up' to the individual. That is because hearing loss is usually:

• **GRADUAL –** a loss of hearing can develop so slowly that the person is not aware of any change from year to year. A loss of 1dB of hearing each year is not noticeable but 10 or 20 years of gradual loss can result in a significant, unnoticed hearing problem.

• **PARTIAL –** It is not unusual to have a hearing loss for sounds in the speech clarity range but still have normal hearing for noise and the loudness of speech. That's why someone with an unidentified hearing loss may say "Speech is loud enough, it's just not clear enough".

• **PAINLESS –** Although tinnitus (a ringing or buzzing sound in the ear) may accompany hearing loss, usually there is no feeling or sensation that alerts you to a change in hearing.

• **INVISIBLE –** The person with a hearing loss does not look different and you can not detect a hearing loss by looking in someone's ears. Only an audiological evaluation can determine if there is a hearing loss.

Because of these characteristics it's easy for the person with a hearing loss to believe there is no problem.

If you know someone who may have an undetected hearing loss, please ask him/her to read this article. The first step is not to get hearing aids but simply to have a professional hearing evaluation. AND we've never had anyone complain if the results indicate normal hearing!!

MICHAELIDES & VERMAAS

TRUST YOUR HEARING TO THE PROFESSIONALS TRAINED TO GIVE QUALITY HEARING CARE.

CONTACT MICHAELIDES & VERMAAS AT 018 468 6393

GEHOORVERLIES VERBIND AAN DEMENSIE

Daar is bevind dat Senior burgers met 'n groot gehoorverlies betekenisvol meer geneig is tot die ontwikkeling van demensie in vergelyking met seniors wie se gehoor behoue gebly het of wie gehoorapparate gebruik het.

Die risiko vir Alzheimers het veral verhoog met afname in gehoor. Die studie het bevind dat vir elke afname van 10dB in die gehoor, die risiko met 20% verhoog was.

By persone ouer as 60 jaar was meer as een derde van die risiko om demensie te ontwikkel geassosieer met gehoorverlies. Die tydige opsporing en behandeling van 'n gehoorverlies kan hierdie risiko beduidend verminder.

Beskerm jou brein..... maak 'n afspraak en laat toets jou gehoor.

DIT KON ONS NIE UITDINK NIE

Hier is 'n paar dinge wat ons NIE aanbeveel nie, maar wat al gebeur het:

- **MOENIE** gehoorapparate in die oond of mikrogolf droog maak nie – dit sal droog word..... en smelt.
- **MOENIE** gehoorapparate in die wasmasjien sit nie – alhoewel sommiges dit al oorleef het.
- **MOENIE** Jou apparaat buite neersit nie – 'n voël het met een weggevlieg.
- **MOENIE** jou apparaat in 'n tissue toedraai nie – dit was al weggespoel.
- **MOENIE** jou apparaat eet nie – 'n man het syne langs 'n lekkergoedbakkie neergesit en dit ingedagte in sy mond gesit. Hy sê dit het nie baie lekker geproe nie
- **MOENIE** jou gehoorapparaat vir jou hond voer nie. Honde word aangetrek deur die reuk van apparate en is baie gelukkig om daaraan te kou. Bietjie duur vir 'n hondebederfie.

TRUST YOUR HEARING TO THE PROFESSIONALS TRAINED TO GIVE QUALITY HEARING CARE.

CONTACT MICHAELIDES & VERMAAS BY 018 468 6393

MICHAELIDES & VERMAAS

HEARING LOSS – SPEAKING TO A LOVED ONE

Is someone you know exhibiting symptoms of a hearing loss? Are you concerned that the loss of hearing may be changing their life for the worse?

Because the person with a hearing loss may not notice their hearing loss, loving family members and good friends often have to start the conversation about hearing loss.

HOW TO START THE CONVERSATION

Because hearing loss is an invisible disability that the hearing impaired have absolutely no control over, do not start with statements like "You can't hear me anymore'. Rather structure the conversation as follows:

- Ask if they experience any problems hearing
- Talk about how hearing loss can impact their ability to cope.
- Have they changed their activities like not going to meetings / parties / church anymore.
- Use the common signs and symptoms of hearing loss to talk about the person's hearing loss
- Go with them to the hearing test so that you can talk about your perspective as well
- STOP BEING THEIR EARS. Try not to repeat everything for them. This will force them to do something about the problem.

BE CAREFUL OF DIY HEARING CARE

The Better Hearing Institute has issued a warning to consumers on the risks associated with purchasing over-the counter, 'one-size-fits-all' hearing aids instead of consulting a hearing health care professional.

In its warning the BHI noted that hearing loss is sometimes the symptom of a serious underlying medical condition that the audiologist will pick up during your hearing evaluation.

Hearing devices purchased over the counter or Internet without a consultation, may result in devices not accurately customised and may even damage your remaining hearing.

Die simptome van 'n gehoorverlies is moeilik herkenbaar. Die enigste manier om seker te maak is deur 'n gehoordeskundige te laat ondersoek instel. Hoe gouer jy die eerste toets laat doen hoe gouer kan 'n problem aangespreek word

Maak 'n afspraak by 018 468 6393 of besoek ons te Central Laan 42

THE BETTER CHOICE

MICHAELIDES & VERMAAS

HELP YOUR LOVED ONE HEAR AGAIN

If you are concerned about a loved one, you should know that family and close friends often notice problems earlier than the person with the hearing loss. Left untreated hearing loss can hurt relationships and even cause depression. Help your loved one today.

CONTACT MICHAELIDES & VERMAAS AT 018 4686393

WAAROM WAG ?

Die goeie nuus is dat gehoorapparate ver ontwikkel het met betrekking tot voorkoms en funksionering. Die gebruik van 'n gehoorapparaat het 'n positiewe uitwerking op:

- Inkomstepotensiaal
- Kommunikasie in verhoudings
- Intimiteit en warmte in gesinsverhoudings
- Verbeterde interpersoonlike verhoudings
- Emosionele stabiliteit
- Die gevoel van beheer oor gebeure in jou lewe
- Die waarneming van breinfunksionering
- Fisiese gesondheid
- Beter deelname aan groeps aktiwiteite

TE JONK ???

'n Geskatte 65% van persone met gehoorverlies is JONGER as aftree ouderdom.

Moenie die fout maak om te dink “ek is te jonk vir 'n gehoorverlies” of “Ek is te jonk vir gehoorapparate” nie.

Laat TOETS jou gehoor. Besoek ons by DIE GEHOORSENTRUM Central laan 42

“AGTER-DIE-OOR” GEHOORAPPARATE DOMINEER DIE MARK

Waar die keuse van 'n agter-die-oorgehoorapparaat in 1999 slegs 20,3% van alle gehoorapparaat verkope uitgemaak het, het daar 'n dramatiese skuif plaasgevind in verbruikers voorkeur. In 2012 het die wêreldwye voorkeur van agter-die-oorgehoorapparate 70.8% van verkope uitgemaak.

Hierdie verskuiwing is waarskynlik die gevolg van die beter kwaliteit wat hierdie apparate lewer. Beter klankversterking, beter spraakdiskriminasie, beter gerief en verminderde okklusie (toe gevoel in die oor).

Die amper onsigbare apparate verloor daagliks veld. In 2010 het hulle verkope 8,5% uitgemaak, in 2011 slegs 7,7 en die syfer gaan steeds agteruit. Dit is waarskynlik te wyte aan die kort battery leeftyd en die gebrek aan enige beheer deur die gebruiker. Die nuwe agter-die –oorapparaat is nie net effektief nie maar ook modern en mooi

Kom bekyk hierdie nuwe apparate by DIE GEHOORSENTRUM. Central laan 42, Klerksdorp

HEARING LOSS IS NOT UNCOMMON

More than 500 million people worldwide suffer from some degree of hearing loss.
You might be one of them. If you are, a hearing aid can help you regain your hearing so that you can live the life you're used to.

CONTACT MICHAELIDES & VERMAAS AT 018 468 6393

MICHAELIDES & VERMAAS

MYTHS

- When people don't hear well, it probably means they're getting senile
  Wrong!!! Hearing loss has a variety of causes, but has nothing to do with senility. However failure to seek help can lead to communication difficulties and social isolation.

- If you shout loud enough, people with a hearing loss will understand you better.
  Wrong!! In fact loud conversation may be painful. Loudness will not make the distorted sound any clearer and may make the situation worse.

- Hearing loss is rare.
  Wrong. Well over 10% of the population has a hearing loss. Unfortunately many people don't confront the challenge head on. Its not a shame to wear hearing aids. Its a shame not to stay in touch with people around you.

- Hearing loss only affects the elderly.
  Wrong. More than half the people with hearing loss are under the age of 65. It can affect people of all ages

- Hearing aids didn't work for someone I know, so they won't work for me
  Wrong. Adjustment to amplification is a process which can take months. People who don't expect a restoration of their natural hearing and who are willing to wear their instruments regularly in order to become used to the new sounds, will enjoy the benefits of improved communication. People who try their hearing aids once or twice and then give up do not receive any benefit. As with any endeavor people get out of amplification what they are willing to put into it.

- Hearing aids correct hearing 100%.
  Wrong. While new hearing aids can compensate for many losses, they cannot restore normal hearing. They can help you get the most listening enjoyment from the hearing you still have.

- I've heard my type of hearing loss can't be helped
  Wrong. In most cases, nerve deafness can be helped through amplification. Now there is hope for those who have been told they couldn't be helped.

VRA JOUSELF ???

Voel jy dat jy kontak verloor met jou geliefdes?

Voel jy afgesluit wanneer jy kuier?

Dit mag 'n opwindende ervaring wees om 'n gehoorapparaat te kom ervaar. GEEN VERPLIGTING.

Kom toets 'n apparaat uit en ervaar die verskil in JOU LEWE
Besoek DIE GEHOORSENTRUM in CENTRAL laan FLAMWOOD

MICHAELIDES & VERMAAS

KONTAK MICHAELIDES & VERMAAS

018 468 6393

CENTRAL LAAN 42, FLAMWOOD, KLERKSDORP

GEHOOR VERBIND MENSE

Ons gehoorsintuig is 'n belangrike deel van ons alledaagse kommunikasie. Ons dink selde aan hierdie belangrike rol wat gehoor in ons lewens speel.

Dit is van uiterste belang om die klank van die deurklokkie, 'n baba wat huil of roep of die lui van die wekker te kan hoor. Maar ons lewe se kwaliteit word egter bepaal deur die meer subtiele klanke: die lag van 'n gelukkige kind, musiek of die drup van die reën op die dak.

Geluide kan ook belangrike inligting verskaf: Die klank van ons voetstappe verskaf ruimtelike orientering. Die klank van motors maak ons bewus van moontlike gevare op straat. Baie klanke is egter verbind aan ons herinneringse. Dink aan 'n somersdag met voëlgesang of die herfs met die geritsel van die vallende blare.

Mense met 'n gehoorverlies vind selfs 'n eenvoudige gesprek inspannend. Wanneer daar meer mense teenwoordig is of die gesprek meer aandag vereis dit soveel meer aandag en inspanning.

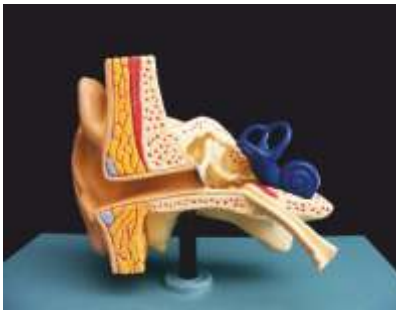
Baie aspekte van die alledaagse lewe word nou al hoe moeiliker: gesprekke met jou geliefdes, vergaderings, telefoongesprekke en TV kyk kan veral uitputtend wees. Dikwels sal persone met 'n gehoorverlies onttrek omdat kommunikasie te moeilik word en dan sosiaal geisoleerd word. Hierdie isolasie veroorsaak dan dat hulle kwaliteit van lewe al hoe meer ingeperk word.

Studies het getoon dat mense met 'n gehoorverlies wat nie gehoorapparate gebruik nie meer hartseer, spanning en angs ervaar as diegene wat dit wel gebruik. Hulle sosiale aktiwiteite word beperk, hulle word meer emosioneel en ervaar probleme om te konsentreer.

Aan die ander kant toon studies ook dat die kwaliteit van lewe 'n dramatiese verbetering toon wanneer hulle gehoorapparate begin gebruik. Hulle beleef beter verhoudinge met die familie, het meer selfvertroue en ervaar beter onafhanklikheid end sekuriteit.

“n Gehoorverlies wat nie aangespreek word nie kan resulteer in fisiese probleme soos uitgeputheid, hoofpyn, duiseligheid en stress. Hierdie probleme word nie altyd deur 'n onbehandelde gehoorverlies veroorsaak nie maar dit word dikwels opgemerk.

As jy 'n gehoorverlies het en jy herken party van hierdie simptome behoort jy so gou as moontlik jou gehoor te laat toets.



BESOEK MICHAELIDES & VERMAAS VIR PROFESSIONELE GEHOORSORG

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