WELCOME TO OUR OFFICE

A GUIDE TO BETTER HEARING EVERY DAY
OUR VISION

Helping more people hear better.

“Our mission is to help people with hearing loss reach their full hearing potential.”
Your sense of hearing is precious

Hearing contributes to personal safety, emotional well-being and independence. Through your hearing, you are able to communicate directly with others and experience the sounds in your environment.

It’s no wonder that hearing loss can be a challenge! Studies have linked the effects of untreated hearing loss to many problems, including stress, depression, isolation, and even health issues. But thanks to major strides in the field of hearing care, there are solutions for you that can improve your life.

You are not alone

Hearing loss often occurs naturally as people get older. We commonly associate hearing loss with advancing age, but that is not the whole picture. Although hearing loss is common in older adults, hearing changes can occur in one’s 30’s and 40’s. A surprising fact is that 65% of individuals with hearing loss are below retirement age.

Because hearing loss can occur gradually, its effects are not always obvious. It’s typically not easy to recognize a change in your own hearing, and often a friend or loved one points it out. At times, it’s hard to believe that it’s happening to you.

Taking care of your hearing is your responsibility. It’s up to you to be alert to the signs and have your hearing checked if you suspect a change in your hearing. People get their eyes tested and teeth checked regularly ... why not your ears?

“Life is worth hearing. So make sure you hear it all.”
Causes of hearing loss

Close your eyes and concentrate. Listen to the sounds around you – the steady hum of a lawnmower, a car passing by or children playing outside. What you are experiencing are the “vibrations” of sound. The human ear is normally remarkably sensitive to a wide range of sounds. Sound vibrations are processed by the ears, the nervous system and the brain, becoming what we perceive as “sound signals.”

Our ears are very delicate and our ability to hear can diminish for a number of reasons. The majority of people develop hearing loss as they age. Over time, part of the ear’s delicate mechanism may break down or simply wear out.

Excessive noise exposure is the most common cause of hearing loss, and the most avoidable. Many work settings and recreational activities are quite noisy and can damage your inner ear. It is wise to avoid high volume levels in your car or when listening to a device with headphones. Wear earplugs to noisy work environments and to loud activities such as concerts. The more you do to protect your hearing now, the less likely there will be a problem later on.

“Excessive noise is the most common cause of hearing loss.”

Noise is dangerous if...

- It’s painful to your ears
- It makes your ears ring
- You have decreased or “muffled” hearing for several hours after exposure
- You have to shout over background noise to be heard

No matter what the cause, the real problem is often not the hearing loss itself, but that most people don’t know they can do something about it.
How to tell if you have a hearing loss

Hearing loss can be gradual and sometimes difficult to notice at first. Hearing changes often do not result in an overall loss of volume. Some sounds remain audible as they always were, yet others become harder to hear, and some conversations require more attentiveness. You might notice that words just don’t sound clear.

Many people with hearing loss find it especially difficult to hear certain sounds because their hearing loss affects a certain range of pitches. In typical hearing loss, softer, higher-pitched sounds become harder to hear, especially from a distance.

Speech has many quiet, rapidly changing high-pitched sounds. A lot of guesswork may be needed to understand the actual word if some of the speech sounds are not heard clearly. Conversations become more challenging when someone is speaking indirectly, or when there is background noise.

Ten warning signs of hearing loss

1. You require frequent repetition.
2. People seem to mumble or sound muffled.
3. You hear but have trouble understanding.
4. Background noise makes it hard to hear.
5. Phone conversations are difficult.
6. The TV volume is too loud.
7. Difficulty following conversations of two or more people.
8. Don’t hear the doorbell or phone ringing.
9. Have ringing in your ears.
10. Answer or respond inappropriately to conversations.

If you or a loved one have experienced two or more of these symptoms, there may be a hearing loss.

Awareness is key

Because people with hearing loss often do fairly well in quiet, face-to-face situations, signs of hearing loss often may not be obvious to your doctor. It’s up to you to be alert to the signs and tell your doctor if you suspect that your hearing may be changing.
Your hearing consultation

Only a qualified hearing professional can tell you whether there is a hearing loss and recommend the best course of action. People experience relief when they learn the facts and gain a sense of control over their situation.

Schedule a visit with your hearing care professional. During your visit, a hearing assessment* will be conducted and you will be informed of the results.

Your hearing care professional will discuss your hearing history to understand what factors have influenced your hearing, and also to get more information on your personal hearing needs.

The visit may include a hearing assessment* and a listening experience with hearing devices, if appropriate.

Bring someone with you

Since the sense of hearing is of such importance, the decision to seek hearing help is very often a family event. Many hearing care professionals prefer that you bring a loved one, family member or friend to the visit. If hearing instruments are recommended, it is helpful to have someone present who would be involved in that decision process and to participate in the consultation.

Next steps to better hearing

Your hearing care professional can advise you about the nature of your hearing loss and recommend next steps. Fortunately, there are many ways to help people with hearing loss. Only a very small percentage of hearing loss in adults can be improved with medication or surgery. Hearing instruments can help most people. It is easy to try a hearing device right in the office. Many offices offer at-home trials. Wearing hearing instruments and treating your hearing loss can improve your quality of life and stave off other potential hearing loss-related health risks.

1National Institute on Deafness and Other Communication Disorders
2Sergei Kochkin, Ph.D., Better Hearing Institute
3American Hearing Research Foundation

*The purpose of this hearing assessment and/or demonstration is for hearing wellness to determine if the patient(s) may benefit from using hearing aids. Products demonstrated may differ from products sold. Test conclusion may not be a medical diagnosis. The use of any hearing aid may not fully restore normal hearing and does not prevent future hearing loss. Testing is to evaluate your hearing wellness, which may include selling and fitting hearing aids. Hearing instruments may not meet the needs of all hearing-impaired individuals.
We are here to help

If you or a loved one is dealing with a hearing impairment, we have hearing care professionals and experienced staff to assist you.

Visit us for all of your hearing healthcare needs

• Hearing assessments
• Hearing aid repairs and accessories
• Assistive listening devices for telephones and televisions

Your hearing is our expertise

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