

“ If the eyes are the window to the soul, then surely the Ears are the doorway to the heart! ”

## WHY do hearing aids need to be regularly cleaned?

As the weather starts to warm up and the flowers begin to bloom, it's time to say goodbye to winter and welcome the new season with open arms. This also means it's time for spring cleaning – a time to clear out your closets, dust off your shelves, and get your home in order. But, for hearing aid wearers, it's also time to check when was the last time you had your hearing aids professionally cleaned to keep them in top shape.

**WHY** do hearing aids need to be regularly cleaned?

- **Improved Sound Quality:** The accumulation of dirt, wax, and other debris can interfere with the performance of your hearing aids. A cleaning can help to maintain the sound quality of your hearing aids and prevent any distortions or disruptions in sound.
- **Prolongs Your Hearing Aid's Lifespan:** Like any electronic device, hearing aids have a lifespan that can be extended with proper care and maintenance.
- **Prevents Infections:** Earwax buildup can lead to infections or irritations, which can affect your hearing and the health of your ears.
- **Comfortable Fit:** Dirt, wax, and debris can also affect the fit of your hearing aids, causing discomfort or even pain.
- **Saves Money:** Regular cleaning can prevent costly repairs or replacements that may be necessary due to neglect or damage caused by lack of cleaning. A little bit of care and maintenance can go a long way in keeping your hearing aids in top condition.

We take pride in helping our patients maintain optimal hearing health. If you haven't had your hearing aids cleaned recently, **SPRING INTO ACTION** and give one of our offices a call.

From our Family to Yours – Happy Spring!

*Deb*



# Service Satisfaction Among Hearing Aid Users

By: Michelle Mitchell & Dr. Megan Auria

When you think about hearing aid satisfaction among wearers- what important aspects do you think of? Cosmetics? Quality? Functionality? Service? Consumer satisfaction? A study that was conducted by Sergei Kochkin researched the top factors that correlated with overall hearing instrument satisfaction. Consumer satisfaction is a judgment made by a person after he or she has purchased a product or service. Consumers reach their judgment by comparing their pre-purchase expectation with their post-purchase evaluation of the product and/or service experience.

Over-the-counter hearing aids have recently hit the shelves. The latest webinars have stressed the importance of educating patients to understand the critical differences between over-the-counter hearing aids, the third-party administrators, and professional care from a local private practice. What is missing from the first two is the hearing healthcare professional and all of the services they provide. The third-party administrators include the use of professionals in the fit and follow-up service, but they truly do not allow for an actual treatment plan to be implemented. In considering over the counter hearing aids, the hearing healthcare professional is taken out of the equation entirely. At Swift Audiology, we practice patient centered care, a hallmark of healthcare professionalism. All of what we do and how we do it comes from the healthcare perspective.

The study conducted by Sergei Kochkin regarding consumer customer service satisfaction found that service skills of the hearing professional are a critical component in providing patients with overall satisfaction with amplification. In other words, "getting it right" means more than matching a prescriptive fitting target or providing the patient with maximum hearing aid performance by means of fine-tuning and counseling. If the service is taken out of the equation - whether it is from over-the-counter hearing aids or by the limited service of the third-party administrators - this can cause a lot of frustration from the hearing aid user towards hearing aids.

Licensed by the Pennsylvania Department of Health, our hearing healthcare professionals are required to undergo specialized education and clinical time to qualify and continue to be certified. Our Doctors of Audiology go through 8 years of schooling, numerous clinical rotations, and rigorous academic training and state exams.



They all must complete continuing education to ensure they are kept up to date with advancements in the field. Our hearing healthcare professionals stay on top of current research, best practices, and involvement in professional organizations. These factors, along with our experience, provide our patients with the best possible hearing healthcare.

At Swift Audiology, we provide patient centered care. In this approach, a patient's specific health needs and desired health outcomes are the driving force behind all health care decisions and quality measurements. Patients are partners with their hearing health care providers, and providers treat patients not only from a clinical perspective, but also from an emotional, mental, spiritual, social, and financial perspective. Our actions are driven from compassion and the desire to help others, as well as through evidence-based practice. This is the application of scientific facts, based upon research, to real-life situations.

In our case, we take our experience and education, augmenting that with emerging science to approach hearing loss with the most current and best practices available. Providing our patients with a treatment plan is the implementation of patient centered care and evidence-based practice.

However, policies vary. Therefore, it's good to be familiar with the details of your specific plan so you can receive the most benefit from your FSA money.

## A Salute to Our Veterans.



Many of the staff at Swift Audiology have pets and we love our animals. What better cause than to help local veterans in need of a service dog? In July of 2021, we met Angela Connor, Co-Founder of Rescue 22 Foundation and were so impressed by the mission of the organization that as a small business, Swift Audiology committed a portion of each hearing aid sold to help fund the \$25,000 cost to train a service animal for a local veteran.

Our newsletters have featured monies raised through this effort. Connor states, "Generous donations from our supporting individuals and companies such as Swift Audiology allow these Veterans to live a fuller life because of the assistance provided by their service dogs." To learn more, or donate directly to the organization — visit [rescue22foundation.org](https://rescue22foundation.org).

# Head-to-Head New Technology Updates

We are constantly evaluating new hearing aids to separate the game-changing technology from the hype. Lately, two incredible hearing aids have been rising above the rest: **Phonak Lumity™ and Oticon Real™**. While both feature breakthrough-technology such as direct streaming from your smartphone and the option of a rechargeable battery, each has its own approach to sound processing that interacts with your unique brain and hearing needs in a completely different way.

Phonak Lumity features StereoZoom 2.0, which offers improved hearing of speech in loud noise by directionally focusing to the front while simultaneously maintaining a balance of awareness all around.

Oticon Real features an on board Deep Neural Network (DNN) trained with

12 million real-life sounds, allowing users to gain back the sounds of real life without compromising clarity.

Our hearing aid Head to Head Test Drive will help to determine whether these advances in technology will be right for you. Call one of our offices to schedule an appointment to Test Drive these breakthrough technologies today.



## Swift Audiology Staff Life Events

Dr. Lauren was busy bringing in the New Year. Unlike other New Year's Eve celebrations, Dr. Lauren was married to Kyle Fitzpatrick on New Year's Eve. She is settling into married life and is enjoying family time with her husband and their pets. New Year's Eve will never be the same for Dr. Lauren!



The Stork is arriving early this summer for Dr. Megan. She and her husband are expecting a little boy on Father's Day. What better gift than a little one to round out your family. Stay tuned for pictures!



Learn more about better hearing solutions at [swiftaudiology.com](http://swiftaudiology.com)

 [facebook.com/swiftaudiology](https://facebook.com/swiftaudiology)

Email us at [hello@swiftaudiology.com](mailto:hello@swiftaudiology.com) to subscribe to our e-newsletter.

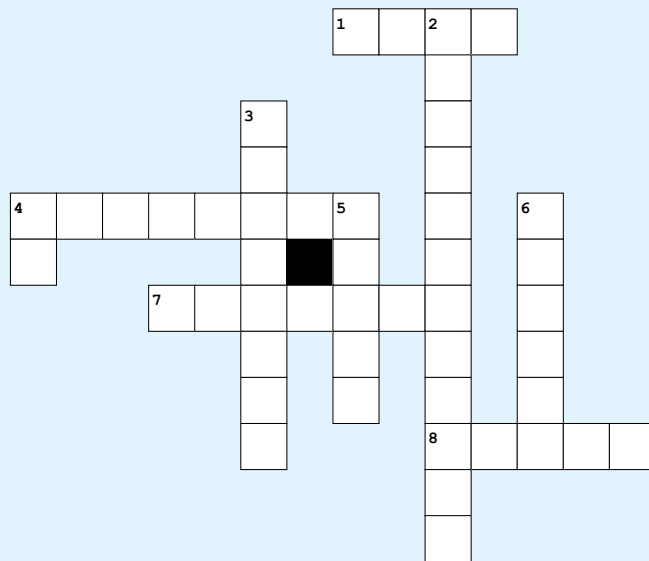
## What Our Patients Have to Say...

"I have been very pleased with my interactions with everyone at Swift Audiology's Washington, PA location. Bridget, from the front office staff was very friendly and helpful with scheduling my initial and follow-up appointments. I was fortunate to have my appointment with and hearing evaluation performed by Deb. Deb took her time with me and explained how we actually hear through our brain and what to expect during my hearing evaluation. The results confirmed what I had expected, that I had significant hearing loss. Deb asked if hearing aids were something that I was interested in and would be comfortable with wearing? Upon telling her yes, Deb explained and showed me all of the options available to me with associated pricing and I made my selection. There was never any hard sell or pressure to buy. I have, and will continue to recommend Swift Audiology to anyone who believes that they may be experiencing any hearing loss or issues." **Steven S.**

I knew I had hearing issues for years; I ran into a friend who recommended Tammy Swift at Swift Audiology. I am glad she did. The first time I met with Tammy, she taught me everything I needed to know about the importance of getting my hearing restored. The testing and the fitting were easy. The result is fantastic! I walked out of her office and the birds were singing!! I was missing so much, now I can hear! All follow up, cleaning and retesting as been easy and timely! I recently found out my hearing has improved from the day I met Tammy. Don't delay, address your hearing loss now, go see Tammy Swift and hear what you have been missing!  
**Joe G.**

## Swift Crossword Puzzle

Complete the Crossword Puzzle below:



### Across

1. What do hearing aids fit into or around
4. What is that ringing in my ears
7. When do you put your hearing aids in
8. What tweets in the spring, and you can hear with your hearing aids?

### Down

2. Type of hearing aids that don't require small batteries
3. Who do we support with a donation per hearing aid sold
4. Hearing aids help us hear this better at a lower volume
5. What is our practice name
6. What is our little French Bulldog's name?

### Crossword puzzle link:

[crosswordlabs.com/view/spring-into-hearing-health-swift-audiology](http://crosswordlabs.com/view/spring-into-hearing-health-swift-audiology)

## 3 Locations Serving the Greater Pittsburgh Area

**Washington**  
2107 N. Franklin Drive, Suite 2  
Washington, PA 15301  
(724) 222-9010

**South Hills**  
1699 Washington Road, Suite 101  
Pittsburgh, PA 15228  
(412) 851-9500

**North Hills**  
6000 Babcock Blvd. Suite 105  
Pittsburgh, PA 15237  
(412) 364-8338