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AUTUMN 2026

Hearing Health During
the Autumn Season

Fall is the perfect time to gather with family and friends. Whether you're enjoying a cozy dinner, cheering at a football game, or catching up around the table, clear hearing helps you stay connected to the moments that matter most.

Before your next gathering, take a moment to make sure your hearing aids are clean, charged, and working properly. When you're visiting with others, try sitting closer to the people you're talking with and choose quieter areas when possible. Turning down the TV or background music can also make conversations easier to follow.

Most importantly, don't be afraid to let your friends and family know what helps you hear best. Asking someone to face you while speaking or repeat something can help you stay engaged without missing the conversation.

A little preparation can go a long way toward making your fall gatherings more enjoyable. Don't miss a laugh, a story, or a special moment this season.

Don't let hearing loss hold you back this fall. Schedule a complimentary hearing evaluation with us today to make sure you're hearing your very best.



Enjoy your social gatherings this
season with these best tips:

- ✓ **Arriving relaxed** and well-rested can help you hear your best.
- ✓ **Sit toward the middle** of the table to most easily see everyone's faces and read lips.
- ✓ **Choose a seat away from busy areas** and with a wall behind you to filter out background noise.
- ✓ **Sit with someone who understands** your hearing loss and can help you if needed.
- ✓ **Engage in more conversations one-on-one** in other rooms, or away from the noisiest areas.
- ✓ **Take frequent breaks** – group settings are tiring physically and mentally!
- ✓ **Be honest** – if you didn't hear what someone said, ask them to repeat it.
- ✓ **Don't expect perfection** – you won't hear everything; neither will anyone else.
- ✓ **Invest in a table mic** – By automatically picking up voices from every angle around a busy holiday dinner table, a table mic lets you effortlessly stay connected to the people who matter most.

Hear for the Holidays - Hearing Loss Association of America. (2022, November 16). Hearing Loss Association of America. <https://www.hearingloss.org/hearing-help/hearing-loss-basics/living-well-with-hearing-loss/hear-for-the-holidays/>

Here is how to enter: Schedule a hearing test in November to be automatically entered to win, or simply fill out this entry slip and drop it off at our office before November 30. We will draw one lucky winner on December 1st.

Name _____

Phone _____

Email _____



SPECIAL OFFERS ENCLOSED!

In This Issue: Technology Spotlight | Special Seasonal Offers | Hearing Health
During the Autumn Season | October is National Audiology Awareness Month!



Introducing...
**Starkey's Omega
AI Hearing Aids**

Designed to restore the normal sense of hearing
closer than any technology of its kind!



OMEGA^{AI}

- Improves understanding of speech in noisy places
- Waterproof,* sweatproof, and everyday-proof
- Up to 51 hours of battery life**
- Includes the world's first Balance Builder and Respiratory Rate monitoring features—all in one device that also tracks steps, finds lost hearing aids, and resolves sound challenges automatically

*Waterproof up to 1 meter. Rechargeable styles only.
**Internal study, 2025

You're Invited!
Autumn Hearing Health Event!
November 9th - 13th, 2026

Join us at this special event, and you will receive the following:

- **Complimentary** hearing evaluation
- **Define your treatment plan**
- **Financing** options offered
- **\$1,000 OFF** a pair of premium hearing instruments

Call (616) 920-8141 today to schedule your appointment.

Use 'Em Before You Lose 'Em!

Navigating insurance benefits can be confusing, but you shouldn't miss out on what you're owed. Did you know hearing aids, and accessories are eligible for FSA/HSA funds? Most FSA dollars and annual insurance benefits reset on December 31st. Get your hearing holiday-ready before the year wraps up!

October is National Audiology Awareness Month!

October is National Audiology Awareness Month, the perfect time to reflect on one of our most vital—yet often overlooked—senses. From autumn family gatherings and favorite music to simple everyday conversations, clear hearing keeps us connected to the people and moments that matter most.

Because hearing loss usually develops gradually, it can be easy to adapt to the change without realizing how much effort listening has taken. Taking proactive steps today can preserve your hearing clarity, protect your brain health, and improve your overall quality of life for years to come.

Three Simple Ways to Protect Your Hearing This Fall

Turn Down the Volume: Follow the 60/60 rule when using headphones—listen at no more than 60% maximum volume for no longer than 60 minutes at a time.

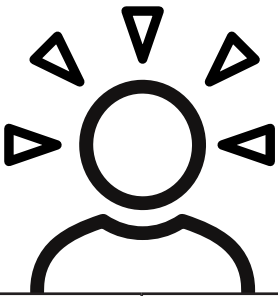
Wear Protection in Loud Environments: Whether you're operating lawn equipment, visiting the shooting range, using power tools, or attending a stadium game, custom or fitted ear protection prevents permanent noise-induced damage.

Get Your Baseline Hearing Checked: An annual hearing evaluation establishes a health baseline, allowing us to track subtle changes over time and catch potential issues early.

Celebrate Awareness Month With Us—Enter Our November Giveaway!

To help keep your ears safe in noisy environments, we're giving away a pair of over-the-ear hearing protection. Entering is easy: simply schedule a hearing test anytime in November to be automatically entered, or complete the entry slip on the next page and drop it off before November 30th.

We will draw one winner on December 1st. Good luck!



Equipment	Average dB
Lawn Mower	85-100 dB
Leaf Blower	95 - 115 dB
Hedge Trimmer	90 - 105 dB
Chainsaw	100 - 120 dB
Weed Whacker	95 - 105 dB
Football Games	95 - 130 dB
Gun Shots	140 - 165 dB

Exclusive Autumn Hearing Health Event offers just for you!
Call (616) 920-8141 to schedule your appointment today.

EXCLUSIVE SAVINGS

\$1,000 OFF*
a pair of premium
hearing instruments

Expires 11/13/26

*3rd Party Insurance not included. Not valid on previous purchases.

FREE

Free Hearing Evaluation
from one of our experts

Expires 11/13/26

Must be 18 or older.

Make sure you're hearing your very best.
Call (616) 920-8141 to schedule your appointment today.



Carli & Cari
Carli Van Harken, HIS, Owner
Cari Marzolf, Audiologist
and the C.E.H. Team

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