



# Central Oregon Audiology and Hearing Aid Clinic, Inc.

**Bend:** Doctors Park , 2698 NE Courtney Dr. #100, Bend, OR 97701  
541-389-6669

**Redmond:** 527 NW Fir Ave., Redmond, OR 97756  
541-548-4245

## Summer Newsletter 2011

### Inside:

- Farewell Reception
- Extended Wear Hearing Aid
- New Staff Audiologist Announced
- Cerumen (earwax) Management

The announcement that I am about to make is bittersweet for all of us. Our Sarah will be leaving us to join her fiancé in Boston where she will be married on August 20<sup>th</sup> this year. Although we would love to have her stay with us forever, we just can't compete with that! In all seriousness, we are overjoyed for her and offer her our warmest congratulations.

Dr. Sarah McKinley joined our Audiology staff four years ago. I really do not know where the time has gone. She stepped readily into my shoes, taking over my caseload as I transitioned abruptly into Administration. Shortly afterward, Julia Hunt moved on from Bend to provide full time Audiology in our Redmond office. Sarah and Marya joined forces as a dynamic and professional team of care providers for our Bend clients. Sarah has created close friendships with all of us and most certainly with her patients as well.



Dr. Sarah McKinley

***She would like to have the opportunity to see you one more time and we would like to give you the opportunity to***

***extend your wishes to Sarah as she embarks on this next exciting phase***

***of her life.*** We have planned a little reception for her and we hope that you will join us.

*....more information on page 3*

## Stays Deep in the Ear for 4 MONTHS !

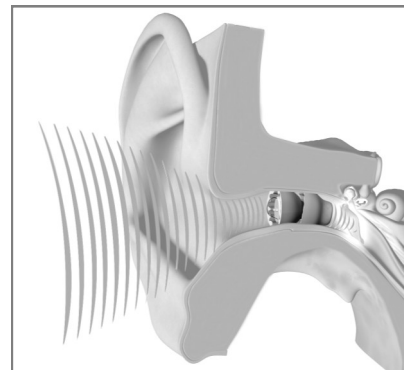
Did I get your attention? That's marketing. For many people, it stays in the ear for only 2 months or three, up to a *maximum* of 4. That's reality.

What I am talking about is the Lyric, a tiny innovation in hearing aids that is placed deeply in the ear canal by a trained provider and is not removed until the battery dies or the hearing aid breaks down. It sounds very interesting doesn't it? Well, it is interesting and it can be a fantastic product. But let's talk about reality compared with marketing so that you can decide what to do about this little hearing aid.

Marketers try to attract your attention because they believe that once you see or hear about their product, you will like it and buy it. But what if it isn't appropriate for you?

InSound Medical, manufacturer of the Lyric, makes bold claims about their hearing aid, hoping that you will notice them and buy them. We at Central Oregon Audiology believe that InSounds claims are accurate.....but for only a small percentage of people. We agree with the potential positives of this product.

*.....continued next page*



# Lyric Event ~~ June 20, 21, 22

Free hearing test, evaluation and Lyric consultation (\$300.00 value)  
Fitting Fee waived for this event (\$200.00 value)

Please call 541-389-6669 for an appointment

Rainchecks available if you call near the event date.

## The Lyric, continued....

It is comfortable, clear, has great sound quality, you can localize well, you are unaware of it, there are no batteries for you to change and no insertion or removal for you to do. It is great in the wind and you can shower with it in your ear. What a dream, right? Yes, for some people it really is dreamy. We like it but we have a fitting philosophy and strict protocol that we are satisfied with as professionals not marketers. We would like you to notice it and we would like you to know that we have it right here if you want it but we will be very careful about who really takes it home. I hope that you understand that this approach in fact liberates you to learn about it through our staff. We would prefer that you come to us and have us do our process with you, even if we have to tell the greater percentage of you that it will not work for you.

**Please do ask.** The newspaper is inundated with advertisements about Lyric and probably in the future you will see it advertised by Central Oregon Audiology. You have probably already received Lyric's introductory letter from us. But a product isn't always the right thing for you just because someone was able to inspire you to look at it. I encourage you to set an appointment for an updated audiogram then have us guide you through the 4 step process, including an actual attempt at insertion, and give you our best recommendation.....To Be....Or Not To Be.....a Lyric user. (I couldn't resist).

## Your Next Question..

Of course you need to know our plan for filling Sarah's position. We really feel very lucky because we found just the right person at the best possible time. He is a very talented Audiologist who has extensive skills and experience and he is just a great guy. We know that he is a good fit within our Central Oregon Audiology culture and I am sure you will enjoy working with him and benefit from all that he has to offer. He will be joining us on July 15th for Sarah's reception and will look forward to meeting you (again, please RSVP). Please allow me to introduce Cory Richards.



**Cory Richards, M.A., F-AAA**

Cory Richards received his undergraduate and graduate degrees from Washington State University. He completed his internships at University of Pennsylvania and Oregon Health Science University with a specialty in Vestibular disorders (diagnosis and treatment of patients with issues of dizziness, balance and sudden onset hearing loss). He was appointed to the staff of private practice within the Pullman Regional Hospital in Washington, followed by four and one half years at the Central Oregon Ear, Nose, Throat clinic. He joins Central Oregon Audiology as a full time staff member and is accepting new patients for diagnostic and rehabilitative services, including the fitting and dispensing of current hearing aid technologies.

We welcome Cory to our practice.

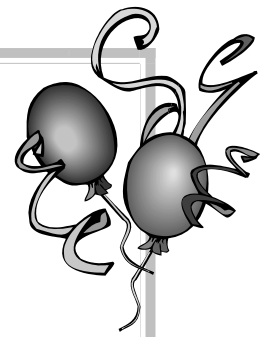
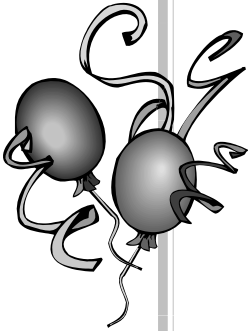
## Reception for Dr. Sarah McKinley

PLEASE JOIN US FOR REFRESHMENTS

Friday, July 15, 2011 2:00 pm - 4:00 pm

In the lobby of our Bend office:  
2698 NE Courtney Drive

We ask that you kindly **RSVP** through our website, or by email if possible, [www.centraloregonaudiology.com](http://www.centraloregonaudiology.com), [coaudiology@bendcable.com](mailto:coaudiology@bendcable.com) or by phone: **541-389-6669** before July 13.



## Cerumen Management

*The following article has been abstracted and reprinted from CAOHC Update, written by Paul J. Brownson, MD, FACOEM, FAAFP*

Approximately 2-6% of the general population is afflicted by cerumen (earwax) impaction. Some of the known causes of cerumen impaction include abnormal external ear canal anatomy, occlusion by a hearing aid mold, associated dermatosis, and misguided attempts to remove wax via instrumentation.

### **What is cerumen?**

The outer ear is the funnel-like part of the ear you can see on the side of the head, plus the ear canal (the hole which leads down to the eardrum). The ear canal is shaped somewhat like an hourglass—narrowing part way down its length. The skin of the outer part of the canal has special glands, the ceruminous and sebaceous, that produce cerumen (earwax). Earwax functions to trap dust and sand particles to keep them from reaching the eardrum. Usually the wax accumulates a bit, then dries up and tumbles out of the ear, carrying the accumulated sand and dust with it. Or the wax may slowly migrate to the outside where it is wiped off. Wax is not formed in the deep part of the ear canal near the eardrum, it is formed in the outer part of the canal. Earwax is healthy in normal amounts and serves to coat the skin of the ear canal where it acts as a temporary water repellent. In addition to its water repellent effect, earwax may enhance resistance to infection of the ear canal, possibly related to the normally acid pH of earwax.

In diabetics, earwax has been found to be less acid, and less protective. The absence of earwax may result in dry, itchy ears. Most of the time the ear canals are self-cleaning; that is, there is a slow and orderly migration of ear canal skin from the eardrum to the ear opening. Old earwax is constantly being transported from the ear canal to the ear opening where it usually dries, flakes, and falls out. Also, the skin of the ear canal and eardrum is very thin and fragile and is easily injured. Individuals who wear hearing aids may also develop an accumulation of earwax because the hearing aid or ear mold prevents the normal migration of the wax to the outside. Individuals who wear such devices should always have their health care provider inspect their ear canals for accumulation of cerumen. When wax has accumulated so much that it blocks the ear canal (and reduces hearing), the individual's Audiologist or physician may have to wash it out, vacuum it with suction devices, or remove it with special instruments. The Audiologist may prescribe ear drops that are designed to soften the wax. Available products include prescription only (such as Cerumenex) and over-the-counter products (OTC) such as Debrox, or Murine Ear Drops, or straight hydrogen peroxide (3%). While the OTC drops are not as strong as the prescription earwax softeners, they are effective for many individuals, and are less likely to cause irritation.

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### **Suggested Use of Over the Counter Eardrops as Earwax Removal Aid**

1. For use in the EAR ONLY: Do not use if you have a history of a hole in the eardrum, including tubes, or prior ear surgery unless directed by a doctor, ear drainage or discharge, ear pain, irritation or rash in the ear, dizziness, diabetes mellitus, AIDS, chronic ear infection.
2. Adults and children over 12 years of age: tilt head sideways and place 5-10 drops into the ear (tip of applicator bottle should not enter ear-canal).
3. Keep ear drops in ear for several minutes by keeping head tilted or by placing cotton in the outer part of the ear canal.
4. Use for 3-4 days if needed, or as directed by your doctor or Audiologist.
5. Any wax remaining after treatment may be removed by gently flushing the ear with warm water, using a soft rubber bulb syringe.
6. If excessive earwax remains after use of the drops, consult a doctor or Audiologist.
7. Children under age 12 should consult a doctor.
8. Do not use for more than 4 days unless directed by a doctor.
9. Avoid contact with the eyes.
10. Do not use as maintenance but only if you have been told that excessive ear wax exists in the ear canal.
11. Drop in at our office any ask someone to quickly look in your ear. We are happy to do so at no charge any time.