



Your Guide to

Better Hearing



DID YOU KNOW?

Did you know that **ONE IN EVERY TEN** Americans has hearing loss?

That's **30 MILLION** people in this country alone!

And the figures climb to **ONE IN THREE** for people over 65. As the baby boom generation reaches retirement age, the number is climbing; by the year 2030, there will be nearly **50 MILLION PEOPLE** in the U.S. with impairment significant enough to warrant a hearing aid.

What's more, another **10 MILLION** Americans have suffered hearing loss due to noise damage, and **30 MILLION** more are exposed to dangerous noise levels each day.

And despite recent scientific advancements making hearing technology affordable and effective, only **ONE OUT OF FIVE** people who could benefit from a hearing aid actually wears one.

In other words, if you're experiencing the early signs of hearing loss and don't know what to do, **YOU'RE NOT ALONE.**



THE NEGATIVE IMPACT OF HEARING LOSS

We don't hear with our ears. Our ears receive sound, but we actually "hear" with our brain.

The brain analyzes the signals our ears receive, processing them so we can understand and make sense of the sounds around us. This system allows us to listen to music, communicate with others, or turn toward the voice of someone we love. But accurate hearing also helps us learn.

Even mild hearing loss can interfere with one's life and ability to process information. Studies show that children with hearing loss lag academically. They are slower to develop speech and to learn to read.

Adults suffer too. Just a slight hearing loss can have a negative impact on your ability to learn, socialize and enjoy life. Untreated patients repeatedly say they are less likely to go out to crowded restaurants, for instance. They miss important information in meetings and make frequent – often embarrassing – errors at work. As the problem grows worse, people avoid talking to them because of the strain.

For all of these reasons, it's critical to get help.



WHAT ARE THE EARLY SIGNS?

Hearing loss tends to occur slowly, over a period of years. Because of this, many people are not aware of the problem until others point it out. Despite the fact that hearing loss is very common – affecting more than ten percent of all Americans – and increasingly treatable, sufferers often are reluctant to seek help.

If you're being told by your spouse, children, or friends that you turn up the television too loud or ask them to repeat themselves more often than you used to, you should listen. And if you find yourself avoiding social situations because it's become a strain to carry on conversations, it's definitely **time for a hearing evaluation**.

Untreated hearing loss is isolating and it can be mistaken for far more debilitating diseases, such as Alzheimer's. This means it can negatively affect your life in a number of ways: damaging your relationships, your enjoyment of simple recreational activities, even your career and reputation.

The best way to determine if you're suffering from hearing loss is to make an appointment with a specialist and undergo a screening. It's quick, painless, and most hearing care professionals provide these tests free of charge.

SELF EVALUATION

But if you want more information to help you decide whether now is the time to be tested, take this quick self evaluation:

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1. Do you experience ringing or noises in your ears? yes no

 2. Do you hear better with one ear than the other? yes no

 3. Have any of your relatives had a hearing loss? yes no

 4. Have you had significant noise exposure in your lifetime? yes no

 5. Do you find it difficult to follow a conversation in a noisy restaurant or crowded room? yes no

 6. Do you sometimes feel people are mumbling or not speaking clearly? yes no

 7. Do you experience difficulty following the dialogue in movies or at the theater? yes no

 8. Do you sometimes find it difficult to understand the speaker at a meeting or religious service? yes no

 9. Are you having trouble keeping up at work because you often miss key pieces of information? yes no



SELF EVALUATION

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10. Do you find yourself asking people to speak up or repeat themselves often? yes no
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11. Do you find men's voices easier to understand than women's? yes no
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12. Do you experience difficulty understanding soft or whispered speech? yes no
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13. Do you sometimes have trouble understanding when on the telephone? yes no
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14. Does a hearing problem cause you to feel uncomfortable when meeting new people? yes no
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15. Do you feel your hearing prevents you from fully experiencing your life? yes no
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16. Could your safety or the safety of your loved ones be compromised by your hearing? yes no
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17. Does a hearing problem cause you to visit friends, relatives, or neighbors less often than you used to? yes no
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18. Do you participate in fewer family functions than you have in past? yes no
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19. Are you feeling isolated because you are missing out on everyday conversations? yes no
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A yes to any 1 or 2 of these questions could indicate you have hearing loss. Yes to more than 3 of these questions means a professional screening is necessary.



WHY BOTH EARS?

BECAUSE BALANCED HEARING IS BETTER HEARING.

Even with technology breakthroughs in hearing aids, one ear simply cannot do the work of two. Hearing with both ears is far more effective, helping your brain recognize sounds and distinguish individual strands of speech in a noisy room. In addition, it's much easier to tell where a sound is coming from – and turn to it appropriately – if you hear it in stereo, as nature intended.

Hearing with both ears is also far more comfortable. With both ears working together, less amplification is needed to hear everyday sounds. And lower volume means less distracting background noise.

Finally, your experience of hearing will be exponentially better. People who wear two hearing aids report a rich, full, natural sound quality.

Both ears give you the hearing you deserve.



CHOOSING TO TAKE THE NEXT STEP

BETTER HEARING BEGINS WITH YOUR DECISION.

Make the choice to do something about your hearing loss today. Your Micro-Tech professional is ready to help. Together, we'll explore the latest and most sophisticated treatment options. We'll show you how to make the right choice for your individual lifestyle needs.

So take the first step and get ready for better hearing. Hearing clearly again will have a positive impact on your relationships, your career and your leisure activities. Even more important, it will improve your life every day.

NOTES



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