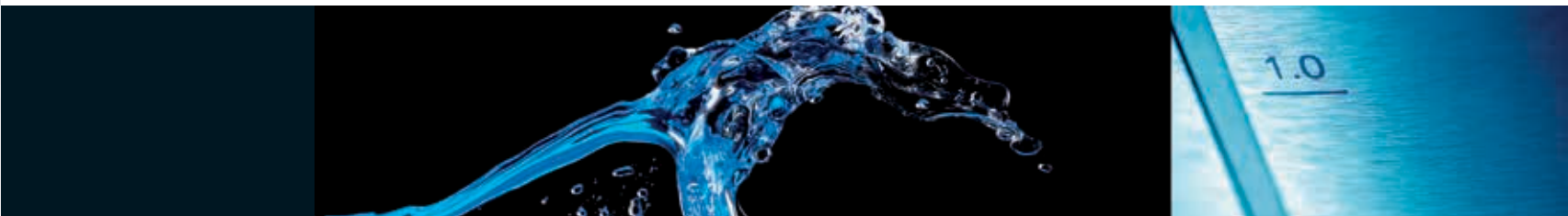


OPTIMIZE YOUR HEARING  
& MAXIMIZE YOUR LIFE







## REALIZE WHAT YOU ARE MISSING

Sounds provide useful information and enhance the experiences that give meaning to our lives. Maybe you have already forgotten the sound of a purring cat or the crisp sound of snow under your boots one cold winter morning.

Because hearing loss typically develops gradually, you may not notice the loss of subtle everyday sounds such as a ticking clock or a rustling newspaper. Before you know it, you are missing sounds that are critical to communication.

Can you hear the sound of:

- ... a bird singing in the garden?
- ... your sister's voice on the phone?
- ... a car's turn signal?
- ... friends' conversation at a favorite restaurant?
- ... your neighbor's knock on your front door?
- ... rain on a warm summer evening?
- ... a child's giggle?
- ... the jingle to your favorite TV show?

### Untreated hearing loss has many consequences

Living with untreated hearing loss means difficulties in conversations with others, at social gatherings, and perhaps with lost performance at work. Often it becomes too challenging to keep up with life around you.

You may even suffer side effects from hearing loss such as:

- ... sadness and depression
- ... worry and anxiety
- ... less social activity
- ... emotional turmoil and insecurity

By not seeking help for your hearing loss, you are missing out on enjoying all that life has to offer.

### There is no good reason to wait

Most people typically disregard their hearing loss for five to seven years. This is a bad decision. Putting off the inevitable will just make it harder to rectify the problem. Your brain gets used to not hearing everyday sounds; the longer you live without these sounds, the longer it may take for the brain to understand them again. Regular hearing instrument use can help maintain your brain's ability to interpret sounds.







# CHOOSING THE RIGHT HEARING HEALTHCARE PROFESSIONAL

The first step to addressing hearing loss is to visit a hearing healthcare professional who you feel comfortable with and you feel is right for you. We are solely focused on our patients' hearing healthcare needs and strive to provide the very best overall experience for all of our patients. All of our hearing healthcare professionals are trained experts in hearing testing, diagnosis, and treatment.

Rest assured that you will receive:

- Effective analysis and diagnosis of your hearing loss
- Industry-leading technology solutions customized to your specific hearing needs
- First-rate service aimed at achieving your continued satisfaction

## Professionals who care

We're dedicated to caring for your hearing health. We strive to provide the best diagnosis and recommendation for treatment to address your hearing loss and get you back to enjoying everyday life.

## Advice you can trust

Technology alone is not the solution to helping you hear well. You can rely on a combination of technology expertise, informed counseling and an overall partnership to achieve your hearing needs. We diagnose hearing problems and prescribe only state-of-the-art hearing devices. Our services will help you communicate better to regain physical, social and emotional well-being.

## A comfort-oriented process

You will experience a well-defined process in understanding your hearing health. Our goal is to ensure you feel at ease and informed during every activity, from the initial consultation to everyday application of hearing solutions.

## Long-term value

The most important component to the treatment process is your ongoing satisfaction: you receive maximum benefits for the investment. We provide a complete package of top-line technology that best suits your everyday listening needs, lifestyle and budget. Your hearing health is priceless and deserves only the best solutions.



# HEARING HEALTH CONSULTATION



## Step 1. Medical & hearing history

We first gather your medical and hearing history to help us assess your condition better.



## Step 2. Physical ear examination

We take a look into both ear canals to check their general health. We can remove ear wax if necessary.



## Step 3. Comprehensive Hearing Test

Using advanced testing equipment, we measure your hearing to determine where loss has occurred and to what degree. We also measure your ability to understand speech clearly. A hearing test evaluates your hearing sensitivity and is generally performed using an audiometer, which determines the softest level at which you hear different frequencies.

- A. You sit inside a sound-treated room with a set of headphones over your ears or foam earphones placed in your ear canals.
- B. The headphones are connected to the audiometer. The audiometer is calibrated to measure your hearing with great precision.
- C. The audiometer sends tones at various frequencies to one ear at a time, while the hearing healthcare professional plots your sensitivity to loudness (in decibels) on the audiogram.
- D. While you are being exposed to the different tones, you'll signal to the hearing healthcare professional either by raising your hand or pressing a button when you hear the tone, no matter how quiet the tone is. The hearing healthcare professional is looking for the softest levels at which you can hear the tones important for understanding speech. You may hear the same tone many times. Don't worry; this is part of the test and ensures accurate results.
- E. Over the course of the test, the hearing healthcare professional continues to plot points on a graph that will display your hearing level in comparison to the normal range.

## Step 3. Comprehensive Hearing Test (Contd.)

- F. The test results show your hearing loss in pitch and loudness. The result is referred to as your "threshold." Normal hearing for adults is usually being able to hear sounds at least 25 decibels (dB) or quieter.
- G. Your evaluation may include other tests such as speech audiometry. Your hearing healthcare professional will read lists of words to you through the headphones, and you will do your best to try and repeat the words. Do not worry if you miss any of the words. Just do the best you can.



## Step 4. Hearing Device Demonstration

If eligible, you will listen to innovative hearing aids to experience today's advanced technology. We will demonstrate some basic device functionality.



## Step 5. Needs & Lifestyle Assessment

We ask you and your companion a variety of questions to better understand your lifestyle and what listening situations trouble you most.



## Step 6. Results Review & Treatment

We will review results of both your hearing test and needs assessment. If necessary, together we'll choose a treatment to improve your hearing.



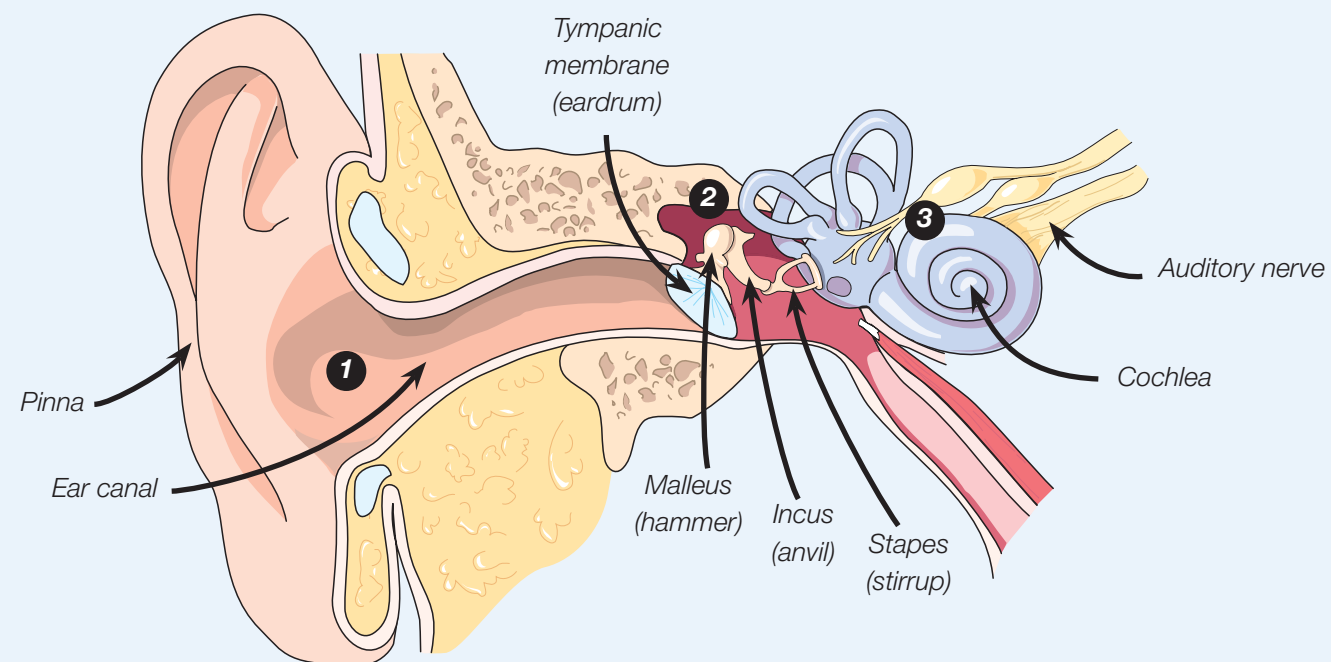
## Step 7. Fitting

We schedule adequate time for delivery and custom fit your hearing instruments to your preferences that ultimately satisfy your listening requirements.

# THE HUMAN AUDITORY SYSTEM

## Why is it difficult to hear?

In 90% of all cases, hearing loss occurs because the delicate hair cells in the inner ear are irreparably broken or do not otherwise function properly. This means that the brain does not receive all the sounds and frequencies it needs to provide a complete soundtrack. It is like removing high keys on a piano and asking somebody to play a well-known melody. Even with only six or seven notes missing, the melody might be difficult to recognize and simply wouldn't sound right.



Understanding hearing loss requires a basic knowledge of how we hear. Your outer ear (pinna) acts like a dish that collects sound waves. These sound waves travel along the ear canal and vibrate against the eardrum.

In the middle ear, three tiny bones (the smallest in the body) transfer vibrations to the fluid-filled cochlea in the inner ear. This creates ripples in the fluid, which bend the hair cells in the cochlea. This movement, in turn, is converted into electrical impulses that are carried through the auditory nerve to the brain, where they are translated into meaningful information.

1. **The outer ear**—includes the pinna and the ear canal.
2. **The middle ear**—includes the tympanic membrane (eardrum) and the three ossicles (bones) commonly called the hammer, anvil and stirrup.
3. **The inner ear or cochlea**—includes the nerve endings of the auditory nerve that allow us to hear. The cochlea is also the organ of balance.

## Types and causes of hearing loss

In most cases, your hearing healthcare professional can determine the nature of your hearing loss and quite closely pinpoint what caused it. Hearing loss can be either conductive or sensorineural, or both.

### Sensorineural hearing loss

Sensorineural hearing loss is by far the most common hearing loss. The condition refers to problems in the cochlea or auditory nerve. Most are due to deterioration of the tiny outer hair cells that line the cochlea and transmit sound to the auditory nerve and then the brain. This accounts for 90% of permanent hearing losses. Often, it is a natural part of aging, but other causes could be:

- Traumatic exposure to noise
- Genetic disposition
- Viral infections of the inner ear
- Certain medical treatments such as chemotherapy and radiation therapy
- Head injury

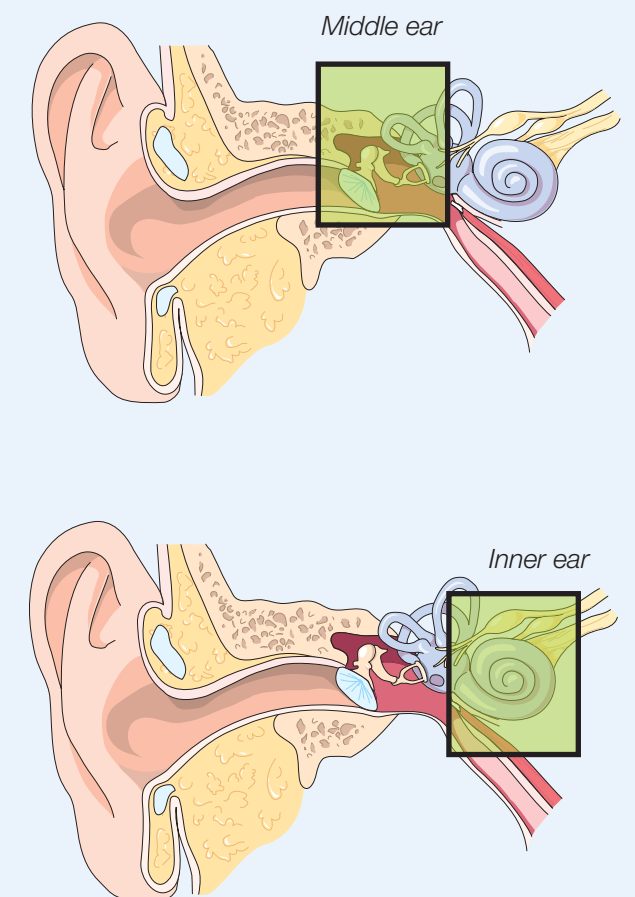
Sensorineural hearing loss can't be corrected medically, but can usually be improved through the use of hearing instruments.

### Conductive hearing loss

This condition is caused by any obstruction or malfunction of the outer or middle ear that prevents sound waves from reaching the inner ear. Some of the causes of conductive hearing loss can include:

- An accumulation of earwax
- A collection of fluid in the middle ear
- Abnormal bone growth in the middle ear (otosclerosis)
- Middle ear infections (otitis media)
- Perforation of the eardrum

Most conductive losses can be treated medically, but there are times when hearing instruments are needed.





## YOUR TEST RESULTS

### The audiogram

An audiogram is a tool that charts your unique hearing loss. The graph to the right includes images that depict sounds of daily life and are located where those sounds typically fall relative to tone pitch and loudness. The letters therein denote common sounds of speech. Frequency (tone pitch) is measured on the x-axis, while sound intensity (loudness) is measured on the y-axis. The shaded area shows where most common speech sounds occur.

Hearing loss is measured in decibels hearing level (dB HL). The thresholds for different types of hearing loss are as follows:

Mild: 25–40 dB HL

Moderate: 41–55 dB HL

Moderately severe: 56–70 dB HL

Severe: 71–90 dB HL

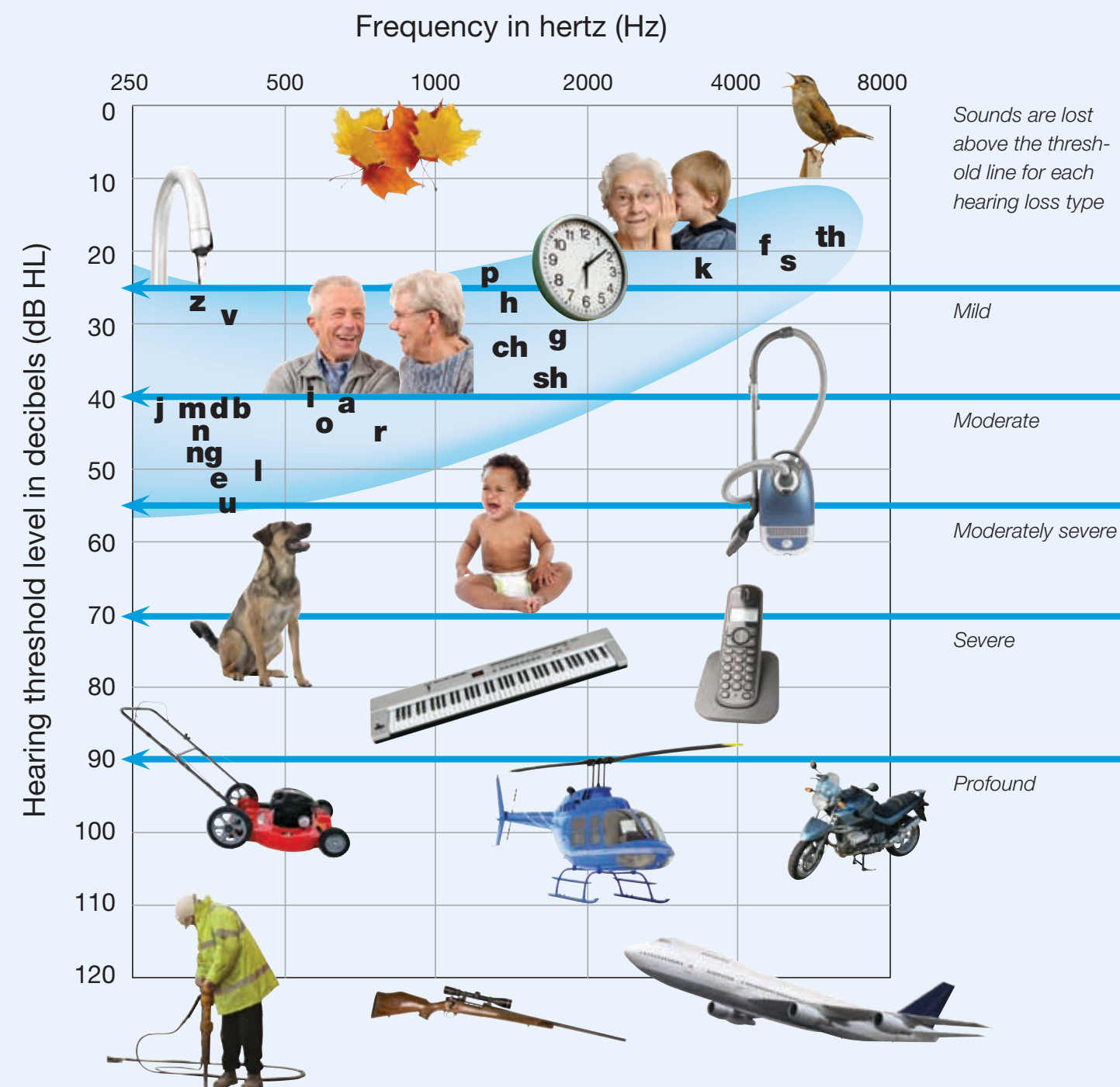
Profound: 90+ dB HL

### Understanding speech

The most common challenge associated with hearing loss is “understanding” everything that’s being said. Most people can hear loudness of speech sounds fine, but can’t distinguish between some consonants and vowels and so easily lose the meaning of some words.

High-frequency hearing loss is very common in the early onset of overall hearing loss. Many important speech sounds, like the sounds S, F, SH, CH and TH, are distorted by high-frequency hearing loss. Depending on the severity of hearing loss, these speech sounds may be heard, but not understood properly; thus, it is more challenging to participate in conversation. Further, voices of women and children tend to be higher pitched, making them more difficult to understand when one is affected by high-frequency hearing loss.

## SOUNDS OF DAILY LIFE







# HEARING INSTRUMENTS TO FIT EVERY LISTENING AND LIFESTYLE NEED

This chart will help guide the process to eventually selecting the best hearing instruments to meet your everyday listening requirements.

From the sample listening environments shown, select those in which you experience the most difficulty in hearing. Be sure to highlight any environments that you want to experience more, but have avoided because of listening challenges.

## Achieving better hearing is a process

The road to better hearing begins with choosing the right professional and undergoing an audiological evaluation. This is followed by a recommendation of solutions to address your hearing needs, which may include selecting and fitting of hearing instruments, and finally, a period of adjustment. The more you know about this process the better the results, so read as much on the subject as possible. The hearing healthcare professional can recommend further reading material or direct you to other credible resources.

## YOUR TOP 3 LISTENING CHALLENGES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Quiet \_\_\_\_\_ Lifestyle/Environments \_\_\_\_\_ Challenging

Quiet, Moderate and ...  
**Challenging**  
Premium Hearing Instruments

Activities at Home

Casual Conversations

Conversations (Small Group)

Meetings

Shopping/ Public Places

Outdoor Activities

Restaurants

Large Group Gatherings

Quiet and ...  
**Moderate**  
Advanced Hearing Instruments

Activities at Home

Casual Conversations

Conversations (Small Group)

Meetings

Shopping/ Public Places

Quiet  
**Standard Hearing Instruments**

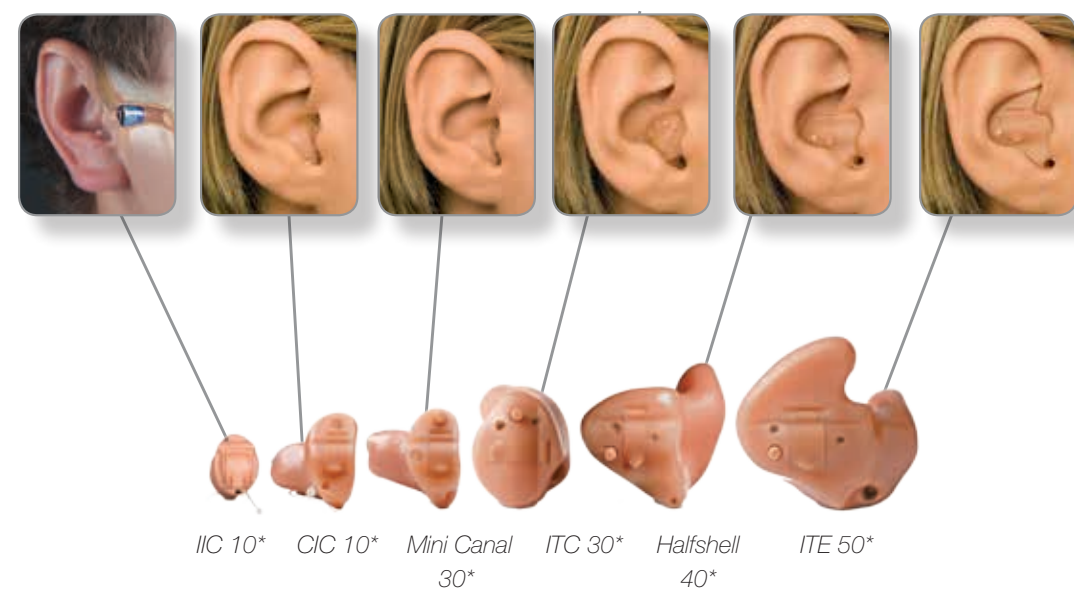
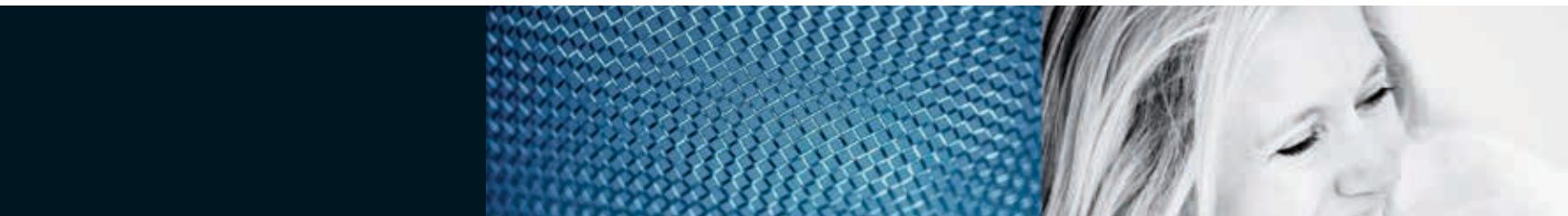
Activities at Home

Casual Conversations

Watching Television







- ☐ Price Quote
- ☐ Price Options & Policy
- ☐ Purchase Agreement
- ☐ Service Guarantee
- ☐ Delivery Checklist
- ☐ Device Overview Sheet
- ☐ Referral Program

