



Oregon's largest multi-specialty, physician-owned medical clinic.

Media contacts:
Bela Friedman / 503-848-3640
Elizabeth Lindenmuth / 503-963-2893

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Westside ENT to feature latest advances in hearing instruments technology

The Oregon Clinic's Westside ENT Hosts Special Open House with Complimentary Hearing Screenings

Portland, Ore., Aug. 14, 2009 – For years Bob Friedler had problems hearing. The 61-year old busy sales rep, police reserve lieutenant and motorcycle safety coach had to turn the volume up on the TV to hear and asked others to repeat themselves on the telephone and in person. Too proud to wear hearing aids, he began reading lips.

Friedler is among the 20-30 million Americans who suffers from significant hearing loss – a treatable disabling condition more common than arthritis and hypertension. But his life changed just a month ago when he was fitted with a digital hearing devise. “It’s incredible,” he says. “I’m hearing things that I haven’t heard in years – and the device is so small and sleek that no one knows I’m wearing a hearing aid,” he says.

If you are concerned about losing your hearing and want to learn about the latest advances in digital hearing aids, you won’t want to miss an open house hosted by The Oregon Clinic, Westside ENT division as it introduces the most technologically advanced hearing device available, Oticon’s “Dual”.

The open house will be held from 9 am-5 pm, Aug. 26-28, at Westside ENT, 9155 SW Barnes Road, Suite 831, on the St. Vincent Medical Center campus medical building, East Pavilion, in Portland. Please RSVP at 503-935-8100. Evening appointments are available by request.

Westside ENT has teamed up with Oticon, a manufacturer of the most up to date hearing instruments available, to inform the public about advances and benefits in digital hearing devices. The open house will feature a complimentary hearing screening given by audiologist, Jennifer Brannon, M.A., CCC-A. She will also be on hand to answer questions and to demonstrate the newest and sleekest 100 percent digital instruments.

Oticon’s Digital Dual

The Oregon Clinic, Westside ENT division is among the first in the Portland area to offer a hearing device with wireless connectivity to phones, televisions, GPS systems and more

Dual helps individuals with hearing loss to hear better and understand more spoken words, even in challenging listening environments like restaurants and social gatherings. Brannon explains: “Two Dual hearing devices actually ‘talk’ to each other, simulating the way the brain naturally processes sounds coming from different directions. By operating as a virtual ‘sound compass,’ Dual enables wearers to more easily identify who is talking, especially when voices or sounds come from different areas of the room.”

(more)

The hearing device also allows easy use of both landline and cellular phones. “Dual makes it possible to have a normal conversation on the phone – something that is difficult for people with hearing loss,” says Brannon. “Dual’s comfortable open fit design eliminates feedback and whistling and the annoying “plugged up” feeling many experience with traditional hearing aids. Enjoying television once again as a group activity is another benefit of Dual. Now my patients can understand television audio from anywhere in the room at a volume that won’t disturb others,” she states.

With Dual, people with hearing loss also have the option of using a companion device called Streamer that enables Dual users to wirelessly connect to landline and cell phones, TV systems and other popular personal entertainment systems. Patients simply press a button on the Streamer to receive phone calls in both ears -- digitally processed to accommodate the user’s individual hearing loss.

About The Oregon Clinic, Westside ENT division

In addition to providing a full range of audiologic services ranging from hearing exams to dispensing and servicing of hearing aids, The Oregon Clinic, Westside ENT division provides the most up to date care for all aspects of general otolaryngology in both the pediatric and adult populations.

About The Oregon Clinic

With more than 120 physicians, The Oregon Clinic is one of the largest private specialty physician practices in Oregon. An evidence-based, multidisciplinary organization, The Oregon Clinic provides the highest quality care using a team approach to address medical conditions in the areas of cardiology, gastroenterology, neurology, pulmonology, urology, podiatry, otolaryngology, radiation and surgical oncology, cardiothoracic surgery, general and minimally invasive gastrointestinal surgery and diagnostic imaging. Committed to providing the highest quality care, The Oregon Clinic practices data-driven medicine, providing leadership for the healthcare community and respectful, compassionate service. It was founded in 1994 with the merger of several clinical groups in Portland, offering specialty care from Vancouver to Salem, and from Hood River to Astoria.

If you are interested in attending the open house or want more information or about hearing loss and the new Oticon Dual, contact Westside ENT at 503-935-8100.

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