



Cynthia Peffers, ACA, BC-HIS
Audioprothologist
Board Certified in Hearing Instrument Sciences

Cynthia has been serving the needs of the hearing impaired since 1982 and founded Creekside Hearing Aid Service

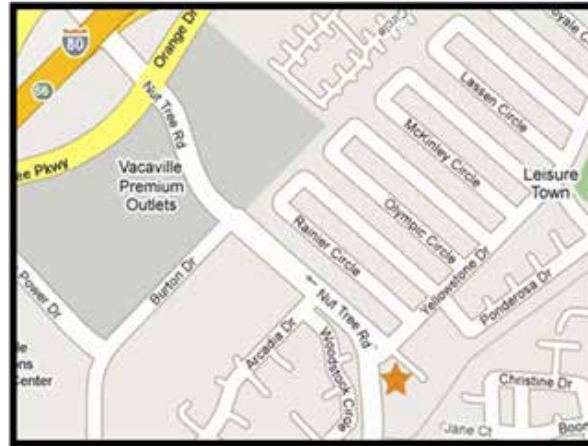
in 1998. Cynthia holds both a California license to dispense hearing aids and a national board certification in Hearing Instrument Sciences. She has earned the distinction of Audioprothologist. She is a member of the International Hearing Society and a past president of the Hearing Healthcare Providers of California. She has organized and participated in humanitarian projects in Mexico and Peru, fitting thousands of donated hearing aids to those who were otherwise unable to acquire help. Cynthia takes pride in providing quality, personal service to her patients and their families through counseling and education.



Laura Bradford, HIS
Hearing Instrument Specialist

Laura joined Creekside Hearing Aid Service in 2005 as Patient Care Coordinator. In 2006, she was promoted to Service Technician, responsible

for cleaning, servicing, and repairing hearing aids in the office. She held that position until she received her license as a hearing aid dispenser (License # HA7927). Laura took an interest in the hearing healthcare profession early on and wanted to become more involved in improving each patient's quality of life. She is a firm believer that communication is the key to happy and healthy relationships. In addition to her California hearing aid license, Laura has also been certified and licensed as a California Emergency Medical Technician.



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between the Factory Outlets and VacaValley Hospital)

Phone: 707-455-7993

www.creeksidehearing.com

Hours:
Mon.–Fri., 9 a.m.–5 p.m.



*Personalized
Service From
People Who Care*

The Impact of Hearing On Quality of Life

Communication, socialization and a feeling of well-being are strongly dependent on the sense of hearing. The personal impact of wearing hearing instruments goes beyond treatment of a hearing loss and is associated with the physical, emotional, mental, and social health of people with all degrees of hearing impairment.

According to the National Council on Aging*, hearing aid use is related to the following quality of life issues:

- Improved interpersonal relationships.
- Improved overall health.
- Improved emotional stability.
- Increased belief in control of one's life.
- Enhanced group social activity.
- Reduced discrimination.
- Reduced compensatory behaviors.
- Reduced depression and depressive symptoms.
- Reduced introverted behaviors.
- Reduced feelings of paranoia and anxiety.

*Seniors Research Group for the National Council on Aging study: The Impact of Hearing Loss in Older Americans, 12/98



Our Services Include ...



- Hearing tests.
- High quality digital instruments.
- 45-day evaluation period for all hearing aids.
- Extended product warranties.
- Hearing aid orientation and counseling.
- Hearing aid performance analysis.
- Hearing aid checks, repairs and maintenance.
- Ear plugs for musicians and shooters.
- Hearing aid accessories.
- Swim plugs.

Common Signs of Hearing Problems

Contact our office if:

- Words are hard to understand.
- A person's speech sounds slurred or mumbled.
- TV shows, concerts or parties become less enjoyable.
- Ringing, roaring or other sounds are heard inside the ear.
- Telephone conversations are difficult to follow.
- Birds, alarms, bells, and female voices are hard to hear.

Types Of Hearing Loss

CONDUCTIVE hearing loss occurs when the sounds that are carried from the ear drum (tympanic membrane) to the inner ear are blocked. Ear wax in the ear canal, fluid in the middle ear, abnormal bone growth, or a middle ear infection can cause this loss.

SENSORINEURAL hearing loss happens as a result of damage to parts of the inner ear or auditory nerve. The degree of hearing loss can vary from person to person. Sensorineural hearing loss may be caused by birth defects, head injury, tumors, illness, certain prescription drugs, poor blood circulation, high blood pressure, noise exposure, stroke, or presbycusis (prez-bee-KU-sis).

PRESBYCUSIS is an ongoing loss of hearing linked to changes in the inner ear and is the most common hearing problem in older adults. Individuals with this kind of hearing loss may have a hard time hearing what others are saying or may be bothered by loud sounds. The decline is slow. Just as hair turns gray at different rates, presbycusis develops at different rates.

