

Ask a Doctor of Audiology

About hearing loss and hearing devices



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Q. Did you know that hearing actually takes place in your brain, not your ears?

A. When you listen to a conversation, your ears and your brain work together as a system, with your brain doing most of the heavy lifting. Your brain is what uses the information from your two ears to orient you by figuring out which direction sound is coming from. It's in the brain that sound waves become sounds that you recognize. And your brain is what helps you focus in on a conversation and separate out unwanted noise. Right now, all four of these tasks are happening simultaneously and continuously inside your brain.

With so much of your hearing happening in your brain, it's important that when your hearing is compromised, your brain gets the support it needs. That's the idea behind the BrainHearing™ technology. BrainHearing™ technology preserves the important details in speech, so your brain doesn't have to fill in the gaps. It enables your hearing devices to work together as a system to help you locate sound. And it reduces the effort involved in listening to conversations. The result is a more natural, effortless listening experience.

To learn more, call us today and we will gladly answer your questions.

Call us today (406) 586-0914

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