



TO SCHEDULE A HEARING EVALUATION OR FOR MORE INFORMATION CONTACT:

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Understanding hearing loss

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

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rediscover hearing

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Connect to the world and rediscover hearing.

For most of your life, hearing has been effortless. You listened without thinking, conversed with ease and woke from sleep to subtle noises.

Lately, things have changed. You are now asking people to repeat themselves. You leave meetings feeling exhausted. And, you realize the TV is too loud for everyone - but you. Do you still wake to the smell of coffee, but no longer hear its gentle drip?

Know you are not alone. Hearing loss affects one in three adults and is the third most common health problem in the United States.* Together, we can help you rediscover your hearing, so you can live a rich, active and fulfilling life, unaffected by hearing loss.

Signs of hearing loss

Hearing loss is often gradual and, therefore, its effects are not immediately obvious. It is not easy to recognize a change in one's own hearing. Most often, it will be a friend, family member or loved one who will notice subtle changes in your behavior, such as:

- Missing parts of conversations
- Difficulty hearing in noisy environments
- Complaining of muffled speech
- Straining or difficulty understanding words
- Asking to turn up the volume on TV or radio

In addition, you may notice communication difficulties, specifically with “understanding” certain words. This is common, because most often hearing loss will first affect your ability to hear higher pitched consonant sounds (S, F, SH, CH and TH).

These particular consonants are key in distinguishing words and understanding speech clearly. And depending on the severity of the hearing loss, words may still be heard but not understood properly, thus making it more challenging to participate in conversation.

* WebMD, accessed December 2015.

Recognizing hearing loss

Take our quick quiz to find out if you might be experiencing hearing loss.

DO YOU...	YES
Feel like people are mumbling a lot?	<input type="checkbox"/>
Contribute little at meetings, restaurants or family gatherings?	<input type="checkbox"/>
Need to turn up the volume on the TV or radio?	<input type="checkbox"/>
Feel it is difficult for you to hold a conversation with background noise?	<input type="checkbox"/>
Miss key words in a conversation?	<input type="checkbox"/>
Have difficulty carrying on a conversation on the telephone?	<input type="checkbox"/>
Often ask people to repeat themselves?	<input type="checkbox"/>
Have a family member or friend mention you might have a problem with your hearing?	<input type="checkbox"/>

If you answered "yes" to one or more of these questions, you could benefit from a hearing evaluation.



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







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 you wait, the longer it will 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.

Untreated hearing loss can affect friends, family and life.



Finding the right expert for you

Most family practices or general practitioners do not routinely screen for hearing loss. Therefore, if you are concerned about your hearing, you will need to schedule an appointment with an ear physician or hearing care specialist. Types of hearing care professionals include:

Audiologist: A licensed healthcare professional (AuD) who is trained to evaluate hearing loss and related problems, including balance disorders and tinnitus. Audiologists also provide hearing aids.

Hearing Instrument Specialist: A licensed and trained professional who can provide hearing aids.

Ear-Nose-Throat Physician (also known as ENT or Otolaryngologist): A medical doctor (MD or DO) specializing in the diagnosis and treatment of the ear, nose and throat who can provide medical and surgical treatments for certain types of hearing loss. Many work closely with audiologists or hearing instrument specialists.

First steps to better hearing

A hearing evaluation, also known as a “hearing test,” typically includes several tests that provide several assessments to determine a person’s hearing sensitivity.

During the first visit to a hearing care professional, you will have your hearing assessed in a few steps.

These include:

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

As the session progresses, the hearing care professional will complete a hearing chart (called an audiogram) showing the range of pitch and types of sound you can hear. If the results point to 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.

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.

