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Special Offer Inside!

Hearing Aid Myths: How Times Have Changed *Continued...*

Myth #4 - Hearing aids whistle so you can't talk on the phone. Used to be that way but not anymore thanks to digital technology. Even entry-level hearing aids come with automated feedback suppression to alleviate this problem. With Bluetooth you can even connect to your phone wirelessly.

Myth #5 - Hearing aids are big, clumsy and uncomfortable. Actually quite the opposite. Today's hearing aids are stylish, discreet pieces of art. In fact many are winning consumer electronic design awards left and right for their innovative and stylish design. **Remember Hearing Loss is more noticeable than hearing aids.**

Myth #6 - People fumble to adjust their hearing aids. Today's digital hearing aids have automated convenience that not only detects sound levels but adjusts automatically to the wearer's particular needs – no fumbling required.

Myth #7 Are Hearing Aids Expensive? Hearing aids are expensive. Expensive is a relative term. The cost of hearing aids has actually decreased over time, when compared to the rate of inflation. With an average lifespan of 3-5 years or more, the cost per day of a pair of highly featured, advanced instruments is about \$3 – less than a large latte at your favorite coffee place. Isn't your hearing and well being worth that?

See a hearing care professional today to discover what you've been missing and forget the myths. Things have changed. Really changed.

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Do I Have Hearing Loss?

Several people have told me I should have my hearing tested, but I think I hear just fine, people just mumble. How do I know when it is time for a hearing test?

A few potential indicators to know if you are experiencing difficulty hearing may include asking people to repeat what they have said, having difficulty hearing in background noise, difficulty hearing women and children, complaining others seem to be mumbling, hearing conversations but having difficulty understanding the words or if the TV volume needs to be louder. It's true that not all people enunciate as clearly as others, but in reality there have been people that mumble throughout history and there is probably not a higher percentage today than in the past. The fact of the situation is, if hearing levels are in the normal range, you can generally understand people in spite of their poor speaking habits.

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Don't Let Hearing Loss Dampen Family Festivities



If you have a family member or friend with hearing loss, the holidays bring unique challenges. While many people look forward all year to family gatherings and holiday parties, those with hearing loss may feel apprehensive or anxious.

One of the first signs of hearing loss is difficulty hearing in noisy environments. It can be especially difficult to understand speech over background noise like dinner music or a football game on TV. This is due to high-tone, nerve-type hearing loss that affects consonant sounds (necessary to understand words) that are in high frequencies.

It can be confusing because in quiet environments, a person may be able to hear and understand speech just fine. But add back-

ground noise, and he or she may only hear a low drone and miss the high-frequency sounds of speech.

"Just Getting By" Means Missing Out It's estimated that 10% of the U.S. population has hearing loss. Many don't know they have a hearing problem or are reluctant to seek help. They may feel embarrassed or think they can "just get by" without treatment. But that means asking others to constantly repeat themselves, feeling left out of conversations and not fully participating in festivities that could create cherished memories. Neglecting hearing health can lead to increased feelings of isolation and even depression.

Many people experience depression during the holiday season for a variety of reasons, including health problems. Adults who suffer from untreated hearing loss are more likely to report feelings of depression and anxiety than those whose hearing loss has been treated.*

How to Offer Support and Encouragement

Family members and friends can encourage those with hearing loss

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