

Does It Matter *WHEN* You Take Your Medication?



The instructions on the pill bottle simply say "take once a day." Yet the specific time of day you take your medications may make an important difference.

Inside each of us ticks a finely tuned master clock driven by a tiny region in the brain that keeps us in sync with Earth's cycle of light and dark. This master clock also directs a host of peripheral clocks found in organs, tissue and cells, says Michael Smolensky, adjunct professor of biomedical engineering at the University of Texas, Austin. "The body doesn't respond to medications in the same way at different times of the day," he says. "Some drugs are not as effective or as well tolerated if they're taken at the wrong biological time. It's not that they're not effective at all, but they're certainly much less effective." In fact, drugs labeled "take one a day" often work better when taken at night. Modifying the timing of drugs to achieve the greatest benefit with the lowest risk of unpleasant side effects is called drug chronotherapy.

There have been tremendous advances in timing treatments for hypertension and rheumatoid arthritis, for example, according to Smolensky. And even some cancer treatments can be improved through chronotherapy. A drug called 5-fluorouracil (5-FU), used to treat colorectal cancer, is now given at night when these cancer cells are more vulnerable and normal cells are resting and least sensitive. Although chronotherapy is a hot topic these days, your doctor or pharmacist may not be aware of it.

"Unfortunately, there's a disconnect between what's taught to doctors and what we know from chronotherapy research," says circadian biologist Georgios Paschos of the University of Pennsylvania School of Medicine. "Except for a few conditions, clinical medicine hasn't yet caught up with our findings," he says. But, he predicts, this will change in the next decade or two.

To read more and to find out when to take medications for things such as **High Blood Pressure, High Cholesterol, Osteoarthritis, Heartburn, Asthma, Rheumatoid Arthritis,** and **Hay Fever,** visit our blog at:

www.audibel.weebly.com

(Source: aarp.com)



We are excited to announce Starkey Hearing Technologies' documentary series, Operation Change! Operation Change will highlight the extraordinary work of Starkey Hearing Foundation and other philanthropic organizations. The 10-part series will begin airing on June 23 at 9 p.m. (CDT) on the Oprah Winfrey Network (OWN).

Operation Change showcases stories of positive impact around the world. It examines some of the world's most challenging issues and some of the organizations that are attempting to help

bring positive change. During each episode, Starkey Hearing Technologies' owner and Starkey Hearing Foundation's co-founders Bill and Tani Austin, along with Starkey Hearing Technologies' Steven Sawalich, team up with local organizations to work on sustainable projects that will profoundly affect each community.



The series features philanthropists joining forces including former President Bill Clinton, Sir Richard Branson, Sir Elton John and many others as they travel to some of the most dangerous and poverty-stricken places in the world. From the West Bank of Palestine to the wilds of Papua New Guinea, this raw documentary series reveals the untold stories of some of the world's greatest heroes.

Your dedication to better hearing makes our good work possible. We hope you will join us by taking part in the Operation Change movement for good by sharing it with your family, friends, patients and community.

For more information on Operation Change and to view a series trailer, go to www.operationchange.com

RECREATIONAL HEARING PRODUCTS



Musicians filtered earplugs



Floatable swim earplugs & sleeping earplugs



Custom earmolds for headphones



Custom-fit headphones



Magnum Ear™ (Hearing protection for shooting)



SoundGear™



© 2013 Audibel. All Rights Reserved. SOCM2634-00-EE-AB 7/13

Images licensed by Shutterstock.com

Service Centers & Home Health

If you can't make it to one of our local offices, we also provide service at the following service centers:

Taylorville Office:

Montgomery County Senior Center	- Every Friday	1pm - 2pm
Shelbyville Farm Bureau	- Every Thursday	10am - 12pm
Shelby County Senior Center	- 1st Thursday	By Appointment

Effingham Office:

Brookstone Estates - VAN	- 2nd Thursday	10am - 11am
Effingham Senior Center	- 1st Tuesday	10am - 11am
Jasper County Service Center	- 1st Wednesday	1:30pm - 2:30pm
Brookstone - EFF	- 4th Wednesday	2pm - 3pm
Holly Brook - EFF	- 4th Wednesday	3pm - 4pm

For more information about our service centers, call us toll free at 888-891-7966.

We currently provide home health services in the Decatur and Springfield areas. If you are interested in this, please call (888) 891-7966 today, and we will put you in touch with one of our Home Health Specialists!

Did You Know

that Tinnitus is being successfully treated with new products and therapy?



WORD FIND

Y	C	C	R	H	D	H	B	U	E	T	N	N	X	A
L	A	O	V	E	E	X	Q	F	Y	N	D	U	I	J
Q	I	D	O	A	M	S	M	W	H	B	X	K	O	B
Q	D	W	L	K	V	M	O	G	N	I	H	S	I	F
D	P	T	O	A	O	X	U	R	P	Z	R	K	M	N
R	H	V	C	A	I	U	J	S	I	D	Y	Q	K	Y
Y	C	A	R	L	I	R	T	V	F	Z	A	A	A	I
X	M	A	H	K	Z	S	O	S	M	A	D	D	V	L
X	H	T	X	D	B	K	E	M	T	B	S	A	S	G
N	F	S	W	D	E	Q	A	H	E	R	R	B	B	S
N	Q	U	J	E	D	F	T	K	E	M	E	K	S	K
I	K	S	X	O	P	O	X	H	V	E	H	C	A	Z
W	X	Z	C	Q	L	J	T	E	Z	F	T	R	Y	G
N	F	V	F	X	G	A	G	R	T	L	O	O	F	W
I	O	B	B	X	F	N	A	D	H	O	M	L	P	K
B	O	W	E	N	P	E	T	R	I	W	W	Y	Z	S
T	Y	V	H	F	T	J	I	S	K	E	W	A	Z	J
R	N	R	O	N	S	S	J	A	X	R	R	T	R	J
S	Y	L	U	P	T	Z	A	B	V	S	Q	U	V	M
N	P	S	A	C	G	G	W	J	E	P	O	D	N	Q

1. Cookouts
2. Father's Day
3. Fishing
4. Flowers
5. Healthy
6. Memorial Day
7. Mother's Day
8. Summer
9. Sun Tea
10. Warm



What's Inside

- The New A3i - The Made for iPhone® Hearing Aid!
- Does it Matter When You Take Your Medication?
- Operation Change on the Oprah Network
- Recreational Hearing Aids
- Cute Moment Captured On Video
- Upcoming Health Fairs & Events
- Daily Milk Helps Knee Arthritis in Women
- Word Find, Joke & Riddle
- Service Center Information
- Upgrade & Save!

Riddle Time

I'm tall when I'm young, and I'm short when I'm old.

What am I?

Answer: A Candle

Joke Time

Hospital rules state that patients checking out must have a wheelchair. One day a newly graduated nurse assistant came into the room to find an elderly man fully dressed, sitting on the bedside chair, with a piece of packed luggage at his side, all ready to go. When he was shown the wheelchair, he was adamant that he was fully capable of walking himself to the parking lot. But the assistant told him **rules were rules**, so he relented and let her wheel him out. In the elevator, the assistant asked the elderly man if his wife was coming to meet him.

"I don't think so," he replied. "It takes her awhile to change her clothes, so she's probably still upstairs in the bathroom taking off of her hospital gown and getting dressed."

Daily Milk Helps Knee Arthritis in Women, But Not Men

Women who drank up to six glasses of low-fat or fat-free milk a week delayed the effects of arthritis in their knees, a large new study finds. Unfortunately, the same effect was not found in men.

In addition, researchers led by Bing Lu, M.D., of Brigham and Women's Hospital in Boston, found that eating greater amounts of cheese had the opposite effect, speeding the progression of knee arthritis in women, while eating yogurt had no effect on arthritis in either men or women.

Read the complete article at: www.aarp.org

Upcoming Health Fairs & Events

April 30 - 9am to 2:30pm
Memorial Hospital in Taylorville

May 2 - 9am to 1pm - Seniorama
Decatur Civic Center

May 21 - 9am to 2pm - Senior Celebration
ORR Building at the State Fairgrounds, Springfield

Upgrade & Save!

Upgrade to one of our premium hearing aids, including the NEW Audibel A3i, and get

\$500 OFF MSRP on each aid

Offer Expires May 23, 2014

Our Offices

2605 N. Water Street, Suite 101, Decatur, IL 62526
2347 W. Monroe Street, Springfield, IL 62704
900 Springfield Road, Suite 2, Taylorville, IL 62568
800 N. Keller Drive, Effingham, IL 62401
Montgomery County Senior Center, 8353 IL Route 127
Taylor Springs, IL 62089
Shelbyville Farm Bureau, Route 128, Shelbyville, IL 62565
Brookstone Estates, 1607 West Filmore Street, Vandalia, IL 62471
Jasper County Service Center, 904 W. Jourdan Street
Newton, IL 62448

Call us toll free: (888) 891-7966

HEARING NEWS

Call us toll free: (888) 891-7966

May - June 2014

Introducing Audibel A3i™



In April, Audibel revealed their first hearing aid, made specifically for the Apple iPhone®.

Being able to connect your hearing aids wirelessly to your television, stereo, or cell phone, is not something new to Audibel. We've been doing that for some time now with products such as the Audibel Range® and the Audibel A2™, which work with any Bluetooth enabled smartphone.

The new A3i does, however, break new ground. With the free app (TRULINK™), available in Apple's App Store, the user has some really great features and benefits that they have never had before.

Our Favorite Feature: SoundSpace

SoundSpace is a feature that allows the user to manually adjust not just the volume of their hearing aids, but the frequency and tone, depending on your environment. It's as easy as dragging your finger around on your smartphone's screen to find the sound you like best. And better yet, if you are in a place that you come to often, such as your favorite local restaurant, you can set it the way you like and tell the app to remember that location. Then the next time you come back, your smartphone's GPS system will know when you are

getting close to that location and ask if you want to switch to that memory setting. It's as simple as that! This is a great benefit for active people who go to a variety of environments and want the best sound wherever they go.

This being a new product, we are currently looking for 10 patients who own an Apple iPhone® to take part in a two-week trial period and test out the new Audibel A3i. If you would be interested in that, please give us a call at 888-891-7966 and let us know. The trial is FREE and there is no obligation. To watch demos of the different features of the A3i, visit: www.trulinkhearing.com Once there, click on the "TruLink Control App" button at the top. This page will allow you to watch demos of all the features including SoundSpace. If you have any questions, feel free to call our office and we will help you with whatever you need.

Cute Moment Captured On Video



During a recent commercial shoot, we captured this cute moment on video! When our Springfield specialist, Stephanie Pinkston, put on Bonnie's hearing aids, Bonnie was surprised and excited how she was immediately able to hear so clearly. To watch this video, visit our blog at:

www.audibel.weebly.com

SIGN UP - IT'S FREE

Would you like to receive this newsletter via email? Would you like to receive special offers? If so, sign up by sending an email with your full name to: info@audibel.us