



*"I've been a patient at South Shore Hearing Center for over 20 years. The knowledge, care and treatment I receive are always exemplary. I can't say enough about the entire staff and the quality of care they provide. They're friendly, outgoing and professional while always providing the little extras. And they ensure that I'm always kept abreast of the latest technology available." — Peter Somers, Braintree, MA, actual South Shore Hearing Center patient*

When your or someone you love has a hearing or balance problem, it's nice to know you can turn to someone with the advanced qualifications and experience to help correct the problem. South Shore Hearing Center has delivered comprehensive hearing and balance solutions to the South Shore for nearly three decades.

As the needs of the community have changed and technology has advanced, we have grown and evolved, too. We have continually renewed our commitment to innovative solutions and uncompromising care. We have established ourselves as an area leader in audiology services. Our team of doctoral- and master's-level audiologists has helped thousands of children and adults from Boston's South Shore improve their hearing, balance and quality of life.

Patients of all ages – including infants, children and teens – truly appreciate our compassionate and personalized approach to care. We make them feel right at home. We make children's visits fun and positive experiences, every step of the way.

These are just some of the many reasons why South Shore Hearing Center is the trusted choice of over 100 area physicians for their patients' hearing and balance care needs.

*To learn how we can help you discover a new world of hearing — and balance — and a better quality of life — please read on.*



*Meet the audiologists of South Shore Hearing Center...*

- FRONT, LEFT TO RIGHT  
**Louise G. Citron, MA, CCC-A, FAAA**  
**David Citron III, PhD, CCC-A, FAAA**
- BACK, LEFT TO RIGHT  
**Jennifer G. Mayer, AuD, CCC-A, FAAA**  
**Abigail S. Keller, AuD, CCC-A, FAAA**  
**Tannya M. Poulter, AuD, CCC-A, FAAA**  
**Stephanie G. West, AuD, CCC-A, FAAA**  
**Elena M. Schepis Tzeng, AuD, CCC-A, FAAA**  
**Amy M. Stanton, BSc, Audiology Assistant**



**Complete hearing and balance care you can trust**

- Doctoral- & master's degree-level audiologists • Over 25 years in clinical practice on the South Shore
- Trusted by over 100 area physicians for their patients • Hearing tests for infants, children, teenagers & adults
- State-of-the-art hearing aids from leading manufacturers • Balance evaluation & canalith repositioning
- Tinnitus assessment & retraining therapy

**The convenience you deserve**

- Most insurance accepted & filed • Financing/payment plans available
- Visa, MasterCard & American Express accepted • Same-day, lunchtime, early evening & Saturday hours
- Patients seen promptly • Ample free parking

**Patient-first service**

- Free hearing aid consultations • 60-day satisfaction guarantee with your hearing aids • Competitive pricing
- Premium Care Plan (free in-office repairs, cleanings & adjustments; free batteries for the life of your hearing aids when you come in for scheduled checkups & more) • Extended warranties available

For a difference you can hear, trust an **AREA LEADER IN AUDIOLOGY.**

**South Shore Hearing Center**

Trusted Credentials | Innovative Solutions  
 Personalized Care



*"For over 25 years I've been a patient of Dr. Citron and his staff at South Shore Hearing Center. Knowing that they've kept up with the latest technology, I've always felt that I'm in the best of hands. This helps them cater to the individual needs of the patient. They make you feel like a member of their family, not like a patient."*  
 —Christine Gorman, Weymouth, MA, actual South Shore Hearing Center patient



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 Personalized Care

Call 781.337.6860 or visit us online at [www.sshc.com](http://www.sshc.com)

Stetson Medical Center  
 541 Main Street, Suite 418  
 South Weymouth, MA 02190





**A longstanding tradition of excellence.**

The husband-and-wife audiology team of David and Louise Citron opened South Shore Hearing Center in 1982. Our goal was to provide quality, personalized hearing care to patients of all ages.

As the practice grew, we added highly trained professionals who share our commitment to exceptional patient care. We found this and more with doctoral-level audiologists Abigail Keller, Jennifer Mayer, Elena Schepis Tzeng, Stephanie West and Tannya Poulter. Our audiologists have more than 100 years of combined experience.

We are 100% family owned and operated. And delivering high-quality patient care drives all of our business decisions.

**Care that revolves around you.**

From your first visit, you'll know you came to the right place. We put your comfort first in our 2,300-square-foot center with its spacious reception area, four private hearing consultation

rooms, two large handicapped-accessible sound-treated testing booths and a child-friendly play space filled with toys.

**Improving hearing, changing lives.**

Hearing is one of our most vital senses. When hearing is diminished, you miss out on everyday sounds you once took for granted. Watching television, sharing family gatherings or having lunch with a friend can become sources of frustration and embarrassment. We understand. We don't just treat your hearing loss, we treat you as a person. We want to help you hear better so you can enjoy your life more fully.

**State-of-the-art hearing evaluations.**

Our audiologists provide accurate, thorough diagnostic hearing evaluations using the latest technology. Our handicapped-accessible sound-treated audiometric test booths and consultation rooms allow us to simulate a variety of real-life listening conditions. Our testing services include:

- Video otoscopy



- Pure tone audiometry
- Word recognition tests
- Immittance (tympanometry & acoustic reflex testing)
- Otoacoustic emissions (OAEs)
- Tinnitus assessment & retraining therapy (TRT)
- Auditory brainstem response (ABR)

Thanks to today's technology, hearing loss can be manageable and treatable. We'll help you find the best treatment options for you.

**You don't have to let dizziness or balance problems affect your life.**

Dizziness, imbalance and vertigo can be dangerous and life-altering. They can lead to falls, serious injuries and loss of independence. Our audiologists can accurately diagnose balance-related problems using specialized tests. They will work with your referring physician to develop and implement an effective treatment plan, including referral to appropriate specialists as indicated.

**Hearing care for infants and children.**

Pediatric care is an integral part of our practice. We are proud to offer hearing evaluations for infants and children, and we perform them with the utmost care and compassion. If hearing aids are indicated, our audiologists can fit your children and assist their school with educational planning. Early detection of hearing problems leads to better speech and language skills, fewer learning delays and improved social skills.

**Hearing loss prevention.**

Hearing loss from exposure to repeated loud noise or music can be minimized with proper hearing protection. We offer a full range of custom-fitted solutions to suppress noise for musicians, industrial workers, motorcyclists and more. Swim plugs are also available.

Outstanding credentials, innovative technology and uncompromising patient care. It all adds up to "a difference you can hear."

**Call 781.337.6860 and schedule your personal appointment at South Shore Hearing Center today.**



**State-of-the-art hearing aids.**

South Shore Hearing Center offers the latest digital hearing aids to fit your lifestyle, needs and budget. Each of these tiny devices packs the power of a personal computer and can be programmed specifically to your individual needs, or reprogrammed as your hearing changes.

Today's digital hearing aids provide exceptional sound quality and significantly greater assistance in most listening environments. We offer hearing aids from several of the world's leading manufacturers – **GN ReSound, Phonak, Oticon** and **Unitron**™ – to fit your lifestyle, needs and budget. We are also among the first audiology practices in Massachusetts to offer **Lyric**® hearing aids. These are comfortably placed in the ear canal and worn continually 24/7 for months at a time. We carry hearing aids in the following styles:

- Completely in-the-canal (CIC)
- Open-fit
- In-the-ear (ITE)
- In-the-canal (ITC)
- Behind-the-ear (BTE)

Many advanced features are available on select models. These digital hearing aids can connect directly to your mobile phone, television, computer, iPod/MP3 player, FM system or assistive listening technologies. Our audiologists will teach you how to use these new features.

We are one of the few practices in the area that use "live speech mapping," to verify the



accuracy of your hearing aid fitting. This measurement is the "gold standard" in hearing aid care. We can use speech, music or a specific person's voice for the most accurate measurement possible.

Our strong commitment to you means we also provide free "Premium Care" for all new hearing aid purchases. This includes free in-office services and free batteries for the life of your hearing aids. And it ensures that you will enjoy your greatest hearing potential for the life of your hearing instruments.



Trusted Credentials | Innovative Solutions  
Personalized Care

PROOF

# South Shore Hearing Center



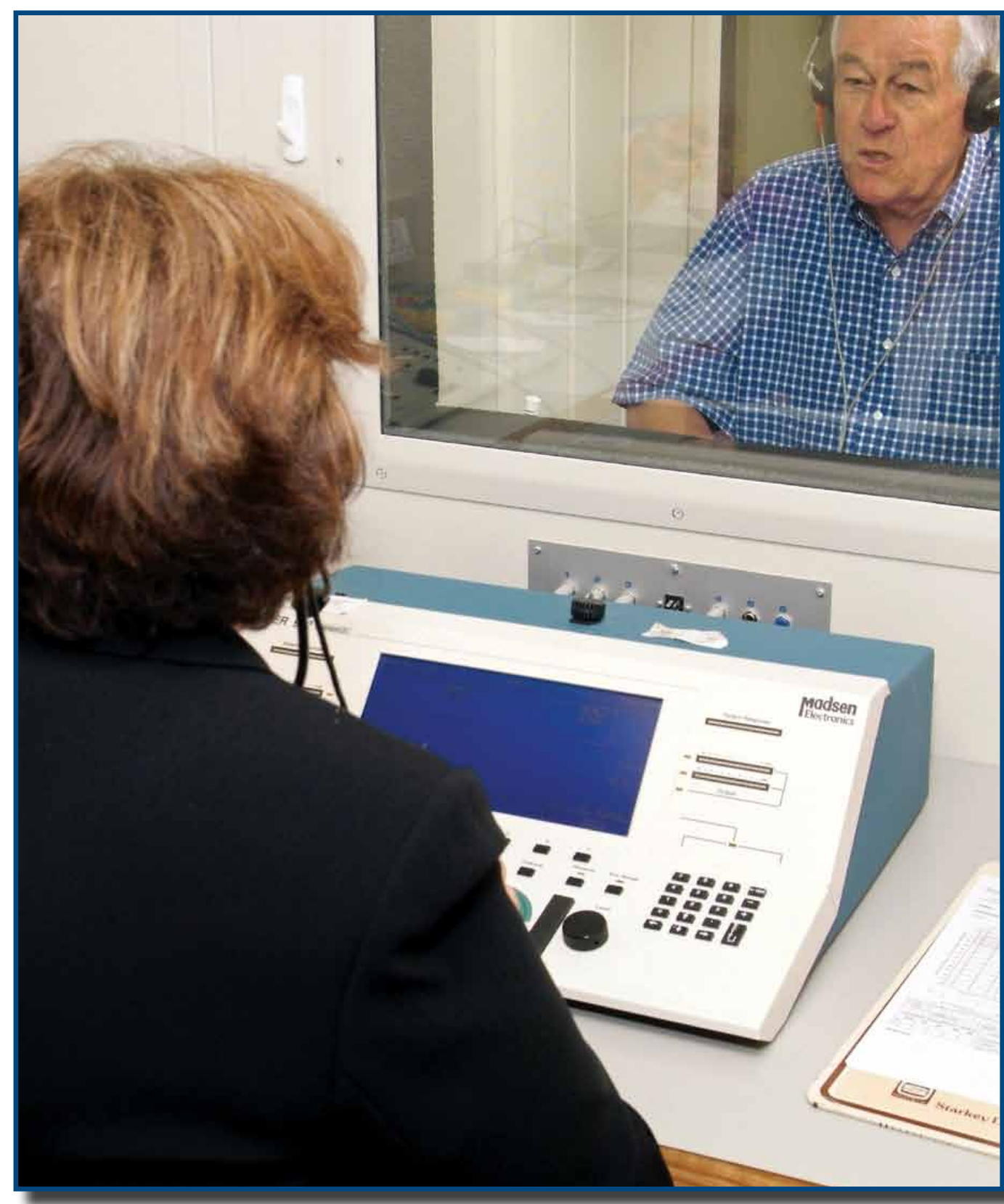
THE AREA LEADER IN AUDIOLOGY FOR OVER 30 YEARS



Recapture the Sounds  
You've Been Missing



Diagnostic Hearing  
Evaluations



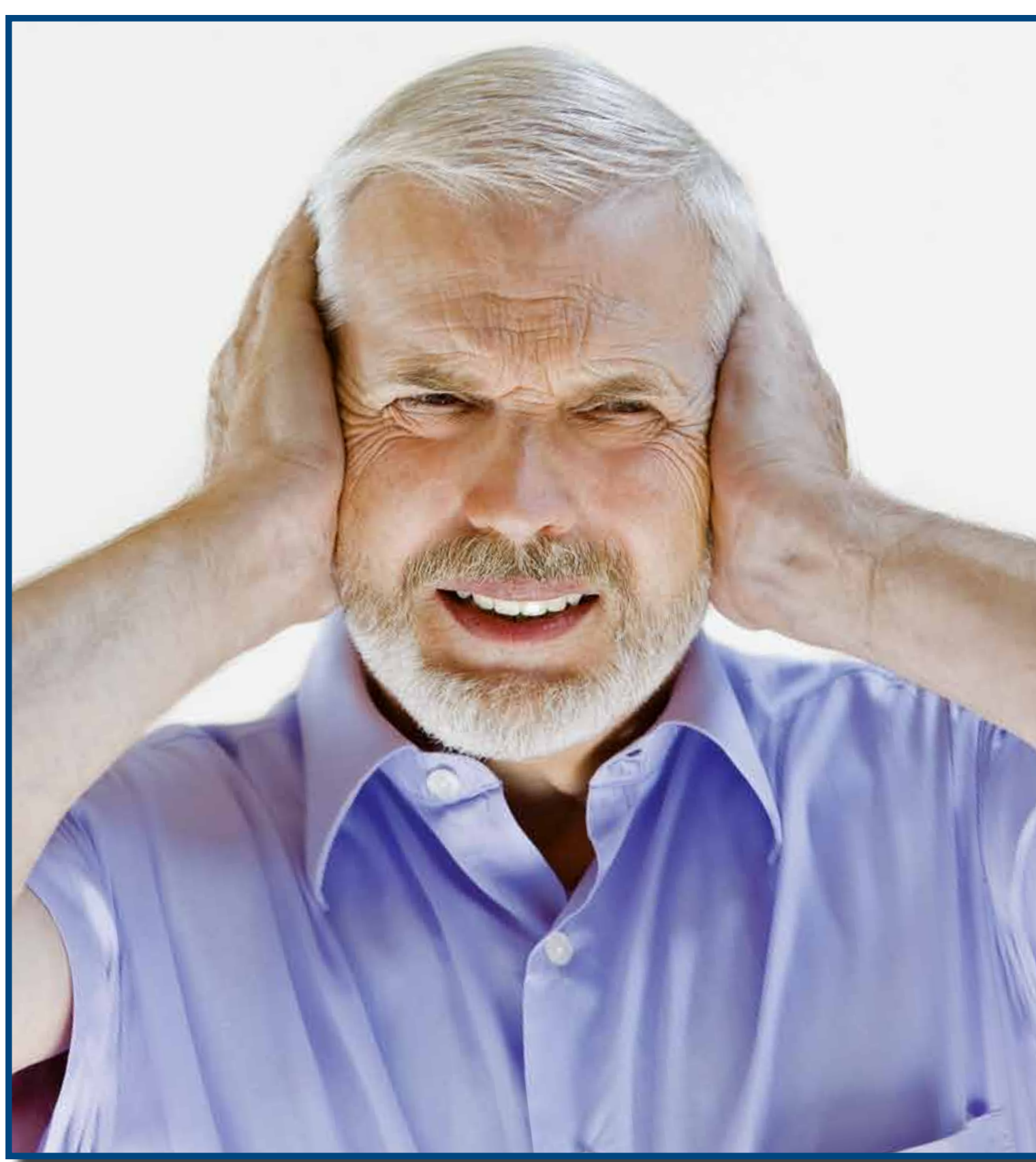
State-of-the-art Hearing Aids  
**FREE**  
*Premium Care Service Plan.*



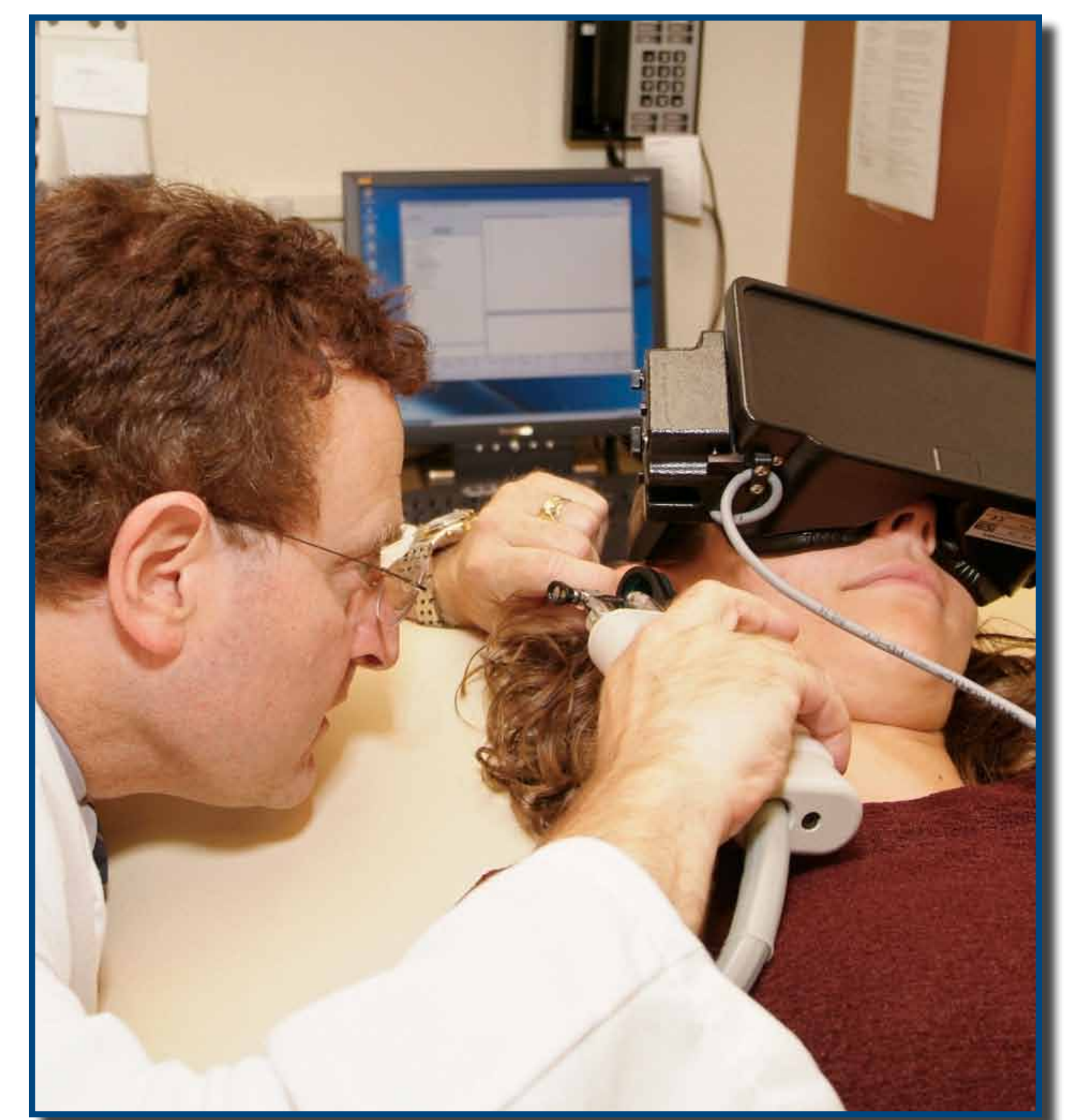
Hearing Care for  
Infants & Children



Evaluation & Treatment  
of Tinnitus



Balance Testing and  
Rehabilitation



## South Shore Hearing Center

The Choice of over 100 Physicians  
For Their Patient's Hearing and Balance Care

**781-337-6860**

Stetson Medical Center  
541 Main Street, Suite 418, Weymouth, MA 02190  
[www.sshc.com](http://www.sshc.com)

TRUSTED CREDENTIALS  
INNOVATIVE SOLUTIONS  
PERSONALIZED CARE

## On the Lighter Side: Hearing Facts and Funnies

- *Fish do not have ears, but they can hear pressure changes through ridges on their body.*
- *The ear's malleus, incus and stapes (otherwise known as the hammer, anvil and stirrup) are the smallest bones in the human body. All three together could fit together on a penny.*
- *The ear continues to hear sounds, even while you sleep.*
- *Sound travels at the speed of 1,130 feet per second, or 770 miles per hour.*
- *Dogs can hear much higher frequencies than humans.*
- *Ears not only help you hear, but also aid in balance.*
- *Snakes hear through the jaw bone and through a traditional inner ear. In essence, snakes have two distinct hearing mechanisms, which helps them hear and catch prey.*

Better Hearing Institute

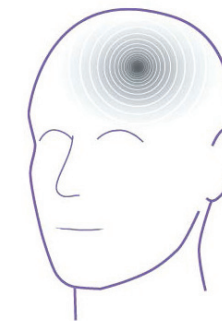


For a difference you can hear, trust an **AREA LEADER IN AUDIOLOGY**

Fall Issue

## Tinnitus: What's that ringing in my ears? (Part 2 of 3)

In our Summer Issue, we described tinnitus, its prevalence and mechanisms that can trigger or intensify it. In this issue we will outline how tinnitus is perceived any why it bothers some individuals more than others. Part 3 will outline how tinnitus can be managed effectively.



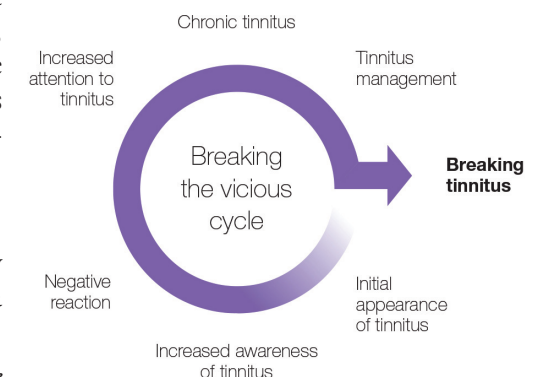
### One model of tinnitus generation

A well accepted theory of tinnitus generation is that of spontaneous activity in the hearing system inside the ear. This activity can even take place in the absence of sound being heard. Some experts believe that damage to the hair cells in the inner ear (cochlea) can cause tinnitus. As the outer hair cells become damaged they cannot perform their function and this causes the inner hair cells to transmit sounds to the brain that are amplified or made louder by the hearing system. The amplified sound can result in a perceived "ringing" sensation known as tinnitus.

In addition, the way a person experiences tinnitus, and the amount of attention paid to it, varies from person to person. If it is ignored, the tinnitus takes a low priority and "blends" into the background. If it prioritized, the tinnitus can increasingly become a focal point for the patient. If this continues for an extended period of time, the brain will learn to focus on the tinnitus, even when other background sounds are present. (Figure 1).

### The vicious cycle

Continual tinnitus can cause anxiety and stress in many individuals. Once this negative connection is established, a cycle can begin that affects other regions of the brain, including the limbic system (which is involved in processing emotions) and the autonomic nervous systems (which is involved in processing physical/bodily reactions). This is commonly known as the vicious cycle (Figure 2). When tinnitus is perceived, it can prompt a number of emotions including fear, danger, unhappiness, etc. These can in turn cause physical reactions such as anxiety and stress, thus reinforcing the tinnitus and making the cycle repeat itself.



### The wrong focus

Some noises—like a rattle in a new car or a baby crying—attract one's attention, sometimes for a good reason and sometimes for bad.

ReSound Tinnitus Handbook

### HIGHLIGHTS:

- Tinnitus: What's that ringing in my ears?
- Office News
- Introducing the ReSound Verso
- "What our Patients Say..."
- Cran-Apple Stuffed Acorn Squash Recipe
- Open
- Premium Care Reminder
- On the Lighter Side: Hearing Facts and Funnies

### Having Problems with your hearing aid (s)??

Come to one of our  
Clean & Check Clinics

- Monday 1-2 pm
- Tuesday 5-6 pm
- Wednesday 9-10 am
- Thursday 3-4 pm
- Friday 10-11 am

Please call us first at 781-337-6860 with your preferred time for a clean and check clinic to minimize waiting and assure optimum services.

**TIMES ARE SUBJECT TO CHANGE**

An appointment is necessary for fitting issues, reprogramming or feedback/whistling problems.

## Office News

We are happy to let you know that Dr. Tannya Poulter is back from her maternity leave. Her newborn son is now three months old and both of his big brothers are crazy about him!!

Staff audiologists Drs. David Citron, Abigail Keller and Elena Schepis Tzeng recently attended a two-day seminar in Miami, Florida on new hearing aid technology that provides better sound quality and improved performance with music and in noisy environments.

Drs. Keller and Schepis Tzeng will also be attending an advanced seminar on tinnitus evaluation and management in December in New Orleans, LA.

Dr. David Citron conducted a three-hour seminar on November 9 at the Academy of Doctors of Audiology conference in Scottsdale, AZ. He also attended the annual meeting of the Massachusetts Academy of Audiology.

## Introducing the ReSound Verso



ReSound Verso is an advanced hearing solution that lets you tune in to all the voices and sounds that matter most to you. Instinctively and wherever you are. Thanks to breakthrough technology that gives you a true-to-life hearing experience, you will engage naturally with the world around you. Like second nature.

ReSound Verso™ uses unique technology that supports the way hearing naturally works. We call it Binaural Fusion™. Binaural Fusion delivers rich, full sound, outstanding performance in background noise, superior feedback management, all in an easy-to-use instrument. This allows for a more natural hearing experience. ReSound Verso delivers outstanding sound quality with the best in feedback management.

- *Delivers speech clarity in background noise especially in noisy environments like restaurants*
- *Reduces the chance of whistling and feedback while delivering deep, rich sound*
- *Preserves the sound quality of music, so that it sounds richer, fuller and more natural*
- *Binaural functionality makes it easy for patients to use and allows both instruments work together to adjust and optimize the settings for different listening environments*
- *Connect to TV, mobile phone or a microphone that is used by a companion and broadcasts sound directly to Verso hearing instruments. Both instruments work together to analyze the listening environment and provide patients with outstanding sound quality*



ReSound Verso™

**Enjoy the gift of better understanding of your loved ones this holiday season!!**

Mention the South Shore Hearing Center Fall newsletter and receive a discount off the purchase of the new Verso technology or a complimentary wireless accessory! You can either call into our office or bring the newsletter with you to your next visit.

*This offer expires January 15, 2013 and cannot be combined with other offers/discounts.*

**Helping you hear better is our passion!**

## “What our Patients Say...”

*“I will continue to send my patients and continue to go myself to South Shore Hearing Center. We are fortunate to have them in Weymouth, Massachusetts.”*

– **Roger Pompeo, M.D.**  
Referring Physician and Patient

## Recipe



### Cran-Apple Stuffed Acorn Squash

#### Directions:

- *2 acorn squash*
- *boiling water, or apple juice*
- *2 apples, peeled, cored and chopped into 1/4-inch pieces*
- *1/2 cup dried cranberries*
- *1 teaspoon cinnamon*
- *2 tablespoons melted butter or oil*
- *salt and fresh ground black pepper to taste, optional*

#### Directions:

1. Cut squash in half and with a spoon, remove pulp and seeds. In a large baking dish place squash cut-side down. Pour ¼ inch boiling water into dish (or use ¼ inch room temperature apple juice for extra sweetness). Place dish in oven and bake squash for 30 minutes at 350°F.

2. In a large bowl, combine apples, cranberries, cinnamon, butter, salt, and fresh ground black pepper to make stuffing. Remove squash from the oven after the 30 minutes. Turn halves over and stuff center of each squash half with apple mixture. Return to oven and bake for 30-35 minutes (or longer) until squash and apples are tender.

## iPods and Hearing Loss

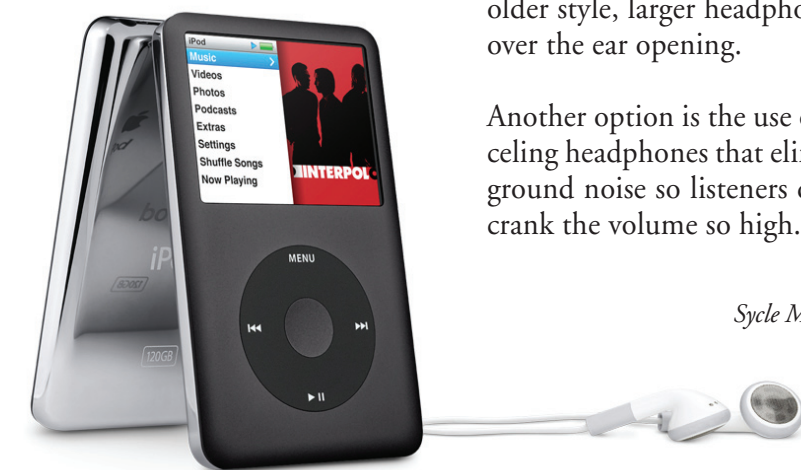
A Northwestern University audiologist and professor found more hearing loss in younger people with the use of iPods and earbud headphones that is similar to that found in aging adults.

Earbuds are placed directly in the ear and can boost the sound signal by as much as six to nine decibels. It's enough to cause hearing loss after only about an hour and 15 minutes.

The recommendation is what the researchers call the 60 percent/60 minute rule. They recommend using the MP3 devices, including iPods, no more than about an hour a day and at levels below 60 percent of maximum volume.

To avoid permanent hearing loss in the middle ranges – the range required to hear conversation in a noisy restaurant, for example – they recommend the older style, larger headphones that rest over the ear opening.

Another option is the use of noise-canceling headphones that eliminate background noise so listeners don't have to crank the volume so high.



*Cycle Marketing Group*

## Valet Parking Now Available

Valet Parking is now available from Monday to Friday from 8 am to 4 pm. The fee for valet parking is \$2.00, payable when the valet retrieves your car.

### SATURDAY HOURS

Our offices will be open on the following Saturdays if needed:  
**12/1, 12/15, 1/5, 1/19, 2/2, 2/16, 3/2, 3/16, 3/30**

**PLEASE NOTE, SATURDAY HOURS ARE BY APPOINTMENT ONLY.**  
*(Times are subject to change.)*

## Premium Care Reminder

We hope that you received our Better Speech & Hearing Month Mailer with its Premium Care reminder. If you need more cards just call us.

**Visit us at [www.sshc.com](http://www.sshc.com) or Call us at (781) 337-6860!**