

BEST OF LUCK,
Lily!



Lily and her husband, Chris.

As many of you may have heard, our beloved clinic manager, Lily Lye, has left the Hearing and Balance Center. Even though we are sad to bid her farewell, we are excited for her new adventures.

Lily has been working at the University of the Pacific's Hearing and Balance Center in Stockton over the past 17 years. Everyone who knew Lily was touched by her positive energy and kindness. She always went above and beyond for her patients and treated each one with respect. She was truly one of a kind and was someone who her colleagues and students looked up to every day.

THANK YOU to all the patients who came to bid her farewell on her last day with us. It is truly a reflection of the goodness and positivity she shared with many people. Lily will be greatly missed by all of us.

RESOLVE to Hear Better in the New Year!

Start the New Year off right and do MORE™ in 2022 by taking care of your hearing health.

Schedule an appointment to test drive the latest hearing technology with a **45-day trial**—and receive a **FREE charger*** with purchase.

Call (209) 946-7378 today!

UNIVERSITY OF THE
PACIFIC

Hearing and
Balance Center

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*Offer applicable to all rechargeable hearing aid models.

HEAR for the Holidays!

As we head into the holidays, we want to send you a year-end reminder. For those of you with Flexible Spending Accounts (FSA) that will not roll over, keep in mind you need to use that money before the end of the year, or you'll lose it. Additionally, you may want to take advantage of any hearing aid benefits you might have before the end of the year.

DON'T WAIT UNTIL THE LAST MINUTE to place an order or schedule your appointment; December is one of our busiest months. We want to help you connect with family and friends, so you'll get the most out of this holiday season.

Contact us today at (209) 946-7378.

Meet Our Newest Staff Members

We recently welcomed Cherry Henson and Iris McCollum to our clinic. To help you get to know them a little better, here's a little about them.



CHERRY HENSON - Administrative Assistant

Hi, I'm Cherry! I was born and raised in Manila, Philippines, and have three teenage children. I graduated from St. Scholastica's College in Manila with a bachelor's in entrepreneurship. Before taking this position, I managed a preschool for 15 years until my kids and I migrated to the U.S. in 2019. Working in the audiology clinic will be an enriching experience for me since I will be working with a broader demographic of people rather than just young kids. During my free time, I love to care for my houseplants and our family dog, Truffle. I am highly motivated, organized and energetic and believe these qualities will help me succeed in this position to deliver excellent care to patients like you. I'm so delighted to be a part of the team!



IRIS MCCOLLUM - Clinic Service Associate

Hello, I'm Iris and I am a Stockton native. I am currently completing my associate's in business administration and then plan to complete my bachelor's degree. My main duties are billing insurance, coordinating hearing aid care and assisting with hearing aid walk-ins. I enjoy reading and spending time with family. My favorite thing to do is try out new recipes for them to (hopefully) enjoy! I am excited to meet everyone and build long-lasting, meaningful relationships and provide excellent service for your needs.

Please say hello to our new staff members on your next visit!

Apple Shares Its First Hearing Study

THE WORLD IS LOUD. While most people would agree with this sentiment, many don't realize the impact everyday sounds can have on their hearing. A new hearing study by Apple reveals how prevalent hearing loss caused by noise exposure really is.

The purpose of the Apple Hearing Study¹ is to promote a better understanding of hearing health by sharing data from thousands of participants across the nation. This study was launched within the Research app and allowed customers to participate in revolutionary research simply by utilizing technology they carry with them every day.

The results of the study, conducted in collaboration with the University of Michigan School of Public Health, show that 25% of participants experience daily sound exposure higher than the World Health Organization's recommended limit. In addition, 50% work or have worked in a loud workplace, and 10% have an average headphone noise exposure that can cause permanent damage. Additional results show that of the 10% of study participants diagnosed with hearing loss, 75% do not wear hearing aids, cochlear implants or any other type of assistive device.

According to Rick Neitzel, associate professor of environmental health sciences at the University of Michigan School of Public Health, "One year into the Apple Hearing Study, we've generated significant insights into everyday noise exposures and the impacts of those exposures on hearing among our participants. The national scale of this study is unprecedented. The results of this study can improve our understanding of potentially harmful exposures and help identify ways that people can proactively protect their hearing."

The University of the Pacific can not only help you protect your hearing but also create a strategy to treat existing hearing loss. Call today to schedule an appointment—(209) 946-7378.

1 Published by Apple. (2021, March 2). Apple hearing study shares new insights on hearing health. <https://www.apple.com/newsroom/2021/03/apple-hearing-study-shares-new-insights-on-hearing-health/>

HOW THE FLU Affects Your Hearing



COLD AND FLU SEASON IS UPON US, which means it's time to prepare for the possibility of an extended bout of illness. Getting a flu shot is your best chance of avoiding the flu, but it's no guarantee. As miserable as flu symptoms can leave you feeling, there's a lesser-known side effect of the flu that you should know about: temporary hearing loss.

When you're sick, fluid may build up in the middle ear and Eustachian tube, a thin canal in the back of the throat that connects the middle ear with the nasopharynx. This congestion hampers hearing in two ways: It inhibits sound waves from traveling through the ear and prevents the Eustachian tube from regulating air pressure in the middle ear. The result is muffled sounds that are difficult to hear.

In most cases, flu-induced hearing loss is temporary. Normal hearing should return once your symptoms have run their course. However, on rare occasions, nerve damage resulting from fluid and pressure buildup can cause permanent hearing loss. If you have recovered from the flu and your hearing has not returned, it's crucial you see your audiologist as soon as possible.

To reduce your risk of hearing loss resulting from the flu, you should try to avoid getting sick in the first place! Here are steps you can take to minimize the odds of contracting the flu.

1. Get an annual flu shot.
2. Stick to a healthy diet and help boost your immune system by taking plenty of vitamin C.
3. Wash your hands frequently with warm water and soap.
4. Stay away from others who are sick to avoid exposure to germs and viruses.
5. If you do come down with the flu, take decongestants to help prevent the buildup of mucus and congestion. Your doctor might be able to offer an antiviral prescription as well.

Taking these precautions should help prevent the flu.

Holiday Closures

The University of the Pacific Hearing and Balance Center runs in accordance with the University calendar, and the clinic will be **CLOSED for the holidays December 24–January 3.**

