

ideal Health & Beauty

Every Thursday Need to know information from Chattanooga Health & Beauty professionals.

Made for iPhone Hearing Aid

BY BRANDI DIXON

Today's advances in wireless technology have changed people's attitudes towards hearing aids. Feedback or whistling from hearing aids while on a phone (home or cell) should be a problem of the past.

Johnson Audiology offers the absolute latest in hearing aid technology with ReSound LiNX.

Developed through a partnership between leading hearing aid manufacturer ReSound and Apple Inc., this hearing aid pairs directly to your iPhone, iPad and iPod touch, making for a seamless and personalized connection.

"It's the first of its kind, a revolutionary type of technology," said Johnson Audiology's Dr. Megan Johnson.

ReSound's 2.4GHZ wireless technology is the industry's most advanced wireless communication system. Patients can now experience advanced features and stereo sound streamed directly to their hearing aids and eliminate the need for an interface accessory (neck-worn devices) to connect hearing aids and iPhones. Patients utilizing this technology can take full advantage of talking on the phone; video chatting; listening to audio apps; streaming music, movies, audio books and more directly into their hearing aids.

Also, a new ultra-power receiver lets you fit more than 90 percent of hearing losses. ReSound's new Sound Shaper allows access to high frequency sounds that would normally be inaudible due to severe or profound high frequency loss or cochlear dead regions.

Traditionally, the process of adjusting hearing aid settings could only be done in the office, according to Dr. Johnson. Though patients will still rely on their audiologist for the primary adjustments of their LiNX hearing aid, many of the general preferential adjustments – such as noise reduction, microphone direction and pitch – can be controlled with the touch of a button on an iPhone.

LiNX technology, which has been in development for the past three-plus years and



The Johnson Audiology team poses with some of its patients. From left are Dr. Anna Wade, Au.D., Dr. Courtney Guthrie, Au.D.; Luther Masingill; Don Welch; and Dr. Megan Johnson, Au.D., owner.



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utilizes top-of-the-line wireless technology, also boasts unique features, including one called Places. This feature connects with the iPhone's global positioning system to save specific hearing aid settings in connection with certain locations.

For example, perhaps a patient has a certain settings preference when they go to church on Sunday, or when they relax in their favorite coffee shop, Dr. Courtney Guthrie explained. The iPhone picks up on the saved location and adjusts the hearing aid automatically.

"It makes it quicker and more seamless to change program settings and volume for specific environments," she said.

Another convenient feature is Find. If the

hearing aids are ever misplaced or lost, the iPhone has a hot and cold sensor to help indicate where they may have been left. "When your hearing aids are powered on, the Find App can help you locate them; the stronger the signal viewed, the closer you are to the hearing aids," said Dr. Guthrie.

Additionally, Map Mode can help patients locate the hearing aids if they are not in close proximity, added Johnson Audiology's Dr. Anna Wade.

"Even though all this technology is now available, the device is still a small design," noted Dr. Wade. "With LiNX's dual chip processing, you don't have to give up superior sound quality."

If new or current patients are interested in ReSound LiNX, call Johnson Audiology and schedule an appointment or demonstration.

"It's a very flexible fit," Johnson assured. "Remember 90% of patients are great candidates."

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- Dr. Courtney Guthrie, Au.D.
- Dr. Megan Johnson, Au.D.
- Dr. Anna Wade, Au.D.

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Noteworthy:

ReSound's 2.4GHZ wireless technology is the industry's most advanced wireless communication system. Patients can now experience advanced features and stereo sound streamed directly to their hearing aids and eliminate the need for an interface (neck-worn devices) to connect to the devices to the iPhone.

– Dr. Megan Johnson, Audiologist,
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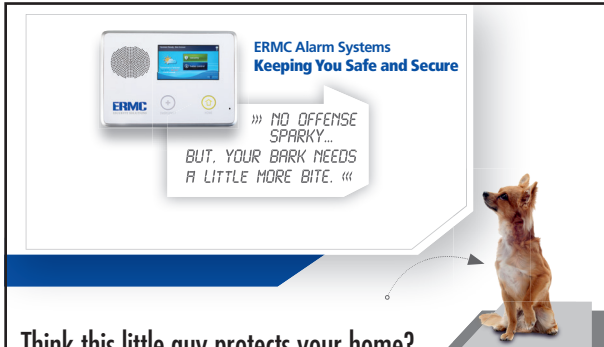
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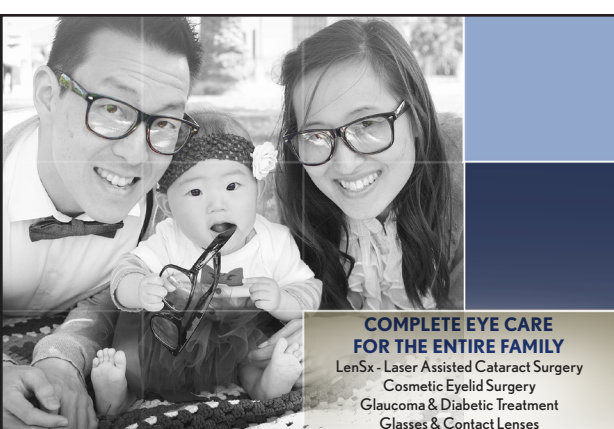
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