

## CONSUMER

# HOW-TO CHOOSE A HEARING AID

### **10 Warning Signs of Hearing Loss...**

1. People seem to mumble more frequently.
2. You hear, but have trouble understanding all the words in a conversation.
3. You often ask people to repeat themselves.
4. Telephone conversation is increasingly difficult.
5. You no longer hear normal household sounds, such as the dripping of a faucet or the ringing of a doorbell.
6. Your family complains that you play the TV or radio too loudly.
7. You have trouble hearing when your back is turned to the speaker.
8. You have been told that you speak too loudly.
9. You experience ringing in your ears.
10. You have difficulty understanding conversation in a large group or crowd.

**If you have experienced two or more of these symptoms you need a thorough hearing test.**

For people with a hearing loss, it seems that hearing aids offer some truly therapeutic qualities. A survey conducted by the National Council on Aging revealed that people who were treated with hearing aids reported significant improvements in their self-esteem, in their relationships with family members, in their social lives, and in their mental, emotional, and physical health.

#### **NEW TECHNOLOGY**

Today's hearing aids are virtually invisible. Vast leaps in digital technology have enabled engineers to develop a hearing aid that allows you to hear comfortably in critical listening situations.

#### **WE'RE HERE TO LISTEN**

If you suspect you've experienced even a minor hearing loss, stop in for a hearing examination. Our doctors and staff are trained in the latest auditory testing methods, and we'll be the first ones to tell you if you don't need a hearing aid. But if you do, we'll explain your results and provide you with a list of options.

Again, if you suspect even a minor hearing loss, don't let it go untreated. Considering the research, you've got a lot more to lose than your hearing.

#### **WHEN WAS THE LAST TIME YOU HAD YOUR HEARING CHECKED?**

##### **Consider the facts...**

- Hearing loss is one of the most prevalent chronic conditions in the United States, affecting about 27 million people.
- It is estimated that one of every four people

over the age of 65 has a hearing disorder.

- Nerve deafness, accounts for over 90% of those who have hearing impairment.

#### **HERE ARE SOME OF THE SERVICES WE PROVIDE:**

**Accurate Hearing Tests** - A comprehensive 10-step hearing evaluation designed to clearly determine if you might be helped by a hearing aid.

**Minimum Loss Requirements** - Your hearing test results must indicate a loss within the range where a hearing aid could help you. If you can't be helped by a hearing aid, we'll be the first to tell you.

**Realistic Expectations** - Prior to purchasing hearing aids, we will clearly review the benefits and limitations of your hearing aids. Learning to adjust to a hearing aid will take patience and cooperation on your part, and we want you to be fully informed as to both benefits and limitations.

**Fitting Review** - Your fitting recommendation will be made by or reviewed by a National Board Certified Hearing Instrument Specialist or Clinical Audiologist to assure the best possible customized fit for your hearing aids. We feel it's important to get hearing help from trained professionals who care.

**Follow-up Schedule** - Your doctor or audiologist will outline a specific follow-up schedule to help you adjust to hearing with hearing aids. We'll help you get comfortable with and knowledgeable about your hearing aids, as well as make any necessary adjustment to the aids themselves.

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**Our promise  
of quality  
care and service.**

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