

Hearing Aid Facts

**Your Guide To Understanding, Evaluating and Choosing
The Right Hearing Aids To Get You Hearing Again**

Compliments of:



What we do at innovative hearing is to educate, care for, help and guide our clients through the process of learning to hear again and help as many people as we can.

Our mission statement is to continue to serve the hearing impaired community with the utmost passion and create a company with synergy.

www.hearingservices.ca

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Hello,

My name is Cheryl Morehouse and I am a Board Certified Hearing Instrument Specialist and for the past 27 years, with the help of our great staff, we've helped thousands of people in the Atlantic Provinces improve their hearing.

I have a profoundly deaf brother, so I've been around hearing loss all my life.

When I got into the hearing aid industry my goal was to help as many people as possible by providing good information, expert advice and caring, thoughtful, client service.

That is why I have put together this fact filled report.

In it, you'll find information about:

- The types of hearing aids available and how to choose the one best one for you.
- Understanding the types of technology now available
- Pricing and costs of hearing aids
- What you should expect from a hearing professional
- Steps to get you hearing again.
- Tips to improve your ability to communicate with your family & friends.

My job as a Hearing Care Professional is to provide you with the best information possible and I hope you find this report helpful.

Sincerely,

-Cheryl

PS: After reviewing this important information, you think you- or someone you're close to- may be suffering from hearing loss, I URGE you to call our nearest location to you for a FREE Screening.

Understanding Hearing Aids - 101

If you've received a prescription for a hearing instrument, your choices and options may seem overwhelming.

Many people feel that wearing a hearing aid "makes them look old". Here are some facts:

A Hearing Aid Is Less Conspicuous Than Your Hearing Loss

Hearing aids should help to put you back in touch with your family and social activities. It is important to remember all hearing losses are different. The benefit you receive from your aids may be different from others.

No More Isolation

The majority of people who break down their defenses and get hearing aids have reported significant improvement in their quality of life. This makes us optimistic that hearing aids will soon meet with the same acceptance as glasses.

According to the National Council on Aging, proper hearing aids improve:

- Communication, intimacy and warmth in relationships.
- Ease in communication.
- Emotional stability.
- Sense of control over life events.
- Perception of mental functioning.
- Physical health.
- Group social participation.

This is why early detection is so important!

A common phrase I hear all the time from our clients that says it all:

“I Should Have Done This YEARS Ago!”

Our Goal is to Help You Select Personal Hearing Devices, Make a More Informed Decision on Your Purchase and to Get You Hearing Again

Call the location nearest you to schedule an appointment
with a Certified Hearing Specialist.

What Hearing Aids Can Do....And What They Can't.

The more loss you have the less effective the hearing aids will be. Hearing aids cannot bring back hearing that is gone. The more severe the loss the less you have to work with.

Everyone does not get the same amount of benefit from a certain kind of aid. It depends on your loss and particular situation. The more background noise that is present the harder it will be to hear.

Even normal hearing people hear less as the background noise increases. The better the hearing aid the better you can expect to do.

In quiet situations many hearing aid wearers can expect near normal hearing.

Hearing aids should allow you to hear speech more clearly with less effort.

Hearing aids should help to prevent others from noticing your hearing loss.

With The Correct Hearing Aids You Should Hear Many Sounds That Have Been Missing From Your Life. Sounds You Have Forgotten Were A Part Of Your World.

TYPES OF HEARING AIDS...

Digital Hearing Aids:

What Matters The Most Is What's *Inside* The Hearing Aid.

The word “digital” is used a lot. That’s because the digital technology is now the industry standard.

However you must understand that there are different levels of digital technology now available.

Digital aids come in 4 general categories:

- Premium – *starting at approx. \$3000-\$6000 each*
- High End – *starting at approx. \$2000 - \$3000 each*
- Mid-Level - *starting at approx. \$1500 each*
- Entry Level – *starting at approx. \$1100 each*

What's the Difference?

There are number factors that set one digital hearing aid(s) a part from another. A certified hearing specialist will take to explain these differences in detail with you.

The difference in pricing is based on the features like the level of programming, ability to adjust automatically to sound, style and type.

WARNING:

Some hearing specialists automatically prescribe “entry level” without the necessary evaluation to determine what is best based on your needs, lifestyle, and budget

Digital Hearing Aids can have many different options and are the most versatile and universal aids now available.

Advantage:

Users tell us that their digital aids deliver a more natural sound because it actually takes into account the sounds around them.

Many digital aids can be programmed and tuned to your exact hearing needs.

If your hearing loss changes, many digital hearing aids can be reprogrammed to the new loss instead of having to buy new ones!

These aids tend to be more comfortable in noise and have higher fidelity receivers with lower distortion levels.

Which Type Is Right For You?

All manufacturers make conventional hearing aids, as well as digital hearing aids. Today there are different levels of digital hearing aids, entry-level, mid-level and high-end.

You can take four hearing aids from any manufacturer and set them side by side,

- One a \$3000 hearing aid
- One a \$2300 hearing aid
- One a \$1600 hearing aid
- One is a \$1200 hearing aid

To the average person, they will look almost, if not exactly alike.

A professional, certified, hearing specialist can help you understand the differences and exactly which type of aids can help your hearing loss based on your individual lifestyle.

With hundreds of different circuits available, I can evaluate your loss and determine...the best hearing aids for you based on a number of factors.

Since our goal is to get you hearing again, we don't push any ONE type of hearing aid. Each client is given the individual attention and consideration they deserve.

FACT:

If a Hearing Aid Isn't Comfortable, You Won't Use It!
And You've Just Wasted Your Money

You cannot get a good fit from a hearing aid that is pulled off a shelf...or bought through the mail. One size *does not* fit all.

All Hearing Aids Should Be Custom Made To The Individual.

The shape of your ear is different from any other person!!!

No two are alike; in fact the shape of your left ear is different from your right!

Wearing a hearing aid that is not custom made for your ear would be like trying to wear someone else's dentures. They just will not fit. This is one of the biggest complaints people have who try and save some money with mail order or "off the shelf" hearing products.

If you are going to spend your money on hearing aids, make sure it is a custom product that fits properly.

Hearing Aid Basics

In the past few years, Hearing Aid styles and technology have greatly advanced. There are now hundreds of makes and models available, each with it's advantages.

Still, there are five basic *styles* of hearing instruments.

The Behind-the-Ear (BTE) model is a small hearing instrument housed in a curved case that fits securely behind the ear. It is attached to the ear mold by a short, plastic tube. Sound is delivered from the hearing instrument through the ear mold and into the ear canal. BTE models will fit the widest range of hearing losses.

The new Open-Mold (OTE) is a miniature BTE that can be fit without waiting for a custom made ear mold. The advantages of these models are comfort; your own voice sounds more natural and they are easy to wear.

The In-the-Ear (ITE) model fits within the outer ear, extending into the ear canal. This model accommodates wider varieties of hearing losses, has a larger battery size than other models, and is more durable.

The In-the Canal (ITC) fits within the canal portion of the ear and is less visible.

The Completely-in-the-Canal (CIC) fits deep in the canal and is barely noticeable. It has many acoustic advantages as well as cosmetic.

The Body Worn hearing instrument, though powerful with easy to operate controls, has been replaced, in most cases, by the more powerful smaller models of hearing instruments.

There is no single hearing instrument that is suitable for all types of hearing loss.

The type you need will depend on your individual hearing loss, the nature of that loss and budget considerations. At your appointment, if appropriate, we will discuss all your options to get you hearing again.

BINAURAL Hearing - Hearing with Both Ears

Why you should have a hearing aid in each ear:

- Hearing with one ear is like trying to see with one eye
- Both ears need to function evenly, without such equality, your brain presents you with incomplete information.
- Relaxation of Listening effort.
- Direction of sound is improved.
- Enables you to hear in a noisy place better.
- More natural sound quality.
- With two hearing aids a more comfortable listening level can be achieved.
- Less likely to experience Auditory Fatigue

A professional, certified, hearing specialist can help you understand the differences and exactly which type of aids can help your hearing loss based on your individual lifestyle.

What to look for in a Hearing Instrument Specialist

Here is my advice about what to look for from your Hearing Health Professional:

Experience

Are they a Board Certified Specialist with experience in all types of hearing aids? Are they only interested in pushing one type of instrument? There are more than 324 *different* types of hearing aids on the market.

Location & Staff

This is important because you will be making several trips to that office for testing, fitting, adjustments and SERVICE. This is why it is not a good idea to shop for hearing aids over the phone, mail order or the internet.

You should check out each office to see their facilities and equipment.

Different offices have different equipment to assess, fit, verify proper fit and do follow-up service.

Also you want to meet the person you're going to be dealing with, be comfortable with that person, as you will see them several times.

Availability of Service.

Is someone there to service your aid on a regular basis? While many clinics are open Monday to Friday, some offices only offer satellite clinics, there and gone again on any given day. Do the days and times fit with your schedule? You want to know this before purchasing hearing aids. You never know for sure how often you will need service.

90 Day Return Policy

Anyone who dispenses hearing aids is required to offer you a 30-day trial period, by law. We offer 90 days.

If you make a return you will get 100% of your money back if done within ninety days, with the exception of a behind the ear model (which would be \$75 for the custom ear mold cost). .Most specialists retain a

dispensing fee of \$75 up to \$200, per hearing aid. The dispensing fee is for having evaluated your hearing, tested the aid, fit the aid and spent at least four office visits and five hours of their time with you.

Other Important Points of Interest

- If you plan to purchase hearing aids, ask what the Terms are, and be sure you have a copy of the contract.
- The pricing of the hearing aid is not only the cost of the hearing aid itself but for the servicing as well. Sometimes the lowest price is not always the best in the long run, because service may be compromised.
- No Tax on hearing aids. You may use them as a medical deduction on your personal income tax, as well as the batteries.
- Check your medical insurance to see how much they cover on a hearing aid. Usually there is a maximum amount allowable, coverage is normally only for 1 hearing aid. The normal frequency limit is 5 years which is usually the average life of a hearing aid.
- Make a pro's and con's list of the trouble you're having and what your expectations of a hearing aid are. This should be discussed with your specialist to ensure that you understand the benefits and limitations of your purchase.

Some Tips For Improving Communication

All persons, no matter how good their hearing, will have some difficulties in understanding speech in certain places. Persons with hearing problems, even in one ear, will find noise a challenge. Using some of the ideas listed below may help.

Get The Attention Of The Person You Want To Speak To

Before speaking, call the person's name, or tap them gently, or use some other means of getting their attention.

Speak Clearly And In A Normal Voice

Say your words clearly; don't mumble, and don't overdo it. Speak at a normal speed, don't speed up, don't drag. It is important to change the tone and loudness of your voice. You must be careful, however, not to talk too quietly. We often drop the loudness of our voice at the end of a sentence; this can make speech very hard to understand.

Face The Person You Are Speaking To

We all lip-read, especially when we are in a lot of noise. Persons with hearing problems may rely a lot on lip-reading. Make sure your face can be seen. A well-lit place will allow others to lip-read better. Light should be on your face, not behind you. Do not stand with your back to a window.

If You Are Not Understood, Say It Differently

Don't repeat, word for word, something that has not been understood. Use different words.

Cut Down Background Noise

When talking, turn off the TV, radio, stereo, or running water, etc. Background noise can make speech impossible to understand. Cut this noise out where possible.

Use Better Positioning

Sit, or place yourself so that the person's better ear (or hearing aid) is towards you, or towards other important sounds. Cut down the space between people who are speaking.

Do Not Change The Subject Quickly

Make sure the person you are speaking to knows that you are now talking about a new subject.

Ask If You Are Being Understood

Ask, in a nice way, if you can change anything to be better understood.

Be Patient

Many people get tired from trying to listen. Don't always expect perfection. Be patient. The purpose of communication is to communicate.

Steps to Get You Hearing Again!

It is important to remember all hearing losses are different and the benefits you receive from your aids may be different from others.

Getting realistic expectations from the evaluation can help you decide to move forward. Take that first step; hearing aid technology has never been better.

My goal is to get you hearing again and I hope the information in this report will help you make the right decisions.

Hearing impairment always pops up in the top ten health conditions of interest to Health & Healing subscribers. According to the National Institutes of Health, one in three Americans over the age of 60 has hearing loss.

I know that there are many options available to you when looking for hearing aids and I appreciate this opportunity to earn your trust and confidence.

We look forward to assisting you during this process. We will answer all your questions and work with you to get you hearing again

Call today so you can experience the world around you - tomorrow.



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Client Testimonials:

“I experienced hearing loss in my workplace many years ago. Hearing aids have helped me in so many ways. My experience with innovative hearing has been very good, the atmosphere is great, the friendliness is incomparable and I don’t want to say there’s a home-town feel but that’s exactly what it is, very comfortable. The biggest difference in my new hearing aids is clarity. There is much less background noise, they are much better. If you have older hearing aids, consider getting new ones. Take a visit, check out the newest technology, and give it a try!”

- *Tony Rice, from N.B.*

“I did realize I had a hearing loss, my family noticed first. They were tired of repeating themselves, so I took a visit to innovative hearing. They were knowledgeable, friendly and prompt. I would recommend innovative hearing and hearing aids. Mine are inconspicuous, the batteries last a long time and they relieved a lot of stress and tension in my life.”

- *William Curtis, from N.B.*

“I started noticing that I could not hear as well as I used to. My family was beginning to take notice as well. I’ve been wearing hearing aids for years but just purchased my most recent pair in January. I knew that technology had advanced so much and I wanted to try the newer technology in order to hear well. The staff at innovative were as helpful as always. I am now hearing better and am less bothered by background noise. Depending on the age of hearing aids, there could be room for improvement. If using older aids check it out, there is a trial period.”

- *Patricia Lucas-Golden, from N.B.*

“I could always hear fine at home but had so much trouble in background noise. It seemed I could hear everyone, but only understand a few. I decided to get new hearing aids because I did not have a volume control on my old aids and had a significant change in my hearing. Technology is better and with my vision getting worse and worse, I decided to go with better hearing aids. I like the way I’m treated at innovative hearing. They listen to me and what I need. They are all wonderful people, just sweethearts!”

- *Irene Leckie, from N.B.*

“I am so please that I got a second hearing aid. I love the better technology and the 2nd aid. My left ear has been dormant for many years, it has now awoken. The specialist is a very nice person and a lot of fun. The excellent service keeps me coming back!”

- *Bernice Laking, from N.B.*

“I have been wearing hearing aids since 1984, I have macular degeneration and rely more on my hearing than ever before. I can’t read anymore but I need to be able to communicate. I come to innovative hearing because the specialist and I are both witty and we get along very well. I guess you are never too old to buy hearing aids.”

- *Jean Snow, from N.B.*

“My new hearing aids have helped me and my family 100%. I have been a client of innovative hearing solutions in Moncton for many years now and the service I have always received has been great. I have no complaints at all. The new technology has improved the way I hear and it’s so good to be able to hear accurately again, as my old aids were wore out and I wasn’t doing well with them at all. I have always recommended this office to my friends and family and will continue to do so.”

- *Frederick Bourgeois, from N.B.*

“I am in my nineties and have been wearing hearing aids for many years now. I have always gone to the innovative office in Amherst. The girls there are great and the service is 100%, I would not even think of going anywhere else. My experience with them has exceeded my expectations. The technology in my new hearing aids is awesome; I can’t believe how well I hear with them. I highly recommend this office to anyone who has a hearing loss. I tell them to go in and speak with Marie, she’ll help you.”

- *Allie Daley, from N.S.*

“My appreciation for the wonderful hearing aids innovative hearing solutions has provided me cannot be told in words. There aren’t enough words to explain my gratitude to the staff for improving my quality of life. With many, many thanks!”

- *June Nuttall & Family, from N.S.*

“I extend my heartfelt thanks and appreciation to innovative hearing solutions for enabling me to obtain hearing aids. The expert help and guidance I received was the deciding factor to come back. Thank you one and all.”

- *Elizabeth Henwood, from N.S.*

“I have been a client for over 28 years and although there is another clinic closer to me, I will continue to come here because the service is excellent and Lori is so sweet and knowledgeable. All the staff have been friendly and so courteous. I have recently gone from Analog aids to Digital. I hear much better and would recommend digital hearing aids to anyone.”

- *Marilyn Manuel, N.S.*