

5 Steps to Better Hearing:

Hearing is a physical and mental process. Both need to work in harmony for hearing success.

- 1 Have your hearing checked regularly. If a problem is suspected, seek help from a hearing professional. **Most people wait five to seven years before solving their hearing problem.** That's five to seven years you're missing out on.
- 2 Learn all you can about your hearing problem. Learn all you can about your particular loss and work with a hearing professional to determine the best solution for you.
- 3 Keep a positive attitude while you seek help. Much of your success with your hearing aid will depend on your attitude, your desire to learn, and a determination to increase your ability to hear. **A positive attitude is crucial to improved hearing.**
- 4 Set realistic expectations. **Hearing aids will help you hear better, but cannot restore your hearing.**
- 5 Practice, time and patience. The transition to hearing aids requires practice. It's an investment that usually begins to pay dividends within 45 days. **Remember, the more you wear your hearing aids, the better your experience will be.**



Experience more.™

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The Journey to Better Hearing

How you can impact the lives of others.



Did you know...

- Approximately **30 million** Americans have some degree of hearing loss, ranging from mild to severe
- **10 million** Americans have suffered irreversible noise-induced hearing loss, and **30 million** more are exposed to dangerous noise levels each day
- Approximately **31%** of people over age 65 have hearing loss and **40 to 50%** of people 75 and older have hearing loss
- Only **1 out of 5** people who could benefit from a hearing aid actually wears one



Compiled from fact sheets produced by the National Institute on Deafness and Other Communication Disorders (NIDCD).

Hearing Evaluation

Give this survey to someone you may think is experiencing hearing loss to help determine if they may be losing their hearing.

Does someone you love have a hearing problem?

Seeing a spouse or loved one suffer with hearing loss can be frustrating and heartbreaking. If it seems to you they are avoiding the problem, you're probably correct. It's not always easy to convince a loved one to seek help. Here are some of the most common reactions from those reluctant to address their hearing problems:

"MY FAMILY DOCTOR WOULD HAVE TOLD ME"

Only 14% of physicians routinely screen for hearing loss during a physical. Since most people with hearing loss hear just fine in a quiet setting like a doctor's office, it can be nearly impossible for their physician to recognize a hearing problem.

"I CAN JUST HAVE MINOR SURGERY LIKE SAM DID"

Many people know others whose hearing improved after medical or surgical treatment. Surgical intervention is appropriate in only 5 - 10 % of the cases. Most adults suffer from age-related hearing loss.

"I DON'T WANT A BIG, CLUNKY HEARING AID"

Some fear that a hearing aid will be bulky, cumbersome and make them look unattractive. Most hearing aid models today are quite discreet, and many are essentially invisible.

"A HEARING AID WILL MAKE ME LOOK OLD"

Some think that wearing a hearing aid is a sign of "weakness," or that it will make them look old, less competent or "handicapped." You should stress others will be much less aware of the hearing aid than they will be, and that misinterpreting words, responding inappropriately and being left out of conversations are much more obvious than a hearing aid.

"MY FATHER HAD ONE AND IT NEVER WORKED"

Hearing aid technology has improved immensely in recent years. Most hearing instruments use digital technology, which allows the hearing professional to program them to meet one's specific needs in different hearing environments. Other advances have resulted in reduced background noise, a sense of more natural sound, and the virtual elimination of "whistling" and "buzzing."



Starkey's best-in-class technology is offered in a variety of hearing aid styles so you can select which is best for your hearing loss.

What can you do?

Left untreated, hearing loss can affect a person's quality of life in many ways. Yet without even realizing it, you may be making it easier for someone not to seek help. Well-intentioned efforts such as repeating yourself or "translating" what others are saying may be preventing your loved one from realizing how much communication they fail to understand or miss completely.

The following are some positive steps you can take in order to help them find the help they need:

- 1 Talk to your friend about their hearing concerns
- 2 Inform your friend of the latest advancements in hearing aid technology
- 3 Tell your friend about your experience with your hearing professional
- 4 Inform your friend that better hearing is a phone call away

Hearing clearly again will have a positive impact on everyone's life, opening doors to new experiences and relationships. Don't let them put it off any longer.

- You can hear, but you can't understand. Among the first sounds that "disappear" are high-pitched sounds like women's and children's voices. Also you mistake similar high-pitched sounds, such as "fifty" and "sixty."
- You find yourself complaining that people are mumbling or slurring their words.
- You have difficulty in understanding what's being said, unless you are facing the speaker.
- You are continually asking people to repeat words or phrases, though they feel they are speaking loud enough.
- You prefer the TV or radio louder than others do.
- You have difficulty understanding conversation within a group of people.
- You avoid group meetings, social occasions, public facilities or family gatherings where listening may be difficult.
- You have trouble hearing at the movies, concert halls, houses of worship or other public gatherings — especially where sound sources are at a distance from the listener!
- You have ringing in your ears or other head noises (hissing, buzzing, crickets, etc.). Tinnitus often accompanies hearing loss, but not always...and may be the ears way of saying "ouch!"

If you answered "yes" to at least two of these questions, a hearing test is recommended.

