



**LISTEN UP! WINTER 2011**

**HAVE YOU HEARD?**



**“Hears” the Scoop!**

**Hear we grow again!**

**We have a new logo!**

**Happy New Year from all of us!**

**Hear for the New Year! New Technology Event!**

**Willow Street gets a make-over!**

**WALK-IN HOURS**

We have walk-in hours for our valued hearing aid patients every week at these convenient times!

**Lititz**  
 Mondays 11-12pm  
 Wednesdays 4-5:00 pm  
 Friday 11-12pm

**Willow Street**  
 Tuesday 10-11:00 am  
 Thursday 12:30-1:30 pm

Stop by during these hours for the following services.

- Clean & Checks
- Tubing changes
- Repairs & Loaners
- Inserting & removing your hearing aid or batteries

A technician or Doctoral intern will be available to provide these services. Walk-in hours on a first come first served basis.

**Hear we grow again!** As Lancaster’s leading experts in hearing healthcare we continuously strive to bring our community the best quality, value, and award-winning service each and every day. In 2010 we celebrated another year of great progress and growth. This year we continue leading the way as Lancaster’s premier providers of hearing aid services with a larger more efficient Willow Street office, additional support and clinical staff, and are now offering a wider range of hear-

ing instruments in the latest styles and technology to provide even more personalized solutions designed around your hearing loss, life style, and budget. *Better hearing for a better life in 2011 is our commitment to you!*

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## A LETTER FROM OUR CLINIC DIRECTOR



**Dr. Kamal A. Elliot**  
**Doctor of Audiology/ Clinic Director**

Another year is drawing to an end and it is time to reflect on the events of 2010. Although I was not able to go on a mission trip this year, I was fortunate to attend an audiology conference in China in September and was able to spend some time touring around Beijing, Guilin, and Shanghai. We also spent four days in Tibet before returning home. I was most excited about going to Tibet, since I had heard so many wonderful things and seen films about the area. I have to admit that I had

unrealistic expectations when I arrived there! I thought that I would immediately be immersed in peace and tranquility. Much to my surprise, the high altitude (12,000 + feet) came as a real shock to my system and I spent the next 4 days feeling exhausted, nauseated, and had very little energy. Once I returned to a more familiar altitude and was able to breath again, I realized that happiness and tranquility are not married to any particular location, but in fact they live in your heart and you can access them anywhere. It also gave me a great appreciation for my health and helped me to realize that I sometimes take it for granted.

I think the same is true for our hearing. When we hear well, we hardly think about how important and precious it is. It helps us to connect with our families and friends. We can enjoy the sounds of birds chirping, leaves rustling beneath our feet, and all the other amazing sounds of nature. It is only when you lose this ability that you realize how much it affects your quality of life. A

fact of 21st-century life is that we inhabit a noisy world. On a daily basis, we are exposed to loud sounds that can damage fragile and tiny hair cells in our ears. Our troops overseas are constantly bombarded with sounds that are damaging to their ears and causing permanent hearing impairment and even hearing loss.

So this Holiday season, I encourage everyone to take some time to appreciate life. If you are healthy, or if you hear well, acknowledge how wonderful that is. If you are around noise, take measures to protect your precious hearing. If you live with hearing loss, be assured that there is help available and that you don't have to miss out on the sounds of life. If you have used hearing aids that you are no longer using, consider donating them so someone else who is less fortunate can benefit from your gift. Life is good!

Visit us on Facebook for  
 more info and pictures!

## STAFF NEWS & ANNOUNCEMENTS

**Schedule Update!** In January 2011 Dr. Stephanie Palmer, Au.D. will not have any regularly scheduled hours here at A&E. She is looking forward to being able to spend more time with her family. We will miss her smiling face. We realize many of you will be very disappointed and we do apologize for any inconvenience. While we cannot replace her we do assure you that the other audiology staff members will give you the same excellent quality of care you have been

accustomed to receiving. For questions or concerns please feel free to contact us at 717-627-4327.

**Staff Addition!** Some of you may have already met our 4th-year audiology doctoral intern, Zoe Jenkins. Zoe will be completing her externship and officially graduating with the title of Doctor of Audiology in May 2011!



## WE HAVE A NEW LOOK!

We are thrilled to announce that A&E Audiology is now **A&E Audiology and Hearing Aid Center!** We have a new logo and brochure and are very excited to be working on redesigning our website for 2011! Stay tuned...

QUESTIONS? COMMENTS? PLEASE CALL US AT (717) 627-4327 AND SPEAK WITH ANY OF OUR FRIENDLY TEAM MEMBERS. WE LOOK FORWARD TO YOUR CALL!

# HAPPY NEW YEAR FROM ALL OF US!

**The staff at A&E Audiology would like to wish you and yours a safe and happy 2011!**

On New Year's Day, when the singing, fireworks and champagne toasts are over, many of us become more serious about life. We take stock and plan new courses of action to improve our lives. This is best seen in one of the most popular customs and the key to the meaning of New Year's: making resolutions.

On this day, many people remember last year's achievements and look forward to the promise of a new year, of a new beginning. It is a time when people evaluate their lives and plan and resolve to take action. Every resolution we make on this day assumes that we are in control. We aren't defined by circumstance! Rather, we are individuals who can make choices to improve our lives.

**Today, we all know someone with hearing loss.** In 2011 hearing loss will affect 1 in 10 people, 1 in 3 over the age of 65. The fact is that for most, hearing loss does not go away and when left untreated quality of life suffers and treatment options become more limited. No one should suffer with hearing loss. This year make a commitment to better hearing .... better life for you or someone you care about.

### How's your hearing?

Do you struggle to understand a conversation?

Do you often ask people to repeat themselves?

Do people complain you turn the TV up too loud?

Does it seem like people you talk to mumble?

If you suspect you may have a hearing loss, take the first step and schedule a hearing test right away.



## HEAR IN THE NEW YEAR!

New Technology Event!

### SPECIAL OFFER!

**\$100 Off/Set Advanced**  
Or  
**\$200 off/ Set Premium Hearing Instruments**

Expires 1/31/2011

**We are very excited to announce that world leaders in the hearing care industry have introduced a new technology!**

Whether you're a new hearing aid user or are looking to upgrade to the latest revolutionary technology, now is the time to discover how this advancement can improve your hearing with no risk or obligation. You will have 30 days to experience first-hand the benefits of better hearing for yourself.

**Please join us during this exclusive event and receive all of the following benefits:**

- Complimentary professional consultation with a Doctor of Audiology
- Complimentary hearing screening and personalized demonstration of the latest technology
- Special introductory discounts of up to \$500
- An additional \$100 or \$ 200 off with coupon
- Risk-Free 30 day trial period

**CALL TODAY  
SPACE IS LIMITED  
1-888-744-8829**

*A&E Audiology and Hearing Aid Center is now on Facebook and Twitter as well as on the Web at [www.aeaudiology.com](http://www.aeaudiology.com)*





## Thank you for making us #1

Lancaster Newspaper Reader's Choice

Award Winner 4 Years in a Row!

1555 Highlands Drive, Suite 101  
Lititz, PA 17543  
(717) 627-HEAR (4327)  
Monday-Friday 8:00 a.m. - 5:00 p.m.

226 Willow Valley Lakes Drive, Suite D  
Willow Street, PA 17584  
(717) 464-2144  
Monday-Friday 8:30 a.m. -5:00 p.m.  
Evening and Saturday appointments  
available by request

**Happy New Year!**  
[www.aeaudiology.com](http://www.aeaudiology.com)



## NEW OFFICE IN WILLOW STREET

Thank you for all your wonderful support and for referring your friends and family members to us.

This has resulted in one of our best years ever and we actually outgrew our space at the Willow Street location.

Since we liked the location and many of you have requested that we remain on the Willow Valley bus line, Dr. Elliot was able to find a larger space available right across the hall from our current office **in the same building**. She signed a long-term lease with Willow Valley, and so we plan to be in this location for quite some time.

We moved into our new space on December 11th, and we opened for business in

the new space on Monday December 13th, 2010. Dr. Jason Schmitt will be at this location 5 days a week starting in 2011. Zoe Jenkins and Andrew Elliot will also have scheduled office hours as well as walk-in hours on Tuesdays and Thursdays.

Watch for invitations to our Open House celebration in March 2011. In the meantime, please feel free to stop in and visit! We will have fresh coffee and cookies and a big smile waiting just for you.



**Reminder! Have your hearing aids cleaned and checked every 6 months!**

**GRAND OPENING EVENT!**

**Willow Street Grand Opening Event April 2, 2011!**  
**Food – Fun Prizes & more!**