



TO SCHEDULE A HEARING EVALUATION OR FOR MORE INFORMATION CONTACT:

A large, empty rectangular box with a dashed border, intended for contact information.

ReSound helps people rediscover hearing solutions that emulate the function of the natural ear. Our aim is to give you the opportunity to live a rich, active and fulfilling life unaffected by hearing loss.

resound.com

ReSound

rediscover hearing

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HEARING HEALTH

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Helping your
loved one
hear better

ReSound

rediscover hearing

Untreated hearing loss can affect family, friends and life.

When someone starts losing their hearing, it can impact their life and the lives of those closest to them - family, friends and loved ones.

It can be difficult to watch an active, engaged family member or friend change into someone different - especially in social settings.

You may begin to feel frustration at having to repeat yourself, adjust the TV volume or raise your voice. These feelings are common.

Hearing loss can be overwhelming for both you and your loved one. Your family member may not realize the extent of their hearing loss and its impact on others. In fact, it often takes years for most people to acknowledge their hearing loss and take action.

If a loved one you know is experiencing signs of hearing loss, know that you are not alone. Together, we can help, so your loved one can continue to live a rich, active and fulfilling life, unaffected by hearing loss.

Treating hearing loss is important

It is common for people to disregard their hearing loss for five to seven years. By putting off the inevitable, it becomes harder to rectify the problem.

When the hearing nerves and the areas of the brain responsible for hearing are deprived of sound, they atrophy (weaken) making improving hearing through the use of a hearing aid, much more difficult. So the longer your loved one waits, the longer it may take to hear well again.

BENEFITS OF TREATING HEARING LOSS



Relationships

Relationships rely on good communication. Hearing loss can hinder the potential for responsiveness, but using hearing aids is the start to repairing communication.



Earnings

Hearing is critical to meeting one's full potential at work. Studies show that risk of income loss can be reduced by using hearing aids.*



Cognitive skills

Studies show that seniors with hearing loss are more prone to dementia, but by using hearing aids, they likely can improve their cognitive skills.*



Happiness

Hearing loss can make people feel frustrated and alone. Restoring the ability to engage socially and live confidently boosts quality of life.



Self-confidence

Using hearing aids to bring back the gift of sound can improve one's sense of control and self-confidence.

* Better Hearing Institute (BHI). Addressing Hearing Loss Proves Win-Win for Both Employer and Employee. Accessed May 2015.



Types and causes of hearing loss

Hearing loss can be categorized by which portions of the auditory (hearing) system are affected. When the delicate hair cells of the inner ear are affected, it is referred to as **sensorineural hearing loss**. When the structures of the middle ear that are responsible for transmitting the sound to the inner ear are affected, it is referred to as **conductive hearing loss**. In some cases, people can experience both, which is called a **mixed hearing loss**.

Hearing loss can affect any age, gender or ethnicity. Common causes of hearing loss include:

- Advanced aging
- Exposure to extremely loud or continuously loud noise
- Certain medications
- Genetics
- Infections or virus
- Birth defects
- Head or ear trauma

Recognizing hearing loss

The older we get, the more likely we will experience hearing loss. In fact, over 5% of the world's population experiences some degree of hearing loss.*

Take our quick quiz to find out if your loved one may be experiencing hearing loss.

DOES YOUR LOVED ONE...	YES
Complain that you mumble a lot?	
Fail to respond when you call to him or her from another room or behind his or her back?	
Contribute very little at meetings, restaurants or family gatherings?	
Have the volume up very high when he or she watches TV or listens to the radio?	
Tend to withdraw from groups when socializing?	
Have difficulty holding a conversation in background noise?	
Ask you to repeat yourself?	

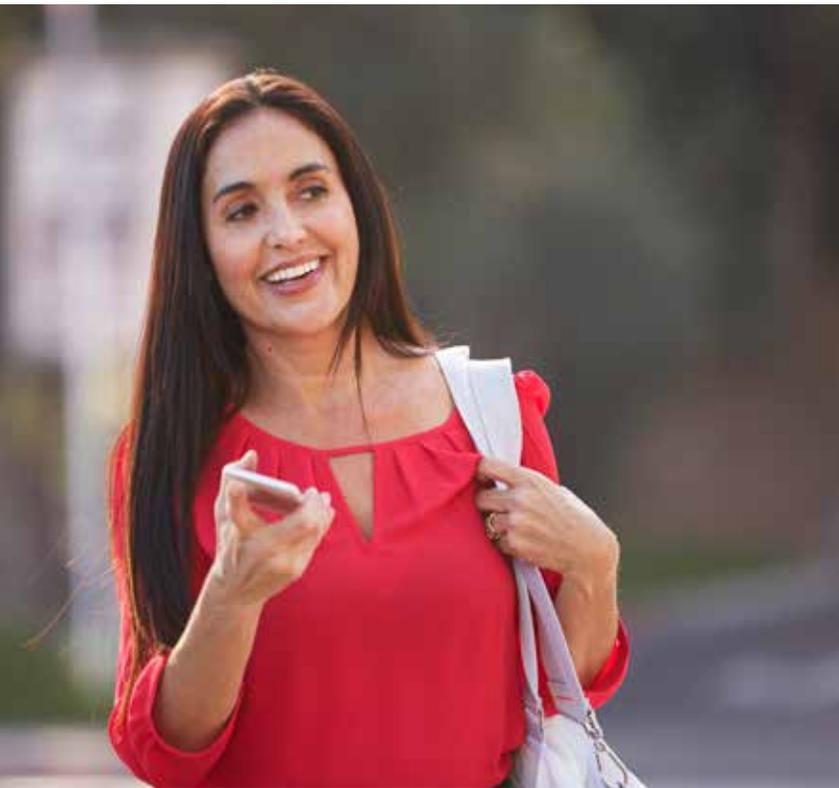
If you answered "yes" to one or more of these questions, we strongly recommend encouraging your loved one to schedule an appointment with a hearing care professional as soon as possible.



How you can help a loved one hear better

Do you suspect someone in your family is experiencing hearing loss? Here are a few ways you can offer your support:

- Let them know you care about their hearing and that they have your support.
- Suggest that they have their hearing checked by a hearing care professional – the sooner the better.
- Offer to make an appointment with a hearing care professional and go with them if they wish.
- Remind them that the success rate of hearing loss treatment is high – so they have nothing to lose and everything to gain.
- Above all, be patient, stay positive and supportive.



First steps to better hearing

During the first visit to the hearing care professional, your loved one will have their hearing assessed in a few steps. These include:

- STEP 1** | Answering some simple questions about their hearing experiences
- STEP 2** | Having their ear canals checked for obstructions
- STEP 3** | Listening and responding to different tones and speech samples

As the session progresses, the hearing care professional completes a hearing chart (audiogram) showing the range of pitch and loudness of sound your loved one can hear. If the results suggest hearing loss, the hearing care professional will recommend hearing aids, if appropriate.

MODERN HEARING AIDS ARE SMART

Today's hearing aids are smaller and smarter than ever. Many can connect wirelessly to mobile devices and stream sound directly to the hearing aids. And they can even be controlled and personalized with apps.

Hearing aids are no longer a sign of aging. Modern hearing aids not only address hearing loss, they enable those who wear them to engage in life as easily and enjoyably as anyone else.

