Move Forward to
BETTER HEARING

CHOOSING THE RIGHT HEARING SOLUTION

oticon
PEOPLE FIRST

Your New Life **STARTS NOW**

Your sense of hearing is a vital link to your world—a source of pleasure, and information and communication.

If you have a hearing loss you can take control of the situation. Hearing loss should not get in the way of enjoying your life.

Hearing instruments as individual as you are.

The path to better hearing starts with your positive decision to take action. Whatever your age or life stage, you have important personal goals. You have decided not to let your hearing loss stand in the way of what you want in life. Today's hearing instruments are more effective than ever and can help you maintain important activities and relationships and a greater sense of "belonging."

Hearing losses are very individual and fortunately most can be helped with today's hearing instruments. Your ideal solution will address your unique hearing needs as well as your personal preferences.

Did you know?

People who decided to move forward with amplification report overall improvement with friendships and intimate relationships.

Your hearing care professional is your most valuable resource along the way—to help you understand your hearing needs, recommend the most appropriate hearing solution, adapt your hearing instruments for your personal hearing profile, and provide suggestions and support.

Here are a few key facts about hearing instruments to help you off to a successful start.

It's a whole new world.

The past few years have witnessed a transformation in the performance and appearance of hearing instruments. State-of-the-art microchip technology and sophisticated electronic design allow hearing instruments to work better than ever before and help you DO more.

Design advancements have also changed hearing instruments in a positive way. Today they are more attractive, stylish and designed to match your needs and lifestyle. People enjoy solutions that fit and perform well and help them feel comfortable both physically and emotionally.

Today's solutions are smaller and LOOK better. Overall satisfaction experienced by hearing instrument wearers has never been higher. Thanks to these major strides in the field of hearing care, life can change for the better.

Did you know?

Modern hearing aids are rated as no. 24 on the CNN list of Top Innovations, The Internet being no. 1, the cell phone no. 2 and personal computers as no. 3.

Source: CNN.com (2005)

So if you are new instrument candidate, or if you are ready to upgrade your current ones, rest assured that there is solution for you.

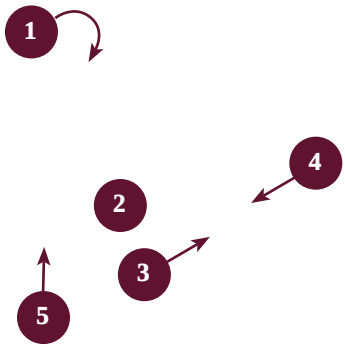
What better hearing can help you DO.

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The basics– How a hearing instrument works

All hearing instruments are not created equal. However they have certain basic things in common. A simple explanation is that they let you hear sounds that you are missing. In short they will help you hear better and the most advanced ones will help you hear as naturally as possible.

These are the basic components:



1. *Two microphones to pick up sound*
2. *A programmable amplifier to maker the sound louder*
3. *A miniature loud speaker called a receiver that sends the amplified sound into the ear for you to hear*
4. *A tip or mold that goes into the ear, or an individual shell for custom instruments*
5. *A tiny battery that runs the instrument*

How to know what's right for you

A f m m q g l e w m s p f c _ p g l e g l q r p s k c l r g q r f c first step to success. There are 3 basic elements to this decision:

- *Your design and style preferences*
- *Your communication needs and hearing abilities*
- *Other individual preferences and issues, including financial matters*

You are going to make this decision with expert advice. It is important to share your needs and preferences with your hearing care professional, and together you will arrive at a solution that is best for you. Hearing care professionals are accustomed to guiding this discussion and will help you make the right choice.

Design And Style.

People have preferences about how hearing instruments should look, feel and operate. These preferences are often the first things people think about when they decide to purchase a hearing solution. How a hearing instrument looks can be a very important decision factor, especially if you are a first-time wearer. But even an experienced wearer wants an attractive solution. Huge strides are being made in hearing instrument design. Hearing instrument manufacturers and hearing care professionals have been listening to the public. The result: choices that satisfy people more than ever before.

Choose Your Style:

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Behind-the-ear (BTE) instruments are increasing in popularity and now make up a large percentage of hearing instruments fit today. They are worn behind they ear and are smaller and more attractive than ever.

Pcacgtcpgl rfc C_p&PGRC'

All RITE solutions have their electronics, battery and micro-phone inside a casing worn behind the ear. An ultra thin, sculpted wire carries the amplified sound to a speaker that fits in the ear canal. RITE advantages include- superior cosmetics, a more natural sound quality and a comfortable open fitting. Initially introduced for mild hearing losses, RITE is becoming increasingly popular for moderate and severe hearing loss, as well. RITE solutions are available in both mini-BTE and standard BTE design.

BTE with Earhook or Thin Tube

BTEs with earhooks are connected to the ear canal via plastic tubing. The tubing is attached to an ear mold which is custom made from an ear impression to perfectly replicate the size and shape of your ear. Most BTEs with earhooks can be fitted with a very cosmetically appealing thin tube solution. RITE hearing instruments are increasing in popularity, but choice for you for reasons such as physical fit. It is still the most widely used choice for children and people with high power needs.

Both styles of BTE solutions are available in a range of natural colors to match people's hair or skin tone and in more creative colors to match their ncpqml_j qrwjc, Afgjbpcl _pc cqncag_jjw interested bright, fun colors, which capture their imagination and can help them feel positive about their choice.

² Asqrmk

Asqrmk fc_pglegl qrpskclrqp_lecgl qgxc dpmk rfcqk_jjcqr AGA &Amk njcrcjw Gl+Rfc+A_l_j' rm rfc qjgefrjw j_pecpGRA &Gl+Rfc+A_l_j' rm rfc FQ-GRC &F_jd+ Shell or fully In-The-Ear). All of the working parts are contained within a single unit which is custom-molded to the ear. A choice of colors is available to best match individual skin tone.

Asqrmk qrwjcqa_l sqs_jjw `c tclrcb* to permit air exchange from the environment to the ear canal. However, people with smaller ears and milder hearing loss may find the venting insufficient, and may prefer a more open BTE style.

Gd rfcqk_jjcqr AGA gq pgefr dmp wms* gr can be quite cosmetic. However, the larger custom products are usually more flexible for people with more significant hearing loss, and can be easier for some people to insert. Many wearers now prefer the RITE solutions over custom products due to cosmetic appeal and other acoustic advantages.

Whether you prefer a RITE style with a non-traditional design, a BTE with earhook or a custom version, there are a wide variety of choices available. It is important that you communicate your preferences to your hearing care professional.

Communication Needs

Your hearing care professional will determine the exact degree and type of your hearing loss and recommend the solution that's best for your individual needs.

• Fc_pgle8 Your hearing solution must first address your hearing loss. Some wearers need a more open ear fitting for best sound quality and comfort. If you have a severe hearing loss–you will require instruments with more power and flexibility. Your hearing care professional will guide you to the models that are appropriate for you.

• Qgrs_rgmlq8 Take some time to think about the situations where you would like to improve your hearing. When and where do you need extra help? What are your requirements at work and at home? What are your favorite leisure activities – including the ones you've stopped doing because of communication problems? If you clearly define these requirements, your hearing care professional will be able to help you find an appropriate solution.

• Bmwms Lccb Rum Fc_pgle Instruments? We may hear with our ears, but we process all that information with our brain. The brain is "wired" to expect information from both sides of the head. If you have a hearing loss in both ears, two hearing instruments will almost always be the best choice. This helps your brain receive the information it needs to interpret in difficult jgqrclgleqgrs_rgmlq, Amkn_pcb rmmlc instrument, the overall sound quality and comfort from two is usually better.

A superior technology called binaural processing lets two hearing instruments actually communicate to one another by sharing information through a wireless sound stream. Binaural processing helps you interpret speech in noisy surroundings as it adjusts for subtle volume differences on both sides of your head. This superior technology also includes a very wide bandwidth, meaning more key sounds reach your brain. You will have a better sense of where the sound is coming from and it will be easier to understand what people are saying.

² Am l l car g t g r w 8 Am l l car g t g r w g q _ k s a f appreciated feature in today's world. Am k n s r c p q * a c j j n f m l c q * j _ l b j g l c phones, TV, radio- are part of everyday life for people of all ages. Your hearing loss may now prevent you from getting the most out of these important connections to people, information, and entertainment. A f m m q g l e f c _ p g l e g l q r p s k c l r q u g r f connectivity will help you to make technology connections more effective and satisfying.

Am l l car g t g r w r s p l q j c r q w m s r s p l w m s p instruments into a wireless headset for a full range of Bluetooth devices whenever you have the need to connect. Many people feel that connectivity has improved their quality of life.

Did you know?

With modern wireless hearing solutions you can connect directly to electronic devices without sound delays or other issues:

- *² Hear the TV or telephone in both ears*
- *² Listen to the TV at a normal volume*
- *² Use landline phones with ease*
- *² Turn instruments into a wireless headset for cell phone use*
- *² Control volume settings directly, in both ears simultaneously*

Other Considerations

There are personal and practical factors that may influence whether you can proceed with your choice of hearing instrument and how successful you are likely to be. Three considerations often play a role:

1. Your Ear: An ear is as unique as a fingerprint. Despite this variation, modern hearing instruments are flexible to physically fit a large range of people. Your hearing care professional can advise the best choice for you. Am l qgbcp_rgm l q g l ajsbc r f c qgxc _ l b shape of your ear canal and outer ear as these are needed to keep the unit in place and feeling comfortable.

- If you have a tendency to accumulate ear wax, your hearing care professional may recommend a style that is less prone to this issue and is more easily cleaned.
- If you live in a humid environment or are involved in heavy physical activity, you should consider purchasing a style that has excellent moisture protection.
- If you have a history of ear-related medical concerns, your hearing care professional will advise that you consult with your physician or ear specialist to ensure that these factors are managed. Some hearing instrument styles may be more suitable for you, depending on the ear condition.

2. Controls and handling: If you want a hands-free solution, you can choose a model that self-adjusts in different environments. Some models have controls so you can change settings whenever you want. Some people prefer a certain model because they find it easier to handle. Depending on the issue, a particular style may be more or less suited for your needs. Thanks to the RITE and thin tube technologies, there are easy to handle solutions that still are very cosmetic.

3. Budget: Better hearing means a better quality of life, so it is an investment in yourself and your health. No matter your budget, you should be able to find solutions that meet your personal requirements. Hearing instruments come in different price ranges. Some insurances cover the cost of the diagnostic testing, but currently only few plans cover the full cost of the instruments. So remember to explore all the options together with your hearing care professional before making your final decision.

When advanced technology is best:

Advanced technology is designed to provide the best hearing benefit available today, regardless of your hearing loss, style preference, or lifestyle needs. Not only do advanced instruments provide precision in individualized sound processing but they give access to more hearing dimensions, reduced listening effort and connectivity.

Your Solution:

Your hearing care professional will help you learn about your new hearing instruments, teach you how to use them, and work together with you to so you get the best hearing possible.

Many people feel that today's hearing solutions are easier to get used to than technology of the past.

An adjustment period is normal in the beginning. As you get accustomed to using your hearing instruments you will notice that you are having new communication successes in situations where you used to have difficulty.

Your success is based on three things: Appropriate hearing solutions that give you what you need, the expertise and involvement of your hearing care professional, and your commitment to sticking with your hearing care program.

Bring Someone with You

Amkkslga_rgleugrfwmspdpgclbq_lb family is often the most important reason you are going forward with a hearing solution. You can benefit from having a friend or family member join you in the consultation and fitting process. That way, instructions and decisions can be shared and others will have a better understanding of the process.

It's never too late to make a positive difference in your life.
Contact your hearing care professional today.

People First

People First is our promise:
to empower people
to communicate freely,
interact naturally and
participate actively

TO SCHEDULE A HEARING APPOINTMENT CONTACT:

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