

# Your guide to better hearing



The **American Hearing** Company





# The American Hearing Company

## *Choosing better hearing with Starkey*

It's been proven that hearing health is directly connected to overall health and well-being. Since hearing loss and tinnitus are the most common service-related injuries,<sup>1</sup> Starkey® offers products to help people stay connected and involved. This pursuit — helping people hear better so they can live better — has been our passion for the last 50 years.

As a world leader in manufacturing and advanced hearing solutions, Starkey

works hard to create the best possible hearing experience through the innovation of our products and the drive and compassion of our people.

But Starkey is much more than the hearing aids we produce. We're dedicated to helping change the lives of our very own American heroes: U.S. service members and veterans. As the only American owned and operated manufacturer, we're truly honored to serve those that have served this country.

***Learn more about Starkey hearing aids,  
call 1.877.916.7927.***

# Choose Better Hearing

## Help is available

Now that you're ready to take the next steps toward better hearing, you should confirm your hearing loss with a hearing healthcare professional.

You may be eligible for Starkey hearing aid benefits from the government. Contact your local VA clinic to schedule an appointment.

### *Why see a hearing professional?*

Just as every person is unique, every hearing loss and hearing need is unique, too. That's why it's always recommended that you consult with a hearing healthcare professional.

They are trained experts who have the experience and state-of-the-art equipment needed to inspect your ear canal, accurately measure your hearing loss, assess your unique needs, and prescribe a solution that takes all this important and personalized information into account. You can also count on them to provide all necessary support and ongoing care.

7

*reasons to feel  
good about  
seeking help*

Research by the Better Hearing Institute<sup>2</sup> concluded that hearing loss treatment is shown to improve:

1. Physical health
2. Emotional stability
3. Sense of control over life events
4. Communication in relationships
5. Intimacy and warmth in family relationships
6. Improve ease in communication
7. Improve earning power

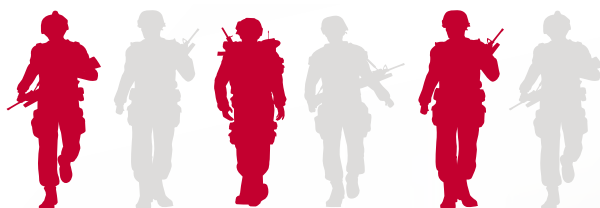




## Did you know:



of combat soldiers have **moderately severe** hearing loss or worse.<sup>3</sup>



Call 1.877.916.7927 to find out more about Starkey hearing aids.

# Choose Better Hearing

## What to expect at your first appointment

You took the most difficult step toward improving your hearing when you took the first one — recognizing you need to find out more about your hearing loss and improving your situation. Everything after that is easy, including your initial hearing consultation. Most appointments consist of at least these three steps:

### *1. Hearing analysis*

After answering questions to establish your general health and hearing history, you will undergo a thorough hearing examination. First, both ears will be visually examined to see if there are any obstructions in the ear canal that might be affecting your hearing.

Then, you'll be tested with the latest standard-of-care methods and technology to precisely determine the degree and type of hearing loss you have. This quick and painless test consists of listening and reacting to pure tones in a sound treated booth.

Your results will be illustrated in a detailed **audiogram** that your hearing healthcare professional will review with you.

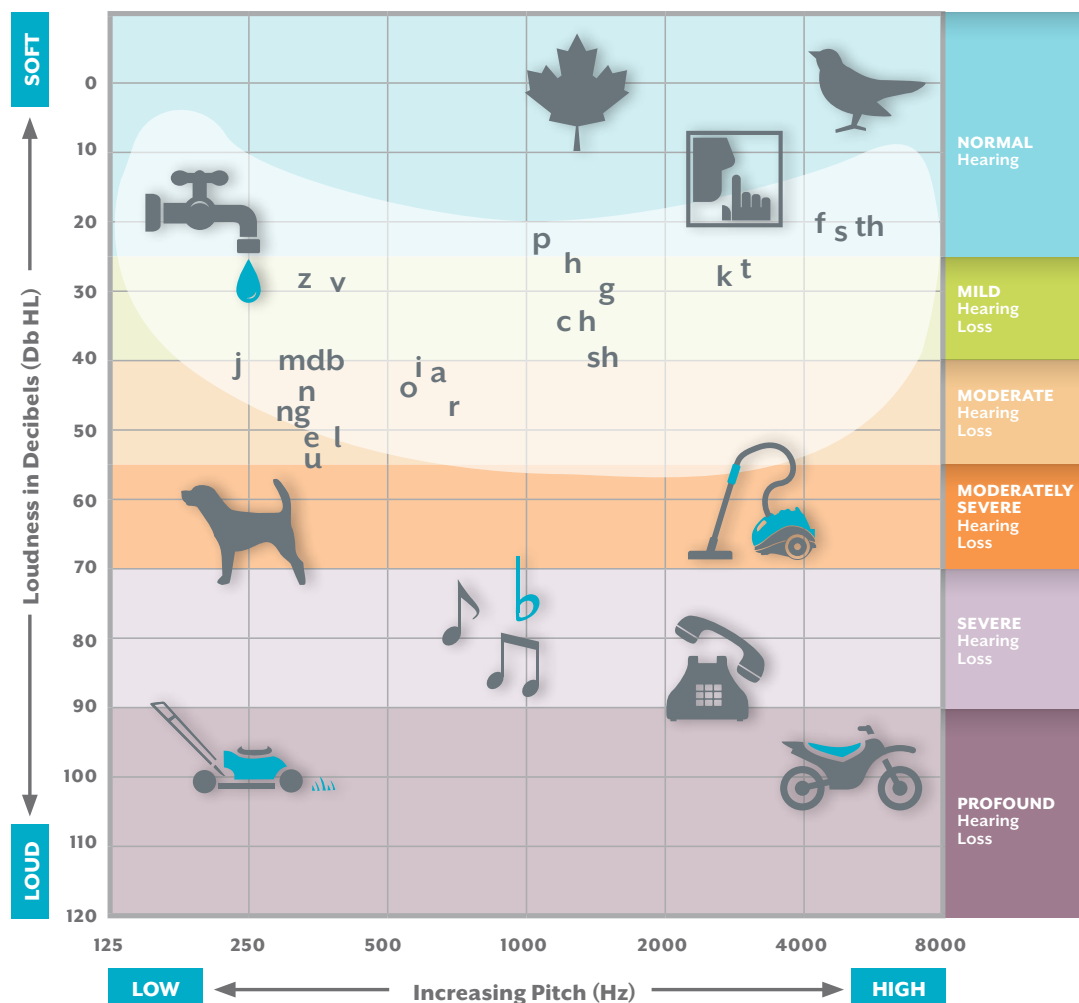
### *2. Lifestyle discussion*

Next will be a lifestyle assessment. In this conversation, you will discuss what you may have stopped doing or how your relationships with family and friends have been impacted by hearing loss. This is an important step — as your answers help ensure that any solution prescribed is customized specifically for your needs.

### 3. Solution options

Once the evaluation and assessment are complete, the hearing healthcare professional will explain your solution options. If it's determined that hearing aids can help, you'll get a personalized demonstration of the different instruments that are appropriate for your level of hearing loss as well as your preferences for size, color and features.

#### SAMPLE AUDIOGRAM

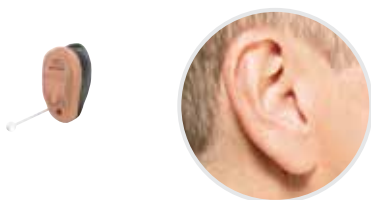


# Ask for Starkey

## Starkey hearing aid styles

Hearing aids come in a wide range of styles. Your hearing healthcare professional will recommend one or more types based on factors such as your level of hearing loss, cosmetic preferences and lifestyle needs. Most Behind-The-Ear and Receiver-In-Canal styles come in a range of colors and metallic finishes to complement your hair or skin tone.

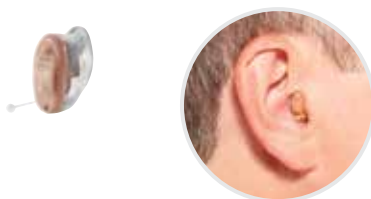
### *Invisible-In-The-Canals (IICs)*



### *In-The-Ear hearing aids (ITEs)*



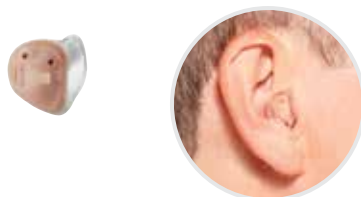
### *Completely-In-Canal hearing aids (CICs)*



### *Receiver-In-Canal hearing aids (RICs)*



### *In-The-Canal hearing aids (ITCs)*



### *Behind-The-Ear hearing aids (BTEs)*





# Starkey hearing aid technology



## Premium Technology

Premium technology is designed for active people that frequent a variety of listening environments, including events with crowds or high noise levels — like noisy restaurants or malls.

*Call 1.877.916.7927 to find out more about Starkey hearing aids.*

# Ask for Starkey

## Advanced features

Today's hearing aids still amplify sounds, but thanks to digital and technological advances, they're much smarter and more selective in what they amplify. Here are the latest cutting-edge technologies.



### ***Help with listening in noise***

One of the biggest challenges people with hearing loss have is hearing in busy places like restaurants or social gatherings. It's not that they can't hear, it's that they can't hear clearly. It's all one muddled mass of sound — and the voices of the people they're with don't stand out.

Now, advanced noise reduction technology and precise directional microphones work together to help make speech easier to hear in today's complex listening environments.



### ***Works with your phone***

While some hearing aid manufacturers require you to wear a device around your neck, SurfLink accessories offer a direct wireless connection between your phone — or any other Bluetooth® device — and your hearings aids.



### ***Customizable tinnitus relief***

Advanced Multiflex Tinnitus Technology brings relief to those who suffer from ringing in the ears.



### ***Wireless connectivity***

Wireless hearing aids allow for more advanced connections between devices. With accessories like SurfLink® Mobile 2, SurfLink Media 2 and SurfLink Remote, you can directly stream TV, music and more to your hearing aids — with carefree, hands-free connectivity and control, and no worn device. This direct connection makes you feel more present in your environment, and you can hear at the volume you want without having to listen to loud or harmful sounds.



### ***Invisible devices***

Best of all, digital technology has enabled all these new features and benefits to fit in advanced hearing solutions that are getting smaller and smaller all the time — with some so tiny they rest completely in your ear canal, virtually undetectable when worn.



*Now, thanks to  
breakthrough technology,  
hearing aids provide the  
most natural hearing  
experience in the most  
complex environments.*



# Ask for Starkey

## Features for devices connected to iPhone

Certain Starkey hearing aids can connect directly to your iPhone®, providing premium features that are customizable to fit your unique hearing needs.

### *Adjustable settings*

Adjust sounds to your specific settings by simply moving your finger across the screen of your iPhone. Save your preferences in different situations so you're comfortable in any listening environment.

### *Phone calls*

Answer your calls with the touch of a finger and hear an entire conversation streaming directly to your hearing aids via Bluetooth® technology.



### ***Geotagged settings***

You can even geotag settings using the built-in GPS on your iPhone. A geotagged setting will recognize where you are, and automatically adjust your hearing aids when you enter that space. For instance, if you save your settings in your favorite coffee shop, those settings will automatically activate when you walk into that area.

### ***Automatic sound adjustments***

Your hearing aids' loudness can automatically adjust over time to help you transition to your new hearing experience at a comfortable pace.

### ***Audio streaming***

Your hearing aids can directly stream phone calls, music and media from your iPhone – so you can enjoy clear communication and pristine audio streaming any time, anywhere, for impressive, immersive sound.

### ***Apple Watch compatible***

Use hearing aid apps for Apple Watch® to control volume, mute your hearing aids, or change other settings right from your wrist.

### ***Music enhancements***

Enjoy music in a whole new way with features that focus on music audibility, desired loudness and sound quality. Now hearing aids can make soft music sounds audible and allow on-demand and automatic control.

# Starkey Hearing Foundation

## Spreading hope from ear to ear

William F. Austin, the founder and CEO of the Starkey Hearing Foundation, has always held the strong belief that the gift of better hearing results in a fuller and richer life.

The Foundation dedicates themselves to this philosophy daily. They've provided more than 1 million hearing aids to people in need worldwide, and are committed to providing 1 million more this decade. Through hearing missions and the Hear Now program, Starkey Hearing Foundation has provided more hearing help to people in the United States than any other country.

The gift of hearing opens up new worlds of opportunity. It connects individuals to life and helps them realize they can accomplish more than they ever thought possible. Starkey Hearing Foundation uses hearing as a vehicle to change lives around the world.

*Whenever you buy  
a Starkey Hearing  
Technologies' device,  
you're helping  
someone in need.*



**100+**  
COUNTRIES



**1.8MILLION**  
HEARING AIDS



**COUNTLESS**  
LIVES CHANGED

To learn more or give the gift of hearing,  
visit [StarkeyHearingFoundation.org](http://StarkeyHearingFoundation.org).







*Made to help millions.*

*The gift of hearing opens up  
new worlds of opportunity.*



## Sources

<sup>1</sup> Theodoroff, S. M., Lewis, M. S., Folmer, R. L., Henry, J. A., & Carlson, K. (2014, August). Hearing impairment and tinnitus: prevalence, risk factors, and outcomes in US service members and veterans deployed to the Iraq and Afghanistan Wars. *Oxford Journals*, 37(1), 71-85. Retrieved from: <http://epirev.oxfordjournals.org/content/37/1/71.full>

<sup>2</sup> Better Hearing Institute (2013). Retrieved July 2013: [www.betterhearing.org](http://www.betterhearing.org)

<sup>3</sup> Gillespie, D. E. (2015, December 16). Researchers evaluate true effects of hearing loss for Soldiers. Retrieved from: [http://www.army.mil/article/160050/Researchers\\_evaluate\\_true\\_effects\\_of\\_hearing\\_loss\\_for\\_Soldiers/](http://www.army.mil/article/160050/Researchers_evaluate_true_effects_of_hearing_loss_for_Soldiers/)

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The  
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