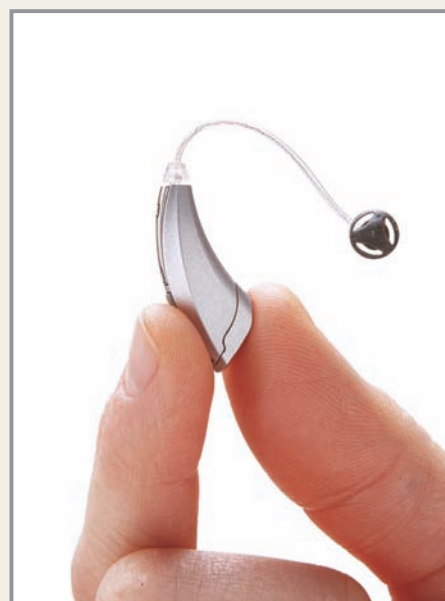
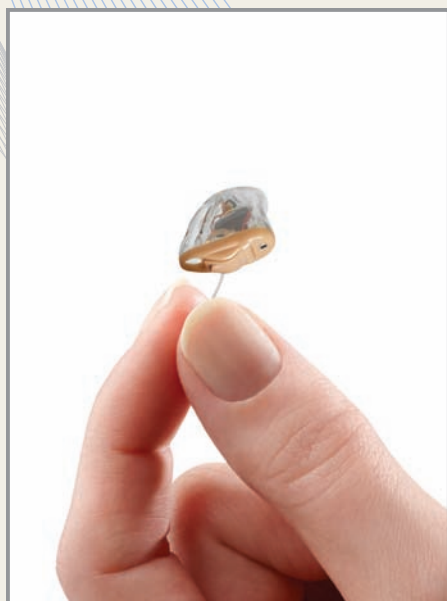




# Your Hearing Journey

Don't miss out on the joys of  
life, your hearing is our concern.

Trust our experts to enhance your quality of life.



## ASK YOURSELF:

*Do you have difficulty following a conversation in a noisy restaurant or crowded room?*

*Do you sometimes feel people are mumbling or not speaking clearly?*

*Are you having a problem keeping up at work or in social groups because you miss key pieces of information?*

You may be among the one in every ten Americans with hearing loss - that's more than 34 million persons in the U.S.\*

\* National Institute on Deafness and Other Communication Disorders (NIDCD)

If you are experiencing a hearing loss, you are not alone.

## A LICENSED HEARING CARE PROFESSIONAL HAS THE KNOWLEDGE AND SKILLS TO:

- Determine if you have a hearing loss
- Assess the degree and type of your hearing loss
- Identify and rule out medically correctable conditions that are causing your hearing loss
- Assess your lifestyle and communication needs to ensure that you receive the treatment that will best meet your personal needs
- Assist you in selecting the hearing aid style and technology that will once again enhance the quality of your life



## TRUST YOUR HEARING PROFESSIONAL

You deserve to work with the most qualified and best trained professionals who can offer you the highest level of diagnostic and treatment services available. And, you want these services and products to come with the support that treats you like a family member. We believe innovation and personal service should go hand in hand. That's why we back the world's most advanced hearing technology from Starkey with superior customer service.



## YOU DESERVE THE BEST

Our professionals are vitally concerned that every person, regardless of age, benefits from the best hearing possible. You are entitled to products, services, and counseling to help you function more effectively in social, educational, and occupational environments.

## IT'S A FACT OF LIFE

The majority of people lose their hearing slowly over time. Less than 10% of these hearing losses can be medically or surgically corrected. Yet, it's also a fact that with new advancements in digital hearing aid technology, 95% of these hearing losses can be managed effectively to enhance your quality of life.

## WHAT IS THE VALUE?

*How does better hearing benefit not just you, but your family, friends, and colleagues?*

Understanding the value and impact of good hearing to your lifestyle is essential to the process of deciding the right style and hearing aid technology for you. Your hearing professional will guide you in this process and will answer any questions you may have about this important decision.

## HEARING LOSS IS INVISIBLE

Hearing loss, regardless of degree, can interfere with one's ability to participate in the world that greatly depends on communication for social, educational, and occupational activities. The primary mechanism for perceiving sound is through our sense of hearing. It has been described as a critical entrance to the brain, but, when that entrance is blocked or obscured, there may be a miscommunication. It is not easy for others to know that you have a hearing loss just by looking at you. The physical impact is the effect it has on your ability to communicate, learn, and participate in social, educational, and occupational activities.

Trust your hearing to the professionals trained to provide quality hearing care.

## LOSING YOUR SENSES

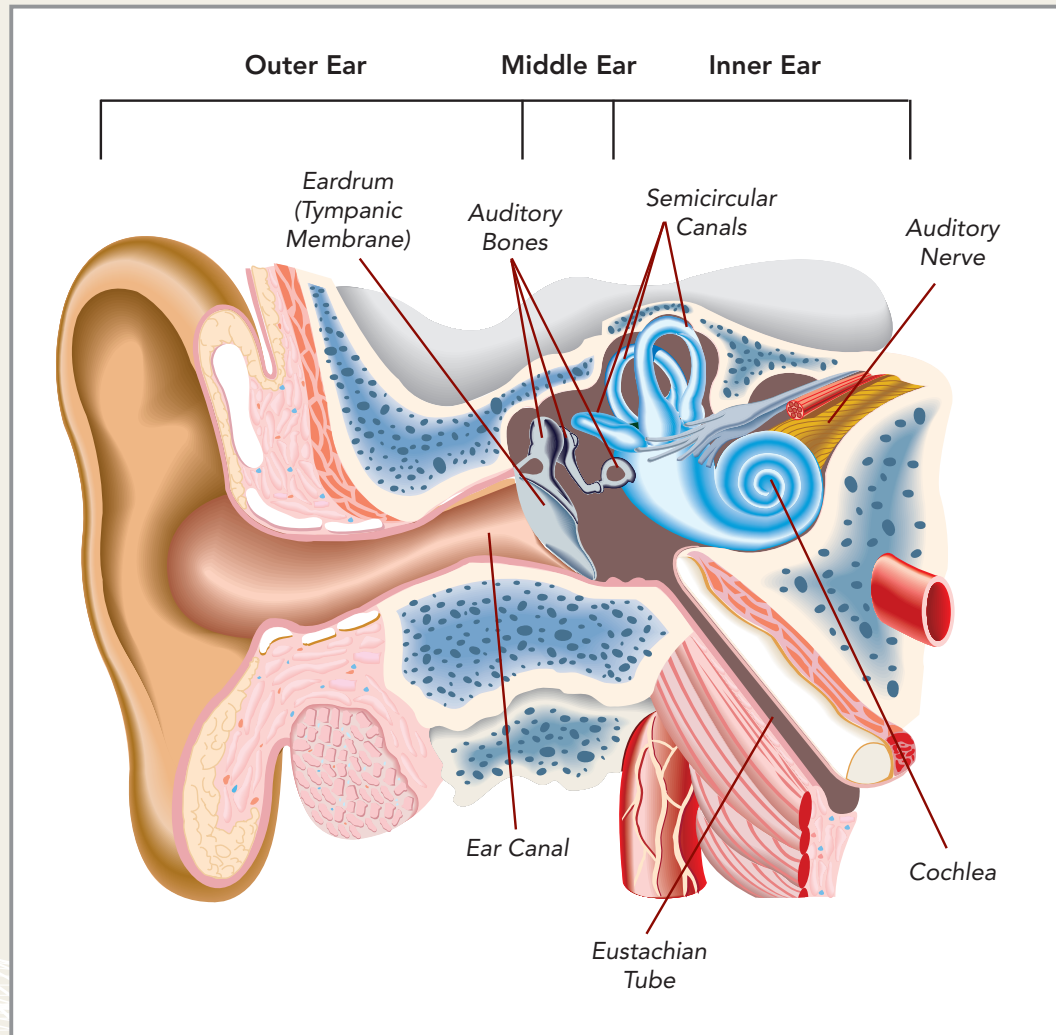
A loss of hearing may make it seem that others are mumbling or may result in you becoming frustrated. In fact, understanding of speech occurs in your brain, not in your ears. If the information your brain is receiving is distorted by a loss of hearing, then it's like reading a book that is missing every other page. You may be able to guess what is missing but most of the time you are going to guess incorrectly.

## AUDITORY CONFUSION

It took decades for your brain to learn the meaning of sounds presented through normal hearing ears. Now, with a decrease in your hearing, your brain must translate distorted information into meaningful sound. Fortunately, professional assistance and technology from Starkey is now available to resolve your hearing problems.



## EAR DIAGRAM



## THE AMAZING SENSE OF HEARING

There are three basic parts of the ear: the outer, the middle, and inner ears. Think of the outer ear as containing the parts of the ear that you can see and touch. The outer ear collects sound waves that travel down the ear canal to the eardrum.

The eardrum vibrates in response to sound. As it moves, three tiny ear bones, the ossicles, are set in motion in the middle ear. As these bones vibrate, they set fluid in motion that is inside the snail shaped cochlea or inner ear. The fluid surrounds hair cells that, when set in motion, generate electrical impulses that travel to the brain through auditory nerves where it is processed and interpreted.

Hair cells are fragile and some die as a function of disease, head injuries, medications, exposure to noise, and age. The auditory nerve can be similarly damaged. These conditions cannot be medically or surgically corrected. The best treatment for hearing loss from damage to the hair cells or auditory nerve is hearing aids.

## THE HEARING EVALUATION

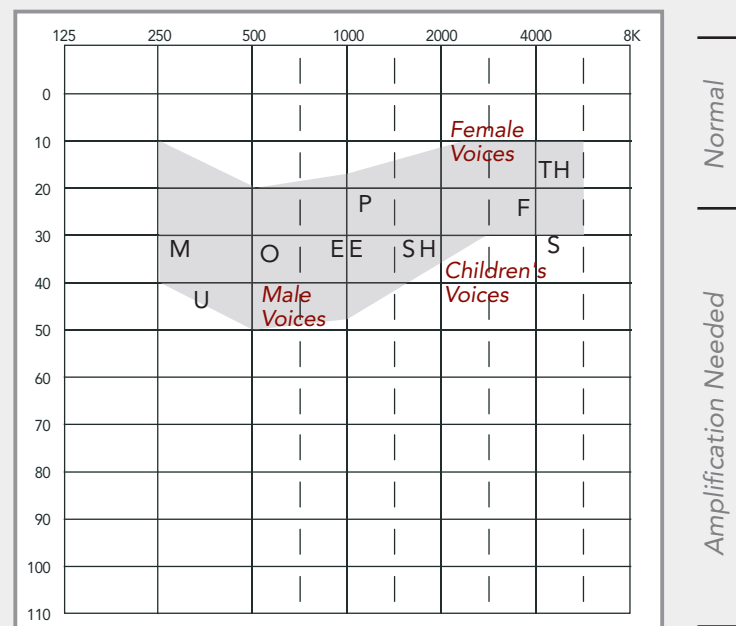
*Understanding your hearing loss and its impact on your quality of life*

The audiogram is a graphic representation of how we hear. It provides information on the degree and type of hearing loss and is the first test used to determine if you will be a candidate for hearing aids or have a hearing loss that is medically or surgically correctable.

It is not uncommon for persons to permanently lose their hearing in only a portion of the pitch range. That is, many people first lose their ability to hear high-frequency sounds like 's,' 'sh,' and 'ch' or certain children's or female voices. These are the sounds that let us understand speech. It's not a matter of "hearing," it's a matter of understanding clearly so that people don't sound like they are mumbling.

Fortunately, new digital hearing aid technology can be tuned to correct this problem.

## AUDIOGRAM



## STARKEY OFFERS: THE WIDEST RANGE OF ADVANCED HEARING SOLUTIONS AVAILABLE

Our goal is to maximize your ability to hear so that you can more easily communicate with others. Our evaluations will provide us with an understanding of your communication needs, your personal preferences, and your expectations. Then, together with you, we can use our expertise to recommend the hearing aids that are most appropriate for you.

### VIBRANT

Designed for optimum flexibility and performance in a broad range of demanding listening environments that include high levels of background noise.

- Attending parties or social gatherings
- Outdoor events
- Workplace meetings
- Conversing over meals with family or friends
- Attending the theatre, a movie or place of worship
- Watching television
- One-on-one conversations
- Spending time outdoors
- Relaxing or reading a book at home

### ACTIVE

Designed for excellent flexibility and performance in a variety of listening environments with moderate levels of background noise.

- Workplace meetings
- Conversing over meals with family or friends
- Attending the theatre, a movie or place of worship
- Watching television
- One-on-one conversations
- Spending time outdoors
- Relaxing or reading a book at home

### SOCIAL

Designed for good performance in quieter environments with minimal-to-moderate background noise.

- Attending the theatre, a movie or place of worship
- Watching television
- One-on-one conversations
- Spending time outdoors
- Relaxing or reading a book at home






### CALM






Designed for appropriate performance for communicating in mostly quiet, less demanding listening situations where background noise is minimal.

- Watching television
- One-on-one conversations
- Spending time outdoors
- Relaxing or reading a book at home

## RATE YOUR COMMUNICATION LIFESTYLE

How often are you in these different sound environments?

| Lifestyle   | Rarely/<br>Never      | Occasionally          | Often                 | Very Often            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
|  <p>Reading a Book or Magazine</p> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  <p>One-on-One Conversations</p>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  <p>Outdoor Activities</p>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  <p>Watching Television</p>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  <p>Place of Worship/Theatre</p> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| Lifestyle   | Rarely/<br>Never      | Occasionally          | Often                 | Very Often            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
|  <p>Workplace Meeting</p>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  <p>Listening to Music</p>           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  <p>At a Restaurant</p>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  <p>Work or Recreational Noise</p> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|  <p>Parties/Social Gatherings</p>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## PATIENT-CENTERED CARE APPROACH

*Our clinic follows the Model of Best Practice and Excellence in Hearing Care to meet your hearing care needs*

- Our professionals are licensed, experienced, and well-trained
- Our professionals offer expertise that you can trust
- Our technology was developed and validated using evidence-based design
- There is published evidence to support our claims
- Our technology is designed to match your communication needs
- Our practice offers service that you can trust and expertise to match your expectations
- Our practice offers value to meet your communication needs
- There is a cost benefit to restoring your communication abilities

“The problems of hearing loss are deeper and more complex, if not more important than those of blindness. Hearing loss is much worse for it means the loss of the most vital stimulus - the sound of the voice that brings language, sets thoughts astir, and keeps us in the intellectual company of man. Blindness separates us from things but hearing loss separates us from people.”  
~ Helen Keller



## MEETING THE CHALLENGE

*Your hearing care needs can be easily met by professionals who will:*

- Determine your communication problems
- Determine the impact of hearing loss on your quality of life
- Determine the degree and type of your hearing loss
- Rule out causes and conditions that may be medically treatable
- Improve your quality of life

## TECHNOLOGICAL ADVANCEMENTS

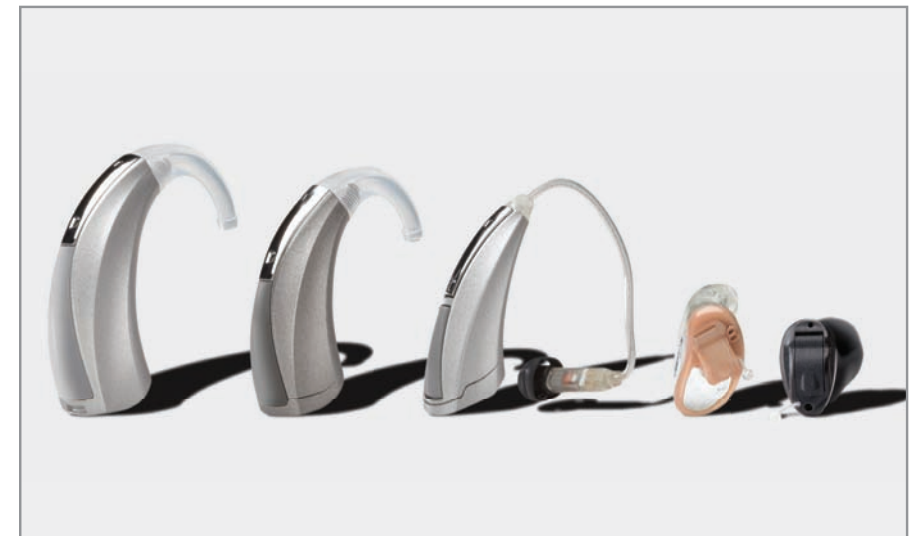
*The advantages of new digital hearing aid technology with open architecture include:*

- Helping you hear better in the situations that are important to you such as being with family and friends.
- Relieving the strain and fatigue that comes from a day of not hearing well. You can improve your "listening effort."
- Eliminating the possibility of becoming a burden to your family and friends because they have to raise their voices or repeat speech to you.
- Providing a courtesy to others. Wearing a hearing aid is not a mark of infirmity, but may be a mark of courtesy to others. Your hearing loss is much more noticeable than hearing aids.
- Hearing better in noise. Wearing hearing aids can improve the brain's ability to correlate and process speech when there is a background of competing noise like in a restaurant or crowd.
- Localizing and identifying sounds in the environment. Wearing hearing aids allows the auditory system, including the brain, to locate sounds such as warning signals while at work or in the car.
- Maximizing your earning potential. Studies have now clearly demonstrated that degree of hearing loss can impact the ability of persons to earn a proper living. Even mild hearing losses can interfere with a person's ability to maximize earning potential. Hearing aids provide a cost benefit if you are still working.
- Maximizing your quality of life. We live in a world that depends on communication and the primary channel for communication is through our ears.

Hearing aids provide the comfort to maximize your lifestyle and quality of life.

## UNSURPASSED TECHNOLOGY FROM STARKEY

*With extensive research and clinical evidence, our products have taken technology to the next level. The term 'evidence' underlies everything from product research to hearing aid design. By working with Starkey that incorporates both internal and peer-reviewed research into the development process, we ensure that your benefit is maximized.*





A global hearing technology  
company headquartered in  
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Eden Prairie, MN 55344-3476  
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Individual results may vary

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