



THE  
**DERBY HEARING CENTRE**  
*"it's all about you"*



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# How Hearing Loss Occurs

To understand why hearing loss is so pervasive, it's important to first understand how hearing loss happens.

Hearing loss happens when any part of our delicate hearing system stops working properly, whether it's due to damage or deterioration. The most susceptible and common parts to break down are the microscopic stereocilia, the thousands of tiny hair cells that detect and send sound impulses to the brain.

When these tiny hair cells become injured, diseased or die naturally, the result is nerve loss. This is by far the most common type of hearing loss.

*Many things can cause our hearing system to stop functioning properly, though the main causes are: Natural aging process Excessive noise Infections Variety of diseases, i.e. Meningitis Injuries to the head or ear Birth defects Genetics Ototoxic reaction to drugs or cancer treatment (e.g., antibiotics, chemotherapy, radiation)*



# What it's like to have Hearing Loss

You can't recreate a typical hearing loss simply by plugging your ears. A person with normal hearing can hear quiet, medium and loud sounds that vary from low pitch to high pitch with amazing clarity and definition.

But when you have hearing loss, you often lose the ability to hear higher pitched sounds, like the sound of a mosquito near your ear, women's and children's voices, or consonants like T, S and F. Even though you still may be able to hear strong vowel sounds such as A, E and I, speech becomes harder to comprehend.



Research has shown that exposure to loud sound can damage nerve pathways yet leave sensitivity to very soft sounds intact. The result is that speech and music at the levels we like to listen can be distorted, making understanding very difficult. This is why “I hear, but cannot understand,” is a common complaint



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# Hearing Loss Checklist

Now that you know more about hearing loss, how do you know if that's what you're experiencing? This quick yes/no quiz might hold the key.

YES	NO	
		<i>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."</i>
		<i>You find yourself complaining that some people mumble or slur their words.</i>
		<i>You have difficulty understanding what's being said unless you are facing the speaker.</i>
		<i>You are continually asking certain people to repeat words or phrases, though they feel they are speaking loud enough.</i>
		<i>You prefer the TV or radio louder than others do.</i>
		<i>You have difficulty understanding conversation within a group of people.</i>
		<i>You avoid group meetings, social occasions, public facilities or family gatherings where listening may be difficult.</i>
		<i>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.</i>
		<i>You experience ringing, hissing, buzzing, whistling, roaring or even chirping noises in your ears.</i>

If you answered "yes" to any of these questions, then it's time to choose better hearing.



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# Tinnitus

Tinnitus (“TIN-a-tus” or “Tin-EYE-tus”) is the medical term for the sensation of hearing sound in your ears or head when no external sound is present. It’s commonly described as “ringing in the ears.” However, for some people it may sound like hissing, buzzing, whistling, roaring and even chirping.

The important thing to know is that tinnitus is not a condition or a disease. Instead, it’s a symptom — typically of something bigger, like an ear infection, high blood pressure or, most commonly, hearing loss.

## Quick tinnitus facts:

- Tinnitus is the number one disability for military veterans
- Tinnitus can occur at any age, and may begin suddenly or progress gradually
- The most common causes of tinnitus are: - Noise exposure (e.g., from shooting or machines at work) - Aging - Head injury - Side effects from medication



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# Why seek a 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.



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# 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.

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.



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# How Hearing Aids work



Be informed

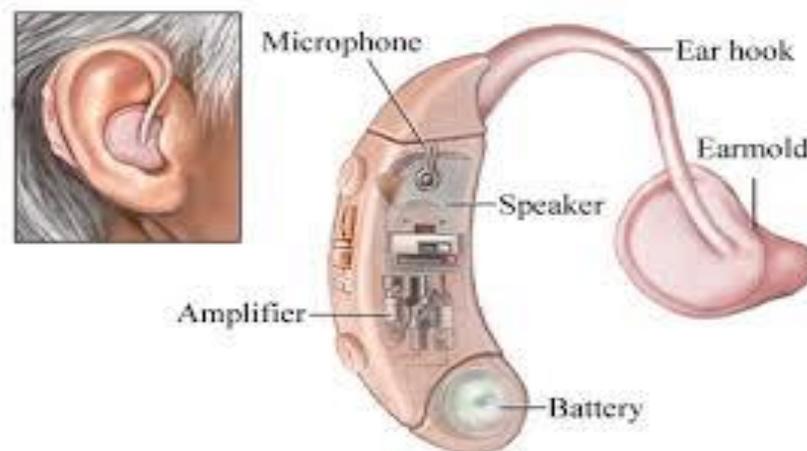
If your hearing healthcare professional recommends hearing aids, you'll want to be ready with questions. So let's review what you should know about hearing aids.



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## How hearing aids help

Have you heard negative comments about hearing aids? That's because the basic premise of hearing aids is to amplify sound. And until the late '90s, that's literally all they did — made everything louder. Today's hearing aids are designed to do so much more to keep you comfortable and in touch with the world around you.



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## 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.



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- 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 aids 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 hearing aids.



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## Wireless connectivity

- Wireless hearing aids allow for more advanced connections between devices. With accessories that 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.



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# Features for devices connected to iPhone

Certain 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.



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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.



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# 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, lifestyle needs, and budget. 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.



# Costs

One of the first things first-time hearing aid buyers want to know is “How much is a pair going to cost?” The answer is, “It depends on what you need.” In other words — people have different hearing needs, not all hearing aids are alike, and not all service packages are the same.

When considered along with other quality-of-life items that you pay for monthly (for instance, cell phones, cable TV or even coffee), the financial investment is very comparable and definitely worth it.

Remember, too, that hearing aids are highly sophisticated medical devices fit by educated and trained professionals, and typically include additional benefits and services like follow-up visits, repairs and counselling.

There’s a range for a reason

Like many things you buy — from televisions to mobile phones to glasses — there is a wide range of pricing that applies to hearing aids. They’re available in a variety of styles, with a range of high-tech features, which means you’ll typically pay less for big and basic than you will for hearing aids that are little and loaded.

Features discussed earlier that cancel noise, eliminate feedback, improve high-frequency audibility and enable direct connectivity to phones, TVs and music greatly improve performance and enhance everyday listening, but also increase costs. For details on pricing and financing options, talk to your hearing healthcare professional.



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## **Established 1963 the longest serving hearing practice in Derby**

Hearing care second to none in the midlands - we can come to you if you have difficulty getting in to us. New invisible technologies available from all manufacturers. New rechargeable hearing aids from Phonak and Siemens. Hearing aids that can connect to your phone making phone conversations listening to easier. Stream tv and music directly into your hearing aids.

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