

Hearing Solutions SIG

December 1, 2016

Buyer Beware About Purchasing Hearing Aids



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Hearing Instrument Specialist

How the HEARING SYSTEM Works



History of Miracle-Ear

How the System Works



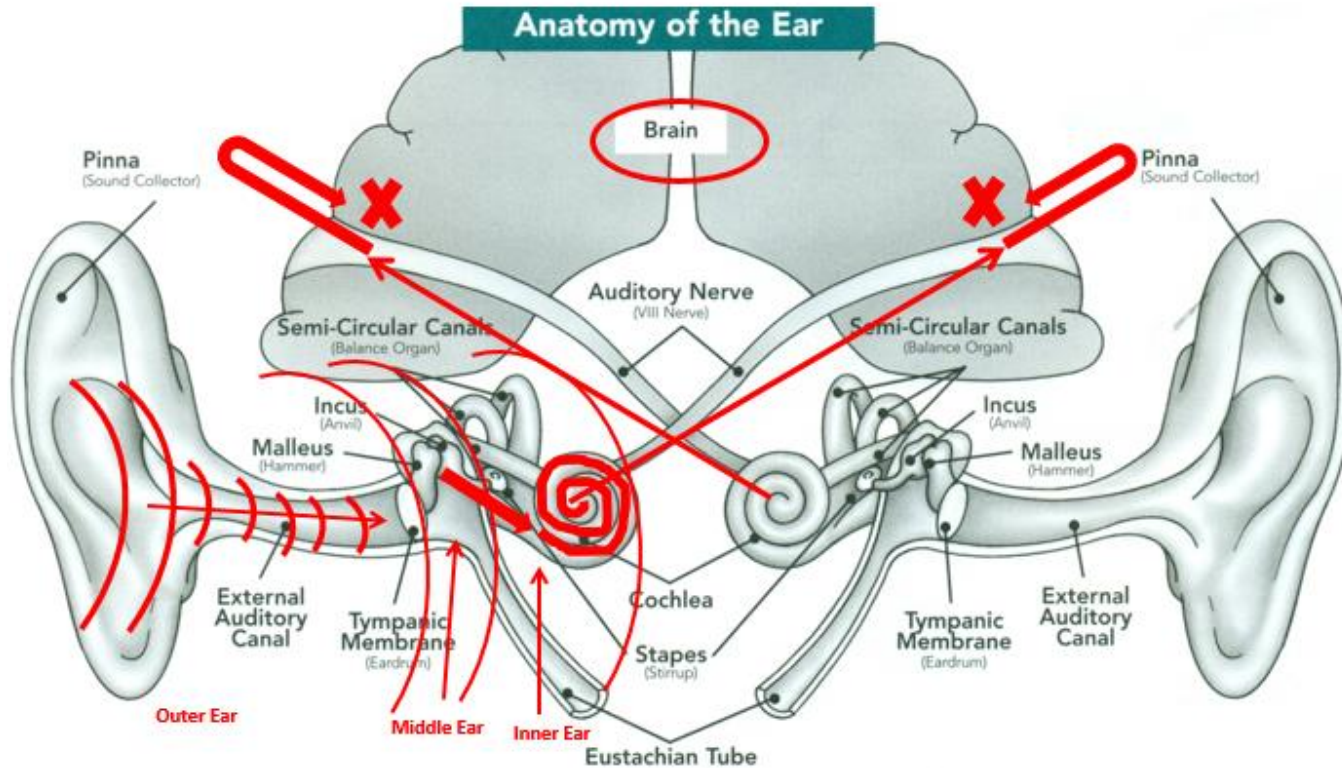
**Common Causes
of Hearing Loss**

Impact of Hearing Loss

Hearing & Communication

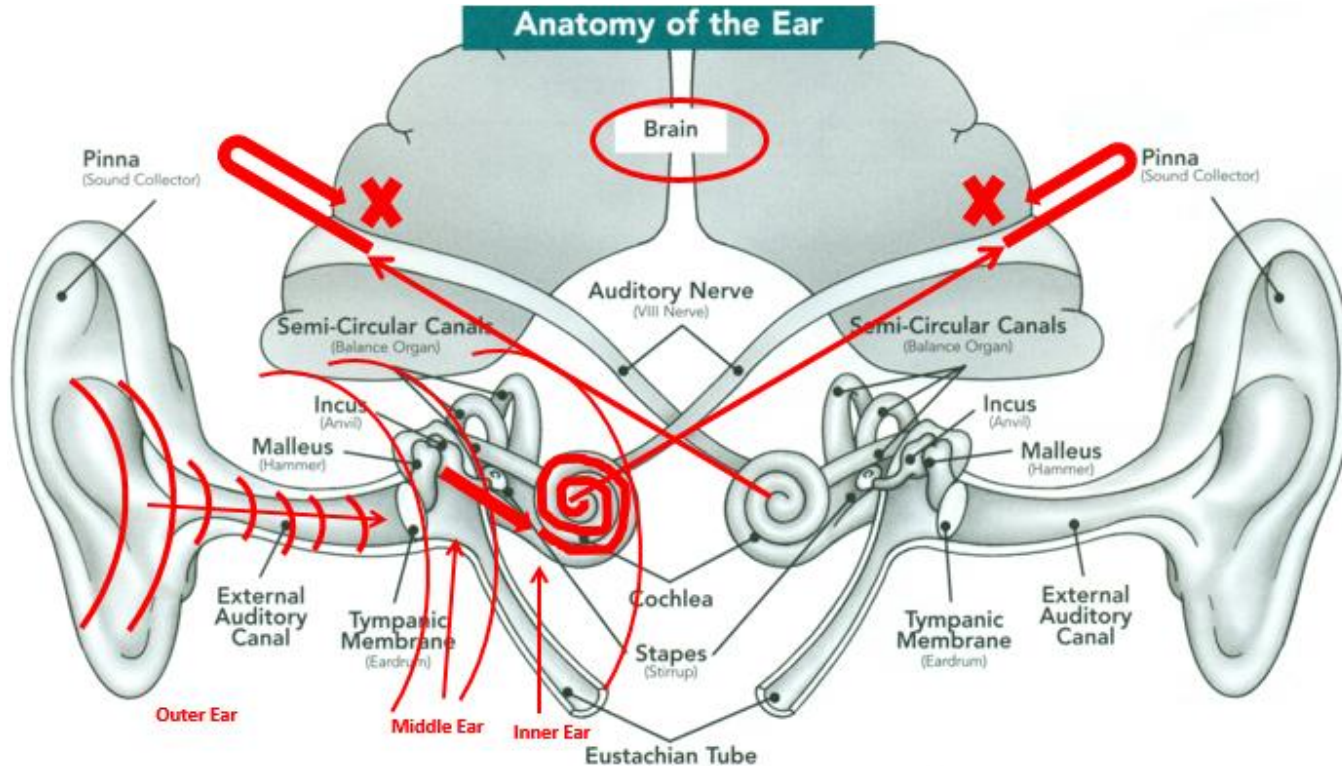
Treatment & Prevention

How the HEARING SYSTEM Works



How the HEARING SYSTEM Works

WE HEAR WITH OUR BRAIN !!



Healthy / Damaged Cochlea

Healthy Cochlea



Damaged Cochlea



Fact: Each cochlea is about the size of an aspirin!

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Some Common Causes of Hearing Loss..

- **Heredity (Genetics)**
- **Presbycusis (Too many Birthdays)**
- **Congenital (Present at birth)**
- **Medicines (Ototoxic drugs, Chemotherapies..)**
- **Medical events (Surgeries, High Fever, Tubes in TM)**
- **Loud Sounds (Music, concerts, earphones ..)**
- **Work environments**
- **Firearms / Explosions / Fireworks**
- **Diabetes**
- **Hypertension**
- **Aspirin**
- **Head injuries**
- **Stroke**
- **"There are literally hundreds of causes of hearing Loss! It could be one thing or a combination of things."**

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Impact of Hearing Loss

- **Hearing loss is among the most common health related issues, including high blood pressure and arthritis**
- **Nearly 40-50 million Americans have hearing loss**
- **60% are below retirement age**
- **30% of people age 65-75 have hearing loss**
- **15% of people age 45-64 have hearing loss**



Source: Better Hearing Institute

Impact of Hearing Loss

- **Only 1 in 4 people with hearing loss wear hearing aids**
- **95% of people with hearing loss can be successfully treated with hearing aids**



Source: Better Hearing Institute

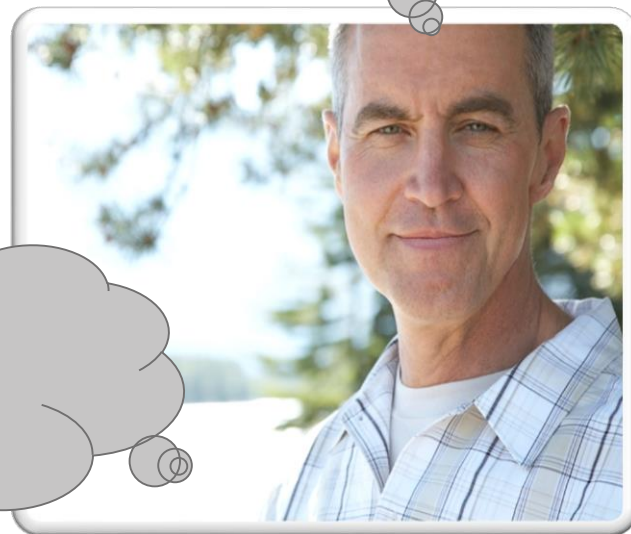
Impact of Hearing Loss “Silent Affliction”

“People
Mumble!”...

“If people would
just speak more
clearly”...

- Hearing loss is usually gradual
- You may not be aware that you are having difficulty hearing
- Friends and family may notice before you do

“I hear but I
don’t
Understand!”...



Signs of Hearing Loss

1

Do people around you seem to mumble?



2

Do you have difficulty hearing conversations on the telephone?



3

Do others feel you play the TV or radio too loud?

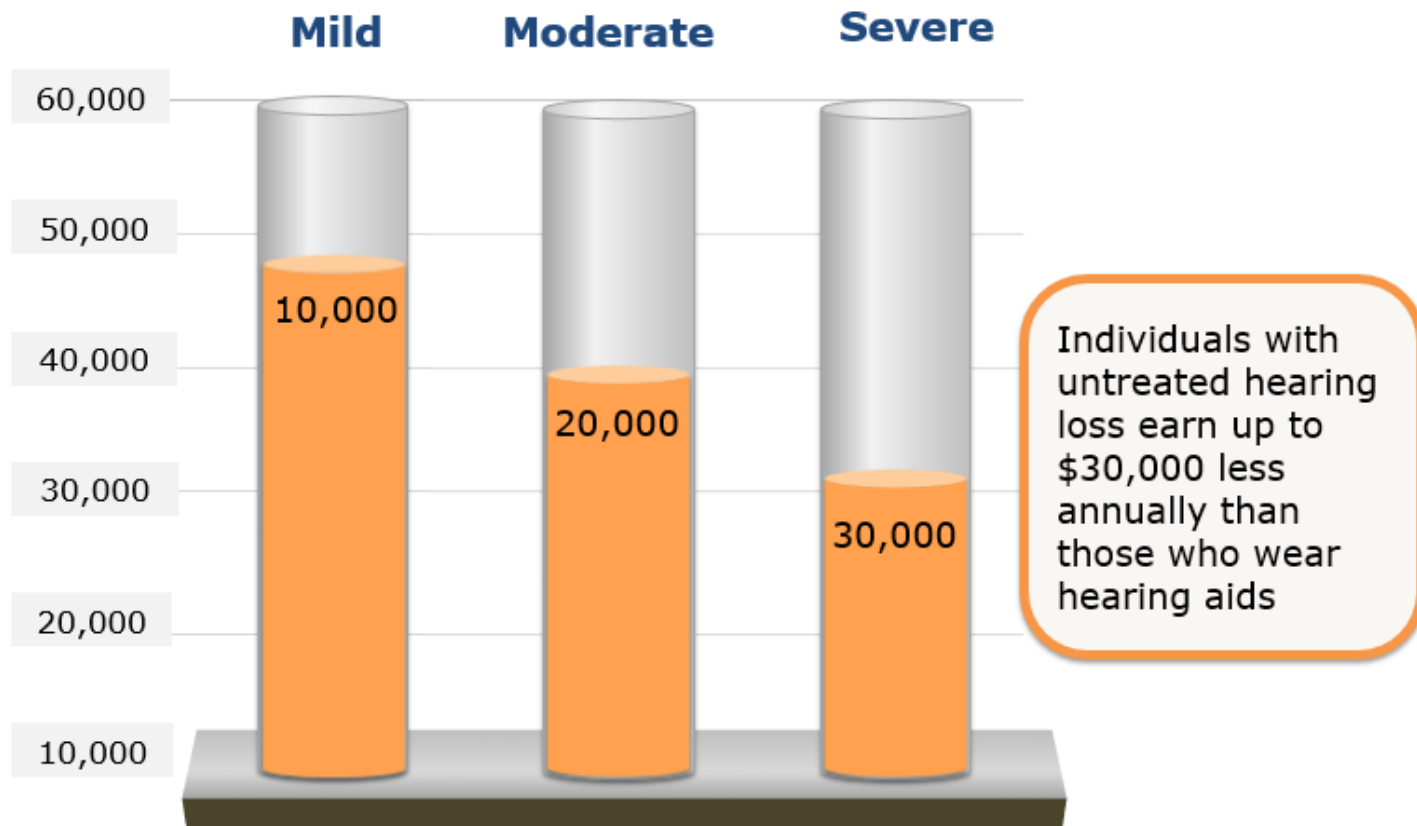


4

Do you avoid social situations because it is difficult to hear?



Financial Affects of Hearing Loss



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Hearing & Communication



What does
HEARING LOSS
sound like?

Hearing Loss & Communication

THE LOSS OF INTELLIGIBILITY:

Hearing
Hearing

How the HEARING SYSTEM Works



History of Miracle-Ear

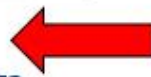
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Hearing Aids Can Help



Hearing Aids Can Help

Wireless Communication

- Cell Phone
 - TV
 - Stereo
 - MP3 Player
 - Bluetooth™
- ## Technology
- GENIUSLink Remote

AUDIO STREAMING:



GENIUSLink connects GENIUS RIC and GENIUS XT RIC to iPhones, iPads, Android devices and to any Bluetooth-enabled phones.

NEW



Bluetooth iPhone iPad

NEW



Available on the iPhone
App Store

ANDROID AND UP
Google play

Hearing with Your Brain

Auditory
Deprivation

Dementia &
Hearing Loss
May Be Related



Source: Silman & Gelfand 1984

Source: Lin, Metter, Obrien,
Resnick, Zonderman, Ferrucci 2011

What can Hearing Aids do for Me?



Ease of
Communication with
Others

Improved
Social Life

Improved
Relationships at Home

Ability to
Join in
Group
Activities

Source: Better Hearing Institute – MarkeTrak VIII

Protect the Hearing You Have Left !!



Common Sounds To Avoid

1. Busy Freeway/Traffic
2. Loud Music
3. Firearms w/o protection
4. Lawnmower/Weed Eater
5. Chainsaws
6. Motorcycles/Jet Skis
7. Loud Tools/Machinery
8. Airplane Engines



WHAT TO EXPECT WITH HEARING AIDS

Here are some issues you should keep in mind as you develop appropriate expectations about what your hearing aids can and cannot do for you:

Restore hearing:

No matter how technically advanced, hearing aids cannot restore your hearing to normal.

Types of hearing aids:

Not all hearing aids perform the same with every type of hearing loss.

Hearing in noise:

No hearing aid has been designed that will filter out all background noise. Some hearing aids can reduce amplification of some types of background noise or make you more comfortable in the presence of noise. The most effective solution for improving speech in noisy situations is hearing aids with directional microphones. When directional hearing aids are coupled with digital signal processing, you can be assured that your hearing aids are optimized for improving your quality of life in noisy environments.

PURCHASING HEARING AIDS ON LINE VS CLINIC

Here are some questions you might ask yourself before purchasing Hearing Aids on line or mail order from a magazine:

How do they know what my hearing loss is?

- Where do they come up with the prescription since I was not even tested?

How do they know what my needs are?

- Everyone's needs are a little different based on life styles and dexterity.
- How can they help me establish and understand where I am at and help me to reach my realistic goals?

What if I need my Hearing Aids Serviced?

- Who do I call?
- Where do I go for adjustments?
- Where do I go for Clean and Checks?
- How is it programmed if my hearing loss changes?
- Do I have a warranty and loss and damage plan?
- What do I get charged outside of warranty?

Keeping Your Hearing Aids at Peak Performance

Do you know you must clean your Hearing Aids not only at home, but also have them serviced periodically?
If we don't keep them serviced the following could occur:

- **Plugged Wax Guards/Microphone**

If wax guards/Microphones are plugged they will not allow sound to pass through for you to hear.

- **Click Domes or Click Molds replaced/Cleaned**

We need to change the click domes approximately every three months and sanitize the click molds for sanitary purposes.

- **Moisture In Hearing Aids**

If moisture has entered the Hearing Aid we need to put the Hearing Aid in a dehumidifier to dry them out.

- **Disposable Batteries**

If using disposable batteries, remember to open the battery door when not in use. Based on battery size, you should get approximately 7 days out of your battery.

Next Meeting

January 12, 2017