

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

Holiday Message from Deb

As we approach the holiday season, I stop to think about the magic that lies within the upcoming festivities, parties and get togethers. This special time of year rekindles our appreciation for life's uncomplicated joys—such as the aroma of homemade soups and freshly baked treats, and the comforting warmth of a cherished sweater.

The holiday season acts as a catalyst, strengthening the bonds we share with family and friends while emphasizing the value of engaging in meaningful conversations.

As we gather around the table during these special occasions, we exchange stories, laughter, and partake in delectable meals created from cherished family recipes passed down through generations. In these treasured moments, we truly appreciate the significance of not only listening but also hearing our loved ones.

Hearing the voices of family members and friends as they share anecdotes, jokes, and heartfelt conversations is a cherished experience. It's the sound of joy, love, and togetherness, echoing around the table. Whether it's the hearty laughter of grandparents, the excited chatter of children and grandchildren, or the warm whispers of friends catching up, every moment we share with those we hold dear is an opportunity to create lasting memories.

At Swift Audiology, we understand better than anyone the significance of hearing health in these moments. The ability to actively participate in conversations, to savor the memories of family gatherings, and to fully engage with those we love is a gift that enriches our lives. It's our mission to ensure that everyone can hear and be heard.

Hearing aids, along with Professional Care and Services, offer an active and “in touch” way of life. If you are a grandparent with grandchildren of any age, never underestimate the valuable role you play in their lives by communicating with them. This is why “Hearing Those We Love” matters so much. Let us be grateful for the technology and expertise that enable us to help others cherish these moments. Thank you for being a part of the Swift Audiology family. Warmest wishes for a joyful and memorable holiday season ahead!

Deb



Hearing Aid Revolution: How Bluetooth and AI are Transforming Sound

By: Rachelle Smelko, HR/Clinical Manager

The world of hearing aids has undergone a remarkable transformation in recent years. Thanks to advancements in hearing innovation, today's hearing aids are sleek, discreet, and packed with cutting-edge features. Bluetooth and AI capabilities have revolutionized the major hearing aid brands, making them smarter and more user friendly than ever before.

Bluetooth Connectivity: A Game-Changer

Bluetooth capabilities allow wearers to connect their hearing aids to a wide range of devices including smartphones, tablets, and televisions.

Phone Calls and Streaming:

Bluetooth Connectivity allows wearers to take phone calls directly through their hearing aids. This hands-free approach streams a variety of media directly to the hearing aids, enhancing the audio experience without headphones.

Remote Control and Customization:

Smartphone apps empower users to control and customize their hearing aids.

Accessibility Features:

Bluetooth connectivity also enhances convenience. Users can connect their devices to compatible apps and accessories that offer special features.

AI Capabilities: Making Hearing Aids Smarter

Artificial Intelligence (AI) has become a driving force behind the revolution in hearing aids.

Automatic Sound Adjustment:

AI-powered hearing aids can adapt to various listening environments.

Speech Enhancement:

Advanced AI algorithms can distinguish between speech and background noise, focusing on amplifying and clarifying speech.

Personalized Hearing Profiles:

AI can create personalized hearing profiles that consider a user's preferences and adapt accordingly.

Fall Detection and Alerts:

Some AI-enabled hearing aids can even detect falls and send alerts to caregivers or emergency contacts.

As technology continues to advance, we can expect even more impressive developments in the field. These innovations in hearing healthcare are changing the way we look at hearing aids.



Are You Leaving Money Behind?

Many people have money available to them that gets left behind when the New Year begins. It may be in the form of a Flex Spending Card that is given as a part of their insurance policy, or other accounts such as a Flexible Spending Account (FSA) or a Health Savings Account (HAS). These funds could be used towards new hearing aids or supplies for your existing set. This is the time to consider if using the remaining money available to you would benefit your hearing health. Our Insurance Administrator is happy to verify your benefits to see if your insurance has a benefit for new hearing aids that you could apply as well. Don't let those funds go to waste!

Staff Updates



Michelle Mitchell has a new role with Swift Audiology. In addition to passing a rigorous state license exam, she has undergone extensive training with Dr. Lauren, Dr. Megan, and Deb Swift to become a Hearing Instrument Specialist. A hearing instrument specialist is a state-licensed hearing care professional who has been trained to evaluate common types of hearing loss in adults and to dispense hearing aids. Michelle has been with Swift Audiology since 2017 and has held numerous positions during that time. She started as a Patient Care Coordinator, then became our Insurance Administrator and Patient Liaison. In addition to seeing patients as a Hearing Health Professional, Michelle works hard on verifying insurance benefits and filing claims. Her favorite part of the job is finding new ways to help our patients hear better.

Pay It Forward Program

Swift Audiology believes in the power of community and the impact individuals can make by supporting one another. Our program is designed to encourage and reward our valued patients for sharing their experience and motivating others to take that first step towards better hearing health.

As an existing patient of Swift Audiology, you already know the value and quality of care we provide. Why not share the gift of better hearing with someone you care about?

Simply tell your family and friends about the positive influence Swift Audiology has made in your life and inspire them to schedule a hearing evaluation by visiting our website or simply calling one of our three convenient locations. To ensure you receive proper credit for your referral, direct them to mention your name while scheduling. As a thank you, we will send you a Gift Card!

We thank you in advance for sharing the gift of excellent hearing care.

Together, we can make a difference in the lives of those we care about!



Swift Audiology's Ongoing Support for Service Dogs for Veterans



On behalf of Rescue 22 Foundation, Brandon Rumbaugh, a motivational speaker, and his service dog Hatfield accepted the

most recent donation for the organization. As a Marine Corp veteran, double amputee, and Purple Heart recipient, Brandon understands the critical role that service dogs play in assisting fellow veterans in their journey towards healing and recovery.

Since 2021, Swift Audiology has donated a portion of each hearing aid sold to raise funds and awareness for the cause. With this recent \$5,000 contribution, Swift Audiology's total donations to the organization have surpassed \$25,000 representing the yearly cost of training a service dog for a local veteran. You can donate directly to Rescue 22 Foundation by visiting www.rescue22foundation.org, or by calling our office at 724-222-9010 to learn more.

Read the full article at
<https://swiftaudiology.com/swift-audiologys-ongoing-support-for-service-dogs-for-veterans/>



Patient Testimonial



God has placed many people disguised as angels among us, and Debra Swift is one of them. Her kind, caring, and generous spirit shines through like a bright light. Her expertise is exemplary. I felt confident with Debra guiding me through the process of finding the right hearing aids to fit my situation. None of my many questions were trivial to her. By the end of my visit, I

knew everything that I needed to know to start my life with hearing aids.

Megan was also wonderful in administering my hearing test. She was so clear in explaining everything in detail, while answering my many questions. Any anxiety I had been feeling vanished. In their waiting area, there are two wall hangings. The first one says: "Bless all those who visit." The second one says: "May they come as guests and leave as family." That's exactly the way they made me feel, and I will sing their praises to all who will listen. ~Donna R.

Tammy and Melissa at Swift Audiology are fabulous! I'm amazed at the difference hearing aids have made. I'm living a much fuller life and I realize what I was missing. Melissa scheduled me right away and explained what to expect.

When I met Tammy, she immediately made me comfortable. She explained until I had no more questions what the tests and results meant. Tammy and I discussed my expectations, and she matched me with the set of hearing aids that would do the most for me. I love that they're Bluetooth enabled and have an app that allows me to adjust them manually. I appreciate that I can call Swift Audiology with any question and Melissa and Tammy will help me. ~Emily N.



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solutions at swiftaudiology.com



facebook.com/swiftaudiology

Email us at hello@swiftaudiology.com
to subscribe to our e-newsletter.

New South Hills Office Location

On September 1, 2023, the South Hills office moved to 1500 Oxford Dr, Suite 110, Bethel Park. You may already recognize the building as it is in close proximity to Bed Bath and Beyond®, St. Clair Outpatient Center and UPMC Health facilities.

Our new location has easier access from the light at Oxford Drive, a larger parking lot and wheelchair accessibility. We encourage you to call us and schedule your clean and check appointment at our new office, or any of our other locations. We hope to see you soon.



3 Locations Serving the Greater Pittsburgh Area

Washington

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

South Hills

1500 Oxford Drive, Suite 110
Bethel Park, PA 15102
(412) 851-9500

North Hills

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