



# Hearing Aid Education Seminar

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# Overview

1. Understand when it may be time to purchase a hearing aid or upgrade your current aids
2. Reconnecting to your world
3. Hearing aids simplified
4. Today's hearing aids
5. Learn about Tejas Hearing Aid Center

# 1. Warning Signs of Hearing Loss

**You, your family members and/or friends...**

- Can hear but do not understand.
- Have difficulty hearing in restaurants and/or places of worship.
- Frequently ask people to repeat.
- Look at people's faces to assist in understanding speech.
- Turn up the volume of the TV and/or radio.
- Feel that everyone mumbles or doesn't speak clearly.

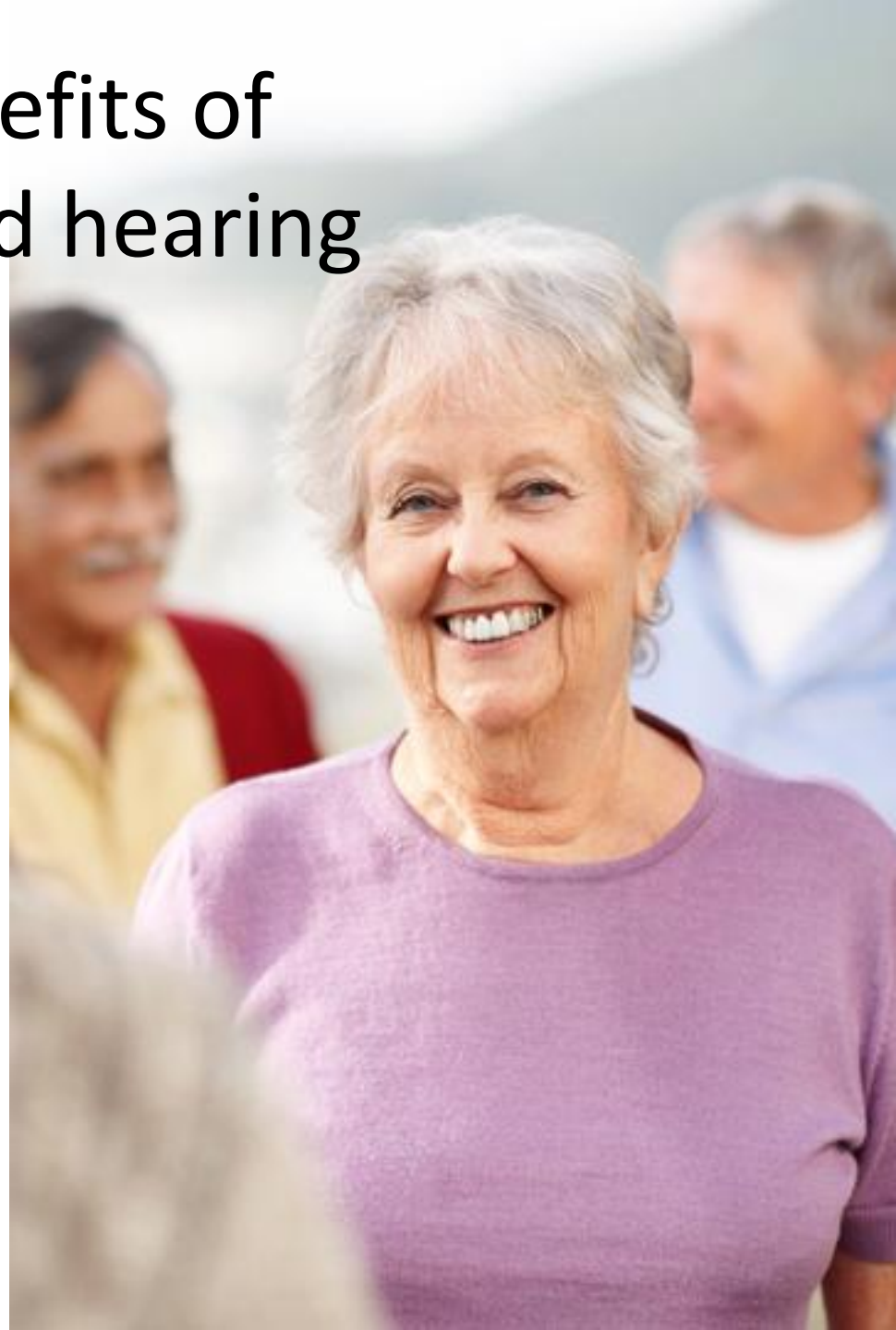
# 1. When to Consider New Hearing Aids?

- **When your technology is antiquated!**
- You are struggling to hear your family and loved ones.
- You take your hearing aids out in noisy environments.
- Your hearing has changed significantly.
- You take your hearing aid out to use the telephone.
- You are spending a lot of money on repairs.
- You've stopped wearing your current hearing aids!!!

Reconnecting to your world

## 2. Benefits of improved hearing

- National Council on Aging Study of adults 50 and older
- 93% of hearing aid wearers reported significantly improved quality of life including improvements in:
  - personal relationships
  - self-esteem
  - life overall
- Family members reported an average of 15% greater benefit than the person wearing the hearing aids



# Important Facts About Hearing Aids

- Hearing aids can improve your quality of life
- The more you know about them, the better your decision will be
- You don't have to be self-conscious about wearing hearing aids
- Hearing aids will help you hear better in a variety of listening environments
- Advance hearing aid technology can improve your understanding in moderate amounts of background noise

# What is the Best Hearing Aid on the Market?

- Several very good major brands, but there is no single “best hearing aid”
- Best hearing aid is one that suits an individual’s unique lifestyle and hearing loss.

**PHONAK**

**SIEMENS**

**WIDEX<sup>®</sup>**

HIGH DEFINITION HEARING

**ReSound**

rediscover hearing

**Starkey<sup>®</sup>**

**oticon**  
PEOPLE FIRST



# Choose the best hearing solution

- Consider your long-term needs
- Your hearing professional recommends the best possible solution for your hearing loss and lifestyle
- Your involvement, expectations and level of motivation play a major role in a successful outcome



# Appropriate Hearing Aid Selection

- Which are the best hearing aids for me?
  - The ones that meet your communication needs and lifestyle.
  - And the ones that you will wear!!
- Considerations when choosing the correct amplification:
  - Hearing Loss?
  - Technology?
  - Binaural?
  - Comfort?
  - Style?



# How do I choose the right one?

- Hearing aids range in:
  - Technology
  - Flexibility
  - Size and style
  - Effectiveness within a noisy environment

*all of the above affect the price*

Hearing aids simplified

# Are all hearing aids the same?

- Hearing aids range in:

- Technology
- Flexibility
- Size and style
- Effectiveness with noisy environment



- All of the above affect price*

# Hearing aid technology

- Digital

- Clear, comfortable sound
- Precisely fitted to your hearing loss and lifestyle
- Reduced background noise
- More than 97% of hearing aids sold today

- Conventional

- Limited flexibility – limits on sound quality
- One listening setting



# Dynamic Loudness Adjustment- Technology

## Loud Sounds



# Common Features

- Directional Microphones
- Multiple Channels
- Multiple Customized Listening Programs
- Noise Reduction
- Feedback Cancellation
- Telecoil
- Smart Speak Signaling



# Flexibility

- Everyone's hearing needs are unique

- Degree and configuration (shape) of hearing loss
- Tolerance to loud sounds
- Listening environments

- Hearing aids can be customized to your hearing needs*



# Size and style



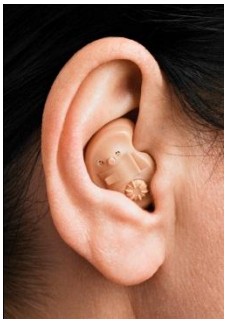
•Behind the ear (BTE)



BTE with thin tube



Ultra small RIC  
(Receiver in canal)



Full shell



Half shell and canal



Completely in the canal (CIC)



Micro CIC



## Receiver in Canal Technology

- Ultra-small design
- Cutting edge technology
- Goes beyond small size and great looks
- Comfortable because your ear canal stays open





## Micro CIC

- Incredibly small size
- Natural sound quality
- Quantum micro CIC has both



# Hearing in noise

•A normal hearing system can:

- Detect and focus on speech
- Tune out unwanted “noise”
- Automatically minimize annoying sounds to enhance speech

-Hearing loss disrupts these natural abilities

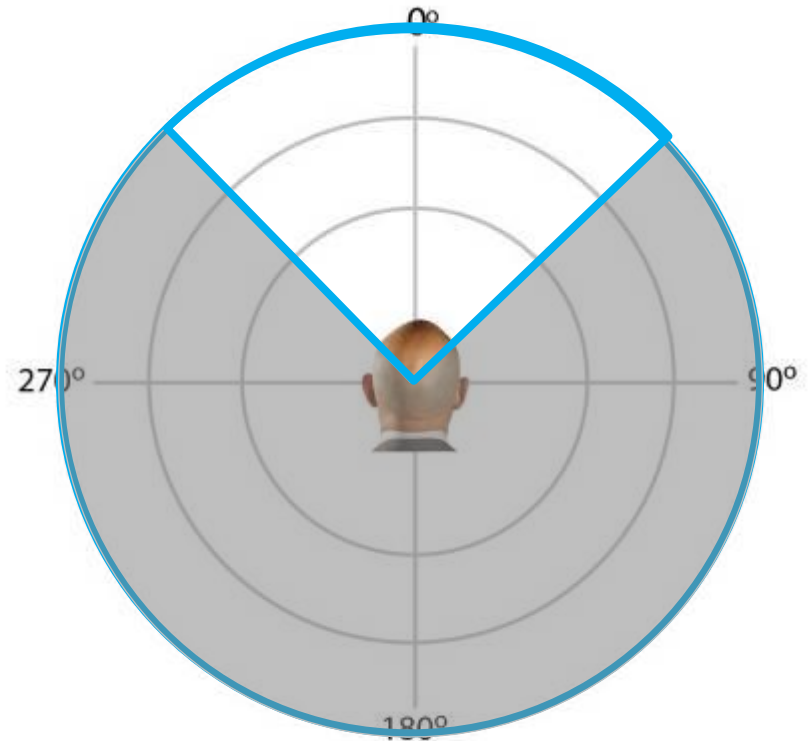
-Hearing aids can help



# Hearing in noise: directional microphones

- Directional microphones

- Sound from the front is enhanced – face-to-face conversations are amplified
- Sound from behind is reduced – noise is suppressed



Directional microphone



# Customized Listening Programs

- Specialized programs or settings to meet wearers individual lifestyle.



# Smart Speak Signaling

- Announces which listening program you've chosen
  - Avoids confusion (only audible to the wearer).
- Recorded speech - available in 22 different languages.
- Alerting you of status changes within the instrument, such as **"Battery low."**





# One hearing aid or two?

• If there is hearing loss in both ears, you should wear two hearing aids. Why?

- Better sound sensitivity – “stereo” quality
- Improved ability to locate sound
- Easier to understand speech in noise



• *When you have vision loss, you don't just put glasses on one eye. Your ears are the same!*

Today's hearing aids

# Compare hearing aids-Technology

- Premium

- Fully automatic digital hearing aids for busy, active lifestyles with many listening environments

- Advanced

- Enhanced automatic performance for active lifestyles and multiple listening environments

- Basic

- Automatic performance with innovative features

- Entry level

- Manual programs with innovative technologies

# hearing loss and lifestyle

[illegible]

# Hearing aids: Common features

## AntiShock™

takes care of sudden  
uncomfortable sounds,  
like door slamming

## Speech Enhancement

improves the clarity of speech

## Noise reduction

reduces unwanted noise to  
improve comfort

## Wind noise manager

detects and suppresses wind  
noise for comfort

## Advanced feedback management

to stop whistling



# Hearing aids: Common Features

[Unitron wireless features](#) expand your connection to the people, places and technologies in your life

- Automatic communication between hearing aids
- Hear phone conversation in both ears
- Convenient, hands-free usage of Bluetooth® enabled cell phones and other audio devices
- Comfortable television listening for everyone



# Common features

- Wireless
  - Automatic communication between hearing aids
    - 3D high-definition hearing
    - Continuous sharing of critical environmental and speech information
  - Hear phone conversations in both ears
  - Convenient, hands-free usage of Bluetooth enabled cell phones and other audio devices
  - Comfortable television listening for everyone

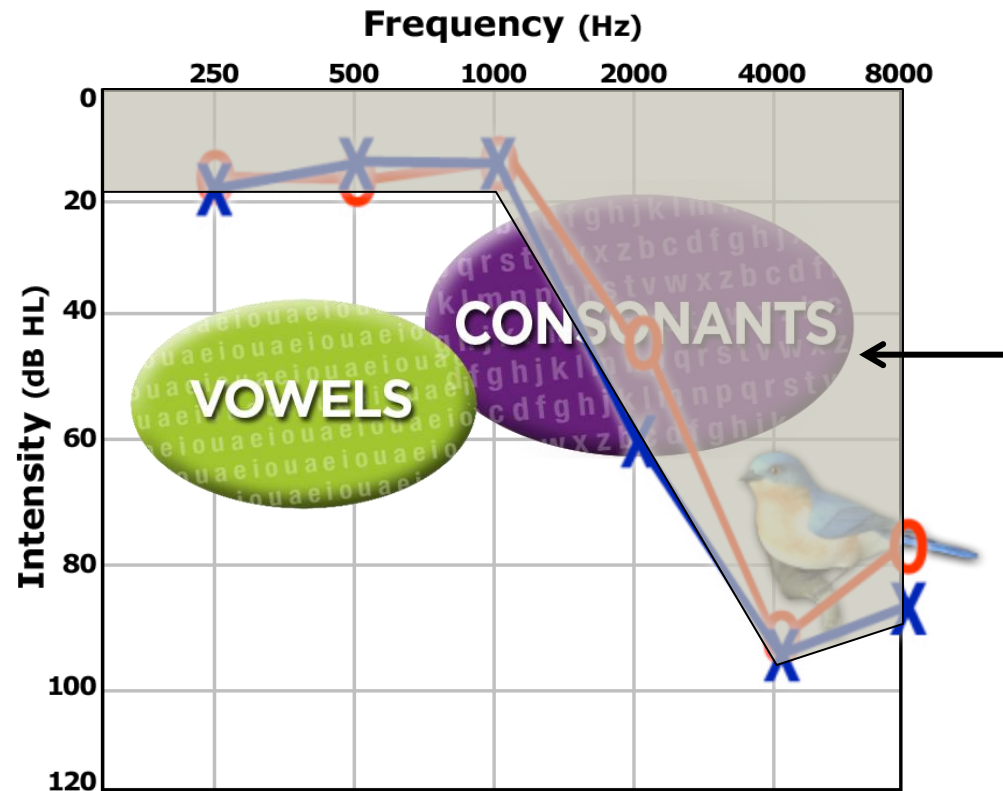
# Features

- Data logging
- Automatic program changes
- Remote control
- Feedback suppression
- Automatic acclimatization
- High Frequency shift/compression



# Audibility Extender

- Works to transpose (move) inaudible sounds into the wearers audible hearing region.



# New features

- Self-learning
- Binaural phone
- Wireless connectivity
  - Direct-to-hearing-aid streaming of media devices or through a body worn device
- HydraShield, Nanocoating, etc
  - Water-and-wax- repellent moisture protection

# Hearing in noise

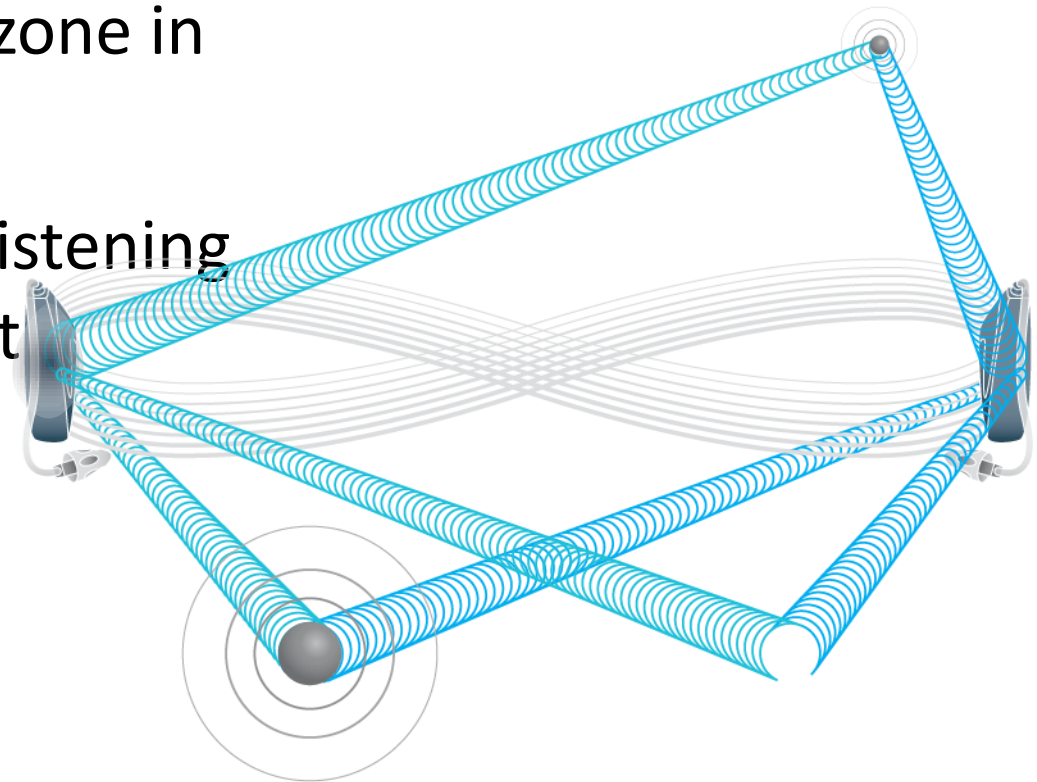
- Normal hearing system can:
  - Detect and focus on speech
  - Tune out unwanted “noise”
  - Automatically minimize annoying sounds to enhance speech

*Hearing loss disrupts these natural abilities*

*Hearing aids can help*

# Hearing in noise: SpeechZone™

- Both hearing aids work together to automatically zone in on speech
- More natural listening in the toughest situations
- Automatically



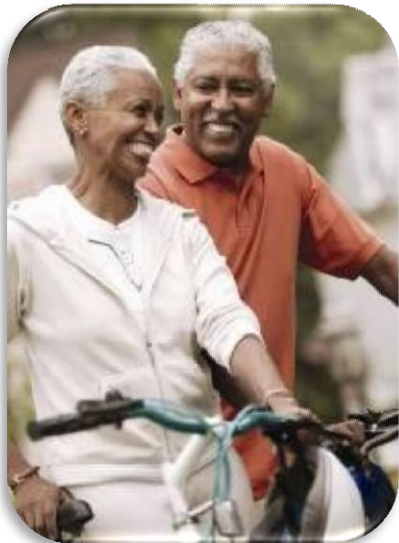
# Hearing in Noise:

## Directional Microphones

- Directional Microphone
  - Sound from the front is enhanced
  - Face-to-face conversations are amplified
  - Sound from behind is reduced. Noise is suppressed

# Noise Management and Analysis

- Continually analyzing incoming sounds.
- Identifies the acoustic sound patterns as speech or noise.
- Tailors amplification based upon your individual hearing loss.
- Preserves speech understanding while minimizing the negative effects of noise.



# Tinnitus Management

## Over 50 Million Americans Effected

- Tinnitus = ringing/buzzing in the ears
- Causes:
  - Hearing loss
  - Exposure to loud sounds
  - Ear infections
  - Some medications
  - Other: smoking, alcohol
  - Aging
  - Stress
  - Excessive ear wax
  - High blood pressure
- There is ***NO cure*** for tinnitus but a promising feature is now available.
- Introducing the Widex Zen Tinnitus Therapy Program



# Xino Tinnitus

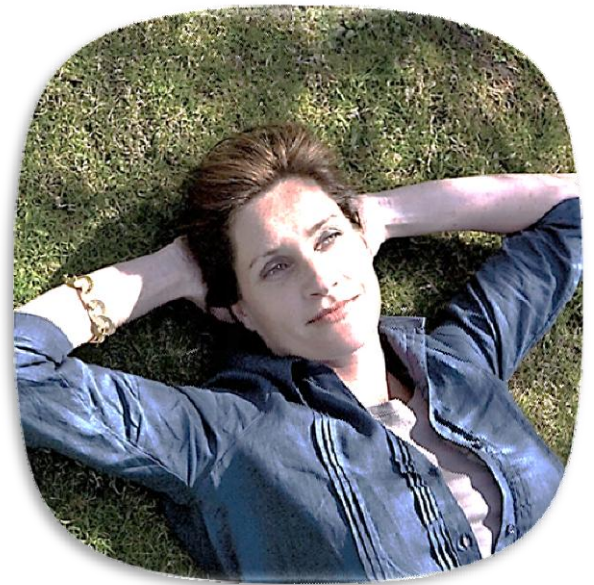
- Nearly invisible in-ear device
- Soothing sound options that you can fine-tune to counterbalance the unique irritating sound you hear
- Ability to adjust stimulus sound frequency, modulation and volume
- Provides tinnitus relief and can perform as a hearing aid
- Available in Basic & Advanced Technology Levels





# Widex Zen Therapy

- Specialized sound therapy program used for tinnitus management and treatment.
- Zen tones are clinically proven effective in reducing adverse reactions to tinnitus.
- Provides relaxation and can improve concentration.
- Only available in Widex hearing aids.
- Available in all levels and styles.



# Hearing Aid Accessories

- Remote control
  - Enables wide range of adjustments to your hearing aids for hand-on control
  - Simple, easy-to-use option as well
- Bluetooth interface
  - Wireless connectivity to a range of audio sources and remote control capability
  - Television streaming
  - Remote microphone to hear companions easily in challenging environments

# Hearing aid Accessories

# Wireless Connectivity

**DREAM™**  
TRUE-ISP Technology

- Introducing WIDEXLINK™ -
  - Revolutionary wireless communication designed specifically for hearing aids.
  - Patented - created and owned by Widex.
  - Providing high quality stereo sound, echo-free wireless communication to external audio devices.
    - Cell-phone, TV, Stereo, I-Pod, DVD Player
  - Utilizing DEX assistive listening devices from Widex.

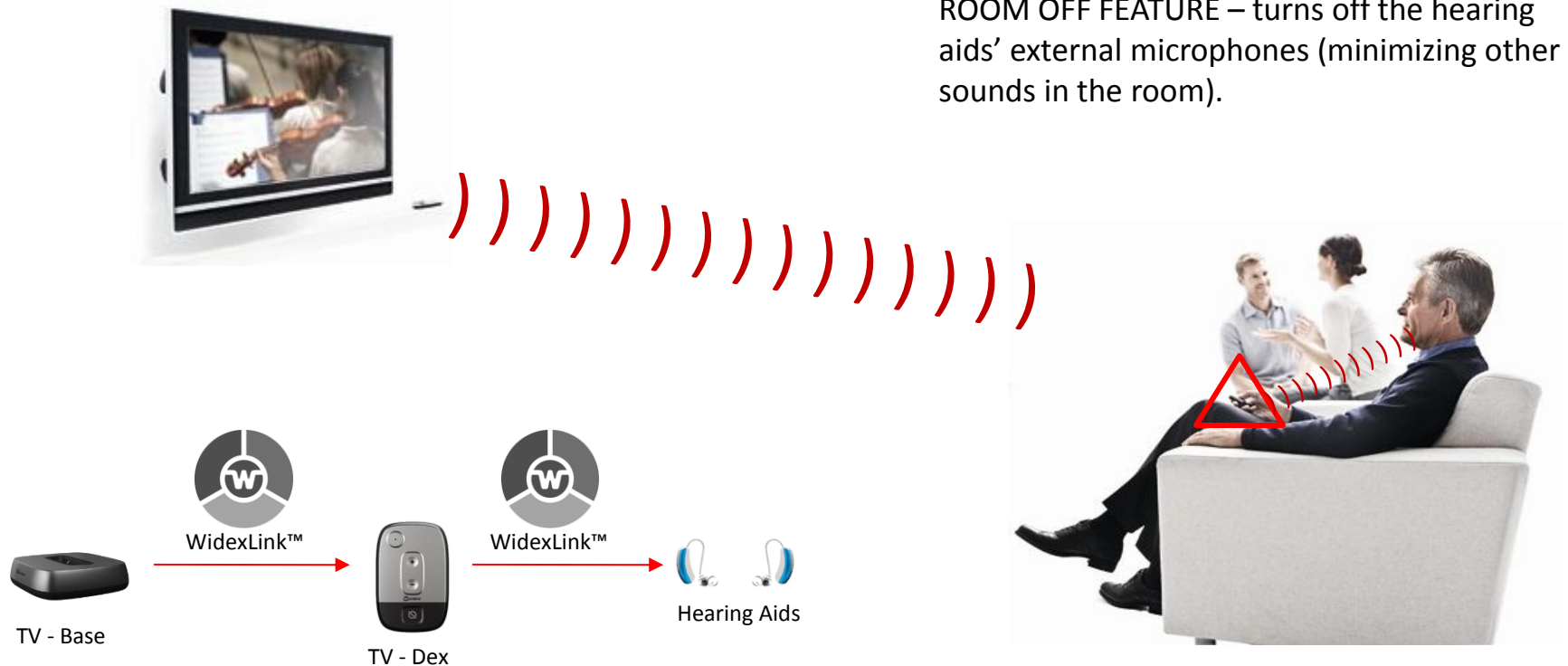


Wireless DEX™ Devices

# Wireless Connectivity

## TV-DEX

ROOM OFF FEATURE – turns off the hearing aids' external microphones (minimizing other sounds in the room).



# Wireless Connectivity

## M-DEX

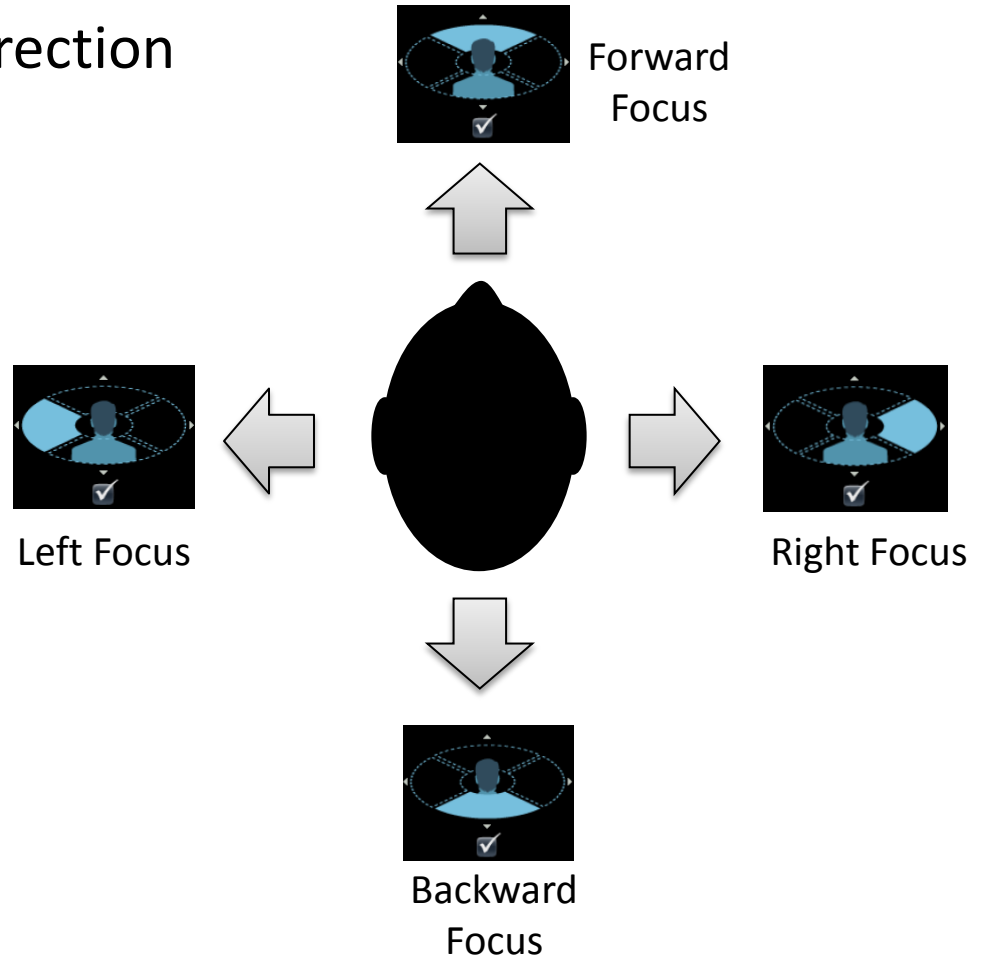


- ROOM OFF FEATURE – turns off the hearing aids' external microphones (minimizing other sounds in the room).



# Focused Listening

**FREE FOCUS =**  
Control Listening Direction



\* Available ONLY with the M-DEX

# Surflink accessories

- WIRELESS HEARING AIDS
  - Combined with SurfLink® accessories, you can easily enjoy TV, music and cell phone conversations
  - SurfLink Mobile
    - Microphone
    - Receiver
  - SurfLink Media
  - SurfLink Remote





# Unitron hearing aids: Optional accessories

## Smart Control remote

enables a wide range of adjustment in your hearing aids for “hands-on” control

## Unitron remote control

simple, easy-to-use control over your hearing aids

## uDirect™ 2

wireless or wired connectivity to a range of audio sources and remote control capability

## uTV™ 2

for television the way it was meant to sound

## uMic™

hear companions easily in challenging environments



# VFUSION RECHARGEABLE BATTERY SYSTEM

- Convenience
  - Replace VFusion batteries once every 6 months
  - No longer need to carry spare batteries
  - Battery Life per charge: 16-18 hours
  - Recharge time: 6 hours
- Environment Friendly
  - 95% of the battery elements can be recycled and reused
  - Compatible with non-wireless hearing aids using size 13 and size 312 batteries

VFUSION™



After purchasing a hearing aid

# Realistic Expectations of Widex Hearing Aids

- Dynamic range of hearing – soft sounds audible and loud sounds are comfortable.
- Significantly improved hearing in most situations.
- Improved hearing in moderate amounts of background noise.
- Understanding speech better when hearing aids are worn consistently.

# Realistic Expectations

- Expect your own voice to sound different
- Expect sounds to be louder than you remember
- Expect to hear things you have not heard for awhile
- Expect certain listening environments to be easier than others
- Expect sounds to become more natural in three to four weeks
- Be patient! It take time to adapt to new stimulation

It's time to get  
more out of life





- Providing complete hearing healthcare services to the community since 2002
- We are opening a brand new state-of-the-art facility in April on Wyoming Springs Drive in Round Rock
- Our staff consists of:
  - Oscar Tamez, M.D.
  - Jill Mendez, Au.D.
    - Audrey Suarez, office manager
    - Kristine Salazar, reception
    - Nettie Natal, check-out
    - Renae Whinery, Medical Assistant
    - Valarie Thamez, Medical Assistant



- What sets us apart:
  - Medical practice for comprehensive ear care
  - No sales pressure
  - 2 week free trials
  - No return fee after trial period
  - Same day appointments if necessary



# Lunch and Listen

- Who:
  - Current hearing aid users who are not happy with their performance in background noise
- What:
  - Free lunch to demo Widex hearing aids
  - Please bring current hearing aids to compare
- Where:
  - Salt Grass Steakhouse, exit 254 Round Rock
- When:
  - April 17<sup>th</sup> at 12:00

*Please sign up so I can set up an appointment to program the demo hearing aids and order earmolds if necessary*