



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 Avenue, Redmond, OR 97756
541-548-4245

Summer Newsletter 2010

Inside:

- Grand Opening Party
- June Special/New Technology
- Oregon Insurance Coverage
- Medicare Alert

❖ Grand Opening Party ❖

When: Wednesday, June 23
10:00 am—2:00 pm

Where: 527 NW Fir Ave
Redmond

Many Door Prizes:

- Blue tooth wireless headsets
- Wireless TV listening sets
- Custom ear protection
- Lifetone fire alarm
- Rainchecks for free tests



GRAND PRIZE

Pair of AGX5 Hearing Aids

Food Music by Leroy and the Sidekicks
(you'll love this Bluegrass and Nostalgia Band and they're not loud!!)
Drinks

Please come to win great prizes and spend some fun time with us!

RSVP to Theresa in Redmond at **541-548-4245**

Grand Opening

We have completed construction on our new Redmond location.

As you know, Central Oregon Audiology has enjoyed providing services in Redmond and surrounding communities for many years. Over the years we have reserved funds for a building of our own but were unable to manage the rapidly escalating real estate prices of the past. Last year we acquired a fantastic site with a small building which we renovated. We have increased the size and completed many improvements to the property. The move into the new facility is now complete. This is a very *exciting* step and we wish to invite you to **celebrate with us** (please see invitation above). We are thrilled to be in this wonderful downtown location, and so pleased to be a part of the local effort to improve Redmond's downtown core.

New Technology / June Special

Spring has sprung! It seems like it has taken it's time this year. This is always a very busy time for us at Central Oregon Audiology.

In April we attended our annual American Academy of Audiology conference in San Diego. It is exhilarating to witness all that has been achieved in the past year in technological advancements. One product in particular has caught the interest of everyone in the field. It was released to us, not as a *step* forward in hearing instrument improvement but as a *leap* forward. Of course we could not wait to bring it home and hear from our own trusted people who try things for us. So far, we have had fantastic results. Even patients who have been using the best technology available have found these new instruments to offer superior results in background noise, greater ease of listening and more speech clarity.

(Continued next page)

Grand Opening (continued from front)

As a practice, our constant focus is on improving services and how they are delivered to patients. The new facility is extremely easily accessible from 6th St. (Southbound) or 5th St. (Northbound). It is completely ADA compliant and constructed with environmental and health consciousness, employing local Redmond workers. ***Please come and join us. We are looking forward to your visit.***

New Technology Special Event (continued from front)

Only one of the entire group did not note improvement and this, we believe, was due to the unique type of hearing loss, not the hearing aid. Three years ago Sarah, or Dr. McKinley, offered her grandfather a pair of the best we had at the time. Following trial he declined. Two weeks ago she had him try the new ones. He loves them. He reports that they sound smooth and natural without harshness, so he is keeping them! The Audiologists have further noted that patients are requesting less programming of the new hearing aids on the initial fit because they simply like the way they sound. **This technology has been placed in the AGX9 level, shifting some of our other technologies to lower price categories.** This will help the budget conscious!

To jump start your summer we have the opportunity below.

**HEARING
ONLY HALF**
of what people say?



make tracks to our
SPECIAL EVENT
JUNE 22-24

Better Hearing is

Affordable and Attainable

3 + 3 + 3

YEARS FREE
BATTERIES

YEARS LOSS
& DAMAGE
INSURANCE

YEAR WARRANTY

on AGX 5, 7 & 9 two-device hearing systems.
Guaranteed in writing.

**\$500
OFF**

A TWO-DEVICE AGX5, 7 OR 9
HEARING SYSTEM

Offer cannot be combined with any
other promotional discounts.

OFFER EXPIRES 6/30/10

FREE

HEARING SCREENING

OFFER EXPIRES 6/30/10

Oregon Insurance Coverage for Hearing Aids

In recent months we have seen adult insurance plans adding or improving their hearing aid benefits. One such example is PEBP, Providence Statewide Employee Benefits Program. One group under this plan can receive a coverage of \$4000. It is advisable to periodically check your hearing aid benefits and if you would like assistance with this, we can help you. Our resident insurance expert is Chris, and you may contact her at 541-389-8865 between 7:30 am and 1:30 pm from Monday through Thursday.

Thirteen states now require that health benefits plans pay for hearing aids for children. One of them is Oregon. Requirements vary state by state. The specific requirements for Oregon are coverage for one hearing aid per hearing impaired ear for enrollees under 18 years of age, or older if eligible as a dependent under the plan and institution. Hearing aids must be prescribed, fitted and dispensed by a licensed audiologist and \$4000 of the cost will be paid every 48 months. Enrollees are permitted to purchase technology of a higher level and price and pay the difference themselves.

For more information on this regulation, please contact us at 541-389-6669 in Bend or 541-548-4245 in Redmond.

Medicare Action Alert

The following is a reprint from American Academy of Audiology. It contains a letter that you may send to your representative if you choose to do so. It would allow Medicare to send you directly to Audiology without requiring you to see a medical doctor in advance, as is now the case.

Attention Patients that Support Direct Access!

Send a letter to your Representative and ask them to support the Medicare Hearing Health Care Enhancement Act of 2009 (H.R. 3024).

Representative Mike Ross (D-AR) has introduced the Medicare Hearing Health Care Enhancement Act of 2009 (H.R. 3024– the Direct Access bill) in the U.S. House of Representatives. This legislation was introduced with 13 original co-sponsors. The bipartisan legislation would allow Medicare beneficiaries the option of going directly to a qualified Audiologist for hearing and balance diagnostic tests. Currently, Medicare requires that beneficiaries with hearing loss or balance disorders obtain a physician referral before seeing an Audiologist.

We encourage you, as a patient or person affected by hearing loss, to advocate for direct access! A sample letter has been provided that may be edited and personalized.

As a person affected by hearing loss and your constituent, I am writing to ask you to cosponsor the Medicare Hearing Health Care Enhancement Act of 2009 (HR 3024) introduced by Representative Mike Ross (D-AR). This legislation would give Medicare beneficiaries the option of going directly to a qualified audiologist for essential hearing and balance testing. As introduced, this bill would simply eliminate the current requirement for a physician referral before seeing an audiologist for existing covered audiology services.

Hearing loss among the Medicare population is currently under-diagnosed and under-treated. If Medicare beneficiaries had immediate access to an audiologist, more seniors with hearing loss would obtain the tests they need and receive the necessary treatment to help them continue their independent lifestyles and maintain their quality of life. By eliminating the referral requirement, this legislation would improve Medicare beneficiaries' access to hearing care.

Audiologists are master and doctoral level professionals holding state licensure/registration in all states and the District of Columbia. The Medicare requirement for a physician referral pre-empts state licensure laws which currently allow patient's direct access to audiologists. Further, the Department of Veterans Affairs (VA) has allowed veterans to see audiologists directly since 1992 and has indicated that direct access to audiology services is a cost effective means of ensuring quality-hearing health care. Members of Congress and federal employees may also access audiologists directly through the Federal Employee Health Benefits Plan (FEHBP). Beneficiaries in the Medicare program should have the same freedom to access audiologists for covered hearing and balance testing.

I hope you will support the Medicare Hearing Health Care Enhancement Act in the 111th Congress. Please contact Representative Mike Ross (D-AR) to become a cosponsor of this bill. Please feel free to contact Melissa Sinden, Senior Director of Government Relations for the American Academy of Audiology, at (202) 544-9335 or msinden@audiology.org, should you have further questions. Thank you for your consideration on this important legislation that would ensure better care for Medicare beneficiaries with hearing loss.



**Central Oregon Audiology and
Hearing Aid Clinic, Inc.**

2698 NE Courtney Dr. #100
Bend, OR 97701
541-389-6669

PRESORTED
STANDARD
US POSTAGE
PAID
BEND OR
PERMIT NO 473

Hearing Aid Troubles? Please Tell Us!

We want to help you but we can't if we don't hear from you. We recommend hearing aid cleaning every three months (it's free and you can just walk in). When you come, please always let us know how you are doing because we are highly motivated to address problems. If you allow two years to go by and then say "these things have never worked", that's two years wasted. When hearing aids are not cleaned on time, they may become gradually weaker and you begin to feel like they are not helping. Five minutes of your time (and ours) can send you back out the door hearing well again.

Let's work together to make the most of the technology you have!

