The Sounds of Life

That which adds meaning, emotion, and beauty to our lives.

This Special Issue is Devoted to All Who Suffer From Hearing Loss

Former Hearing Aid Specialists Team of 26 years reveals powerful insights about hearing transformation

Committed to your understanding regarding the ignorance and effects of hearing loss

Get the real scoop on Hearing Aids & this thief called Hearing Loss

Don’t let ignorance and this thief rob it from your life!

Arm yourself with the power of knowledge

Save time, frustration, hundreds and even thousands of dollars

Starting with this first article that uncovers the reality

The High Price You Pay to Keep Your Hearing Loss

What did the judge say?

Mr. Hearing Loss is a thief and if most knew the havoc he spreads we would not let him get away with it.

According to health experts, “Spon-

aneous interchange is vital to our hu-

man health and bonding process.”

Hearing for most of us determines our lifestyle, our goals, ambitions, and our opportunities. It acts as our radar system for our safety and security.

For some with fading hearing abili-

ties, it seems important to continue to

maintain a façade of spontaneity in any

given situation. When the social envi-

ronments present themselves, often the hearing impaired individual must laugh whole heartedly at the unheard punch line, or vigorously applaud for no other reason than everyone else is doing so.

It’s a fact that 96% of those with hear-

ing loss are in denial. The invisibility of

hearing loss makes it almost transparent

to the sufferer. As the problem develops worse to the state of moderate hearing loss, it becomes still easy to deny that they have a hearing problem or are convincing themselves that it’s still too early for help.

So, while it is progressing worse and worse, the hearing impaired become more psycho-socially inhibited, keeping them from seeking after and accepting hearing assistance that is available to them and their loved ones.

And then we have the added John Wayne Syndrome, which we will discuss later. Their continual denial and refusal for help or to accept their problem causes them to live in their own distorted perspective in a nearly constant offen-
sive strategy to hide their problem for fear of being discovered and found out.

In many instances, they have to bluff their way through even the most trivial and mundane social situations. This is the social equivalent to fight or flight which is a conscience avoidance of any potential communicative situation such as Church, family gatherings, noisy restaurants and clubs, all of which usually can test their bluffing skills to the max!

Perhaps the situation calls for him to visit with a handful of friends and family in his living room where the lights are low, the television is blaring, and some are sitting at a distance. That situa-
tion can be tough with normal hearing, but with hearing loss it’s almost impossible.

Instead of relaxing and enjoying the moment, he is in the throes of almost in-
surmountable communication obstacles. More pressure, more tension, anxiety and energy is spent trying to catch the conversa-
tion. No wonder he is frustrated and exhaust-
ed. No wonder he falls asleep in Church.

If you can’t hear it why bother to listen?

Often a feeling of being left out takes over and he becomes increas-
ingly resentful about his experi-

ences and lack of sensitivity to him.

Drawn inward from his pain he can at times become negatively self cen-
tered. He has finally lost control and there is no relaxation for him. It is simply not fun anymore! He attempts to survive socially but he feels intellectually chal-

lenged as the topic keeps changing con-
tinually before he can add in his two cents.

Interactions become forced, belabored, repetitive, and worse - his responses become inappropriate and embarrass-
ing. With those kinds of humiliating mistakes the person feels slapped down, and the fear of repeating such an in-
cident can be a losing gamble at best.

In a moment he may temporarily for-
get his pain and regain his confidence, only to unintentionally once again put himself in the uncomfortable and em
Signs of Hearing Loss... Are You Suffering?

Asking friends and family often to repeat. Frustration from not clearly understanding others. Trouble from not understanding speech on television with normal volume levels or loud T.V. Difficulty understanding in competing noisy environments. Inappropriate behavior. Misinterpretation & misunderstandings with friends, family, and associates. Avoidances. Embarrassment from not hearing in awkward new introductions when meeting new people. Loss of confidence for participation. Anger, resignation and lowered expectations. Becoming dependent on everyone else to be your ears.

Some serious reasons for permanent Hearing Loss

Continued from page 1

barrassing spotlight, which may be an experience he would prefer to forget and avoid at all costs. Hence disappearing now into his own state of a frozen shell or mental created prison. He is misunderstood from his lack of assertiveness and spontaneity. He is frozen trying to figure out the minute details which have been lost in the con-fusion! The conversations are all happening too fast for him to keep up with and process. His irrational social fear, defensive-ness and personal insecurity all surface. Further anger, blame, and con-fusing misunderstandings are all a part of the slavery he has sold himself into. Resentment is displayed from hurt feelings of wanting to be a part of the conversation, but feeling locked out and all alone. This can be a strain on the spouse, as she feels like an abused victim from her sabotaged relationship. There is a loss of closeness and intimacy for both of them. What is happening she asks? She is smothered by his dependency on her, and then blamed for not speaking clearly enough. He is not just a cantankerous, opinion-ated or socially diminished individual. After all, he does have a legitimate hearing problem that really needs help. After all, he does have a legitimate hearing problem that really needs help. He is determined to fight this battle alone. Well if not I will continue! Even-tually the person is drawn in-ward and resigns themselves to going it alone into their quiet world, feeling sorry for themselves, unloved, depressed and eventually forgotten. What wants to be with anyone any-who is not going to have any fun? All of these self inflicted wounds give him plenty of ammunition and guilt which he can lay on his spouse. How can she take it any longer? What he doesn’t know is that his subconscious is working against their sense of security and ability to concen-trate. His imagination is dulled, opportu-nities dwindle, horizons darken, unsung and forgotten songs are no longer prompt-ed by the voice of loved ones beside him. He is doomed to disappointment, depression. How selfish and how sad. Fact: For a man to admit a hear-ing impairment and the willingness to accept the help for it at times tantamount to denying his man-hood, and is what we commonly re-fre to as the John Wayne complex. If a man has a chance to help his hearing and delays it, he tends to do so for another eight years. He will likely not be back until he sorely loses at Bingo or he is finally convinced that he is not just a cantankerous, opinion-ated or socially diminished individual. After all, he does have a legitimate hearing problem that really needs help. Little by little, day by day, it grows worse - about 5% worse per year - like a cancer on the hearing. Before long, only half the words are clear and many he can barley make out at all.

Most people think a hearing loss is just words and sounds becoming fainter. Not so! We come to find out that distortion is different. It’s how the sounds are perceived. Even if the words are loud enough, the Inner Ear interprets them as distorted. This gradually grows worse and worse with time. It can become permanent, ruining the ability to under-stand words and even limiting how much help can be obtained after correction. The longer the loss in either ear is ignored, the more deterioration there will be. A person thinks they may be able to get away with turning the TV louder or ask to repeat and talk loud-er, but they are usually greatly con-fused and disappointed when they still cannot under-stand the clarity. If help is sought early enough, studies and results have proven that the right hearing device, worn regular-ly, can actually slow down the spread of distortion as much as 90%. However, in order to stop distortion tomorrow, a hear-ing aid has to help you hear better today. This improved clarity exercises the nerve endings in your inner ear so that they do not become brittle and break off. This stimulation begins to replant the sounds will have no meaning. The longer you wait, the more your brain will forget and the greater the chance you will develop speech and other related disor-ders, including problems with your sense of direction and your balance. Hearing loss invisible? Far from it! Loud TV, loud repeating over and over again, loud talking and control-ling of the conversation. It looks a lot more notice able to me. That fact is, when it gets that bad a hear-ing loss is much more noticeable than a tiny custom hidden hearing aid. Chances are if the guy had his choice, he would appreciate the speaker having a megaphone or a mi-crophone to make every thing clear. Well isn’t a hearing aid just that? It’s a tiny PA amplification system that has been put in his ear. What price will you pay? How much is your hearing worth? Think about all of the value your ears and your brain have so far brought you to date. All the joy and mean-ingful experiences that have so far been a part of your life, and all of the many future surprising sounds and communications you will yet have.

What is your hearing worth to you?

My last statement is from someone who really understands and appreciates the meaning of communication. As Helen Keller once said: “Deafness is a worse misfortune than blindness, for it means the loss of the most vital stimulus – the sound of voice that brings language, sets thoughts asfir, and keeps us in the intellectual company of man. Without my eyesight I am inconvenienced, without my hear-ing I am isolated and lonely.” Thanks to today’s advance-ments and caring professionals you don’t have to remain alone! We at ___________Hearing, and I am sure your loved ones, stand strong to support you in this process. May you truly find your way to better hearing!

Written by: Daniel L Finlay Audioprosthologist and Max Char-trand PhD. Special facts and infor-mation supplied by and special thanks to Max Chartrand PhD, author and Hear-ing Educator Dr. Chartrand serves as di-rector of Research at Digicare Hearing and Research in Rye, Co. www.digicare.org. Special thanks to the following contributors: Daniel L. Finlay, Max Chartrand, S. Kocklin

Crop Failure in the Inner Ear – Communication Breakdown

Missing Hair Cells like a radio antenna - no longer able to tune into speech. You may have lost large portions of speech understanding

Hearing Loss... A Look Into its Devastating Effects

Its High Cost... continued

Close up of healthy row of hearing hair cells

Close up of hearing hair cells

Missing Hair Cells like a radio antenna - no longer able to tune into speech.
Ouch! Untreated Hearing Loss Affects Household $ Income!

Sergei Kochkin, Ph.D.  May 2007

In a survey of more than 40,000 households utilizing the National Family Opinion panel, hearing loss was shown to negatively impact household income on average up to $12,000 per year depending on the degree of hearing loss.

However, the use of hearing instruments was shown to mitigate the effects of hearing loss by 50%. For America’s 24 million hearing impaired who do not use hearing instruments, the impact of untreated hearing loss is quantified to be in excess of $100 billion annually. At a 15% tax bracket, the cost to society could be well in excess of $18 billion due to unrealized taxes.

While both treated and untreated hearing loss groups show deterioration of income as their hearing loss worsens, the income decline is cut in half for hearing aid owners. For example, the difference between decile 1 (mild) and decile 10 (profound) incomes as shown in figure 2 model is as follows: Unaided income differential - $20,300.

Aided income differential - $10,200.

The impact of non-treatment for hearing loss ranges from $1.7k to $11.7k per year depending on the severity of hearing loss; profiles diverge at the rate of approximately $1,000 for every 10% increase in hearing loss.

Hearing is a critical sense for effective communication in the work force. Most employment situations require verbal communication in order to effectively engage in commerce and deal with the public; effective hearing is also critical to assure safety on the job.

Without aided hearing, as this data and the literature shows, the hearing impaired individual can be expected to suffer losses in compensation due to underemployment, may make mistakes on the job, experience higher rates of unemployment and in general may experience an overall reduction in quality of life (i.e. anxiety, depression, social isolation, social paranoia, medical health, emotional stability, cognitive functioning, etc) which may negatively impact job performance.

Most hearing health professionals are aware of individuals who delayed hearing loss treatment well past their working lives due to fear of stigmatization on the job. This author is personally aware of a CEO who indicated that he had delayed treatment for his hearing loss due to vanity until he made a critical error which personally caused him to lose a million dollar contract. We have also talked with individuals who suffered needlessly during their school years with “hidden” hearing loss.

Unfortunately, untreated hearing loss is not hidden for it results in under-achievement for nearly all who delay treatment while they are in the prime of their life.

The tragedy is that untreated hearing loss impacts the individual and his or her family for the rest of his or her life in the form of lost wages, lost promotions, lost opportunities, and unrealized dreams, not to mention lower income in their retirement.


Danger! Caution! Hearing Loss is painful for everyone!

Isn’t it Time to Reconnect with those you love and the life you love?
Truth, Reality & Facts about Hearing Loss

Facts About Hearing Loss
* Hearing loss is the number one disability in the world.
* Hearing loss is the most preventable disability in the world.

* One out of every ten Americans (approximately 28 million) has a hearing loss. This number is expected to rapidly climb and nearly double by the year 2030.
* Hearing loss is greater in men.
* Among Seniors, hearing loss is the third most prevalent but treatable disabling condition, behind arthritis and hypertension.

* The hearing aid is the second most widely used assistive technological device after the walking cane.
* 95% of Americans with hearing loss could be successfully treated with hearing aids.
* Of those who have some degree of hearing loss, about one-third have damaged their hearing from excessive exposure to sound.
* 30 million Americans are exposed to dangerous noise levels each day.
* Percentage of inductees into the Rock and Roll Hall of Fame who are hearing-impaired: 60%
* Every seven seconds, a baby boomer turns 50.
* As a result of the aging population, between 1990 and 2050 the number of hearing-impaired Americans will increase at a faster rate than the total U.S. population.
* Americans with untreated hearing loss earned an average of $23,000 less than people with normal hearing.

Helen Keller’s Take on Deafness

“Deafness is a much worse misfortune. For it means the loss of the most vital stimulus—the sound of the voice that brings language, sets thoughts astir and keeps us in the intellectual company of man.”

Helen Keller, both a deaf and blind lady, upon being asked whether she considers vision or hearing more important, replied, “The problems of deafness are deeper and more complex, if not more important, than those of blindness.

“Deafness is a much worse misfortune. For it means the loss of the most vital stimulus—the sound of the voice that brings language, sets thoughts astir and keeps us in the intellectual company of man.”

What Helen knew, and what popular thought has often overlooked, is that the human sense of hearing represents the primary cognitive window into life itself. “Blindness cuts us off from things; deafness cuts us off from people…to be cut off from hearing [people] is to be isolated indeed.

Indeed, to one who hears normally, it may seem a strange concept that one can stand amidst a room full of fellow beings—engaged in excited conversation, bonding and enjoying each other’s company—and yet feel awkward and terribly alone.”

Aging, Dementia and Hearing Health

Uncorrected pronounced hearing loss renders the patient less responsive to medical treatment. Researchers at the University of Washington and the Harbor View Medical Center in Seattle in 1989 demonstrated that hearing impairment was twice as prevalent among older adults with diagnosed Alzheimer disease as with others. Furthermore, the greater the hearing loss the greater the symptoms.

As patients were aurally cut off from communication in their environment, they suffered and were more susceptible to depression and cognitive dysfunction. Mutrow and her colleagues studied 188 patients over 64 years of age who had varying levels of hearing loss. At the end of the four month period, the hearing aid group exhibited marked improvement in mental score testing.

Many with hearing aids reported they had started going to movies and spent more time with their families and friends than those who could not hear well. Those with Hearing Aids were happier and fewer were depressed.

How’s your Hearing?

Have you been tested?

Degree of hearing loss refers to the severity of the loss.

The numbers are representative of the patient’s thresholds, or the softest intensity at which sound is perceived.

<table>
<thead>
<tr>
<th>Degree of Hearing Loss</th>
<th>Measured in dB’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal</td>
<td>-10 to 15</td>
</tr>
<tr>
<td>Slight</td>
<td>16 to 25</td>
</tr>
<tr>
<td>Mild</td>
<td>26 to 40</td>
</tr>
<tr>
<td>Moderate</td>
<td>41 to 55</td>
</tr>
<tr>
<td>Moderately Severe</td>
<td>56 to 70</td>
</tr>
<tr>
<td>Severe</td>
<td>71 to 90</td>
</tr>
<tr>
<td>Profound</td>
<td>91 Plus</td>
</tr>
</tbody>
</table>


Hearing but not Understanding

Research shows changes in hearing, discrimination and understanding after 4 to 5 years: Uncorrected 18% worse, Corrected 2% to 3% worse

A: Hearing well but missing the clarity
B: Missing some volume and clarity
C: Missing all speech without amplification

Look and Live

Is ringing in the ears driving you crazy? Well now here is one solution that works for many!

Did you know an electronic better hearing amplification device will go a long way to alleviating your tinnitus?

Many Professionals help folks everyday with the use of a simple hearing aid! Many trying to correct their hearing problems unexpectedly not only found their hearing improved but their tinnitus extremely diminished if not completely gone! After a closer look, many professionals found that by stimulating and identifying the same perceived frequency sound as their tinnitus through the continued use of targeted hearing aid amplification of certain frequencies for the improvement of speech understanding and targeting the perceived tinnitus frequency range, a canceling effect took place. Following that discovery, other types of sophisticated devices have been created and coupled with a hearing aid, such as a signal generator and phase canceler. And more sophisticated ways of identifying types of tinnitus and what strategy might best work for your individual needs!
Our normal activities require hearing, yet we take hearing for granted. This is largely because the ear does its job without our having to pay attention to it. Hearing is the only system that allows us to know what is going on everywhere in our environment.

But we don’t have to be looking at the twig that is snapping to know there is something behind us in the dark. Only in the last 20 years have many of us started to come to light regarding the secrets of our amazing organ of hearing. The Organ of Corti is a special system that most of us have been lucky to experience.

The basic structure of the human ear is present in the fetus at six months and hearing begins before birth. This highly intricate sensory organ is already developing its linking system for sound with the brain. It is the smallest yet most elegant organ in the body.

We must give thanks to some earlier pioneers, such as Alexander Graham Bell for developing the telephone, and Thomas Edison the phonograph. These inventions were fascinating and able to capture voices, music, and other sounds over great distances. This brought people together in the sharing of communication, talent, and talent and entertainment.

While most of us have shared this joy of hearing not all understand what is happening when this precious gift is diminished or taken away.

Unfortunately, hearing loss had already been finding its way around to many for some time due to age, environment and possibly genetics. It had already played a part in driving a wedge of separation between the hearing and those who possessed a hearing loss, leaving the latter feeling disconnected from their once active lifestyles, and now left to wonder how to cope and live the same as they had previously done.

The question is, has hearing loss found you? Or someone in your family? What will you do? How will you and those you know cope?

Luckily for many of us, the new invention called the Hearing Aid brought to us by our early sound pioneers would soon follow! Instrumentation and help for the hearing would come full circle for those suffering from partial hearing loss. These instruments are able to bring selected frequency into focus and mathematically and precisely tune, calculate, and boost the meaningful acoustic sound energy such as the spoken voice and other important sounds that are later heard by the audio system. These sounds are reproduced and brought back into one’s hearing range, bringing back the lost data that the impaired ear was losing.

Although we have come a long way, still the hearing aid is not yet perfected and connected to our brain. Usually for each person the amount of loss and damage is different and found in different parts of the ear. For some types of hearing damage, hearing aids have not always helped the answer.

Although, recently we have made great progress hearing aid is still not as perfected as the human ear...

The Organ of Corti is made up of sensory hair cells which receive and transfer incoming messages onto the brain. New studies are now helping us develop better miniature custom computers or hearing instruments that are better able to process information.

They are also able to protect the wearer who is sensitive to even small increases in sound from overly loud sounds. This over sensitivity to sound may be a result of wearers having lost the outer region of hair cells in the inner ear. The hearing instruments can control gain by boosting or automatically softening the sounds. Sophisticated hearing systems can now automatically soften that gain or even boost the soft sounds.

Fricative high frequency consonant parts of speech which just seem to be too soft for a particular situation are now being able to make those adjustments by precisely delivering that important needed speech information, which makes up for about 65% of our understanding right back into range.

It is good to remember, that all results are not the same, and that every one may not immediately receive the same kind of benefit. A period of time for hearing therapy is often required to retrain and rewire sound back to the brain, and to reestablish the hair cells and the auditory cortex of the brain. This allows it to relearn and once again understand the meaning of sound and speech.

Hopefully in helping you, we will have all the tools to successfully meet your expectations. But, it will take work. Some folks even make the all out commitment and select today’s most advanced systems and may overlook the time and work that may be involved in fully going through this relearning and readjustment period. The length of time they postponed receiving hearing help and their specific importance, hearing aids might be much more extensive and require more time for brain sound adaptation to fully appreciate the benefit.

Usually if they continue to wear the instrument anyway, it will give it time the brain sound mapping will begin to take route. The hearing aid in many cases will take the special place of a sound seed and even though you just replanted it, it is going to need you doing the watering from the practice and wearing of it.

So do not listen to their discouraging, incorrect early judgments.

And even if they have had the hearing aids for three years, have they really worn them long enough for any hearing-wiring/growth/to take place?

To help you understand the complex task which may need to take place, perhaps it would help to have a brief knowledge of the inner ear’s importance and why we would emphasize appreciating and guarding this wonderful gift. It simply will not repair or heal itself, unlike our skin which heals from cuts, etc. For a moment, let’s compare the eye receptors to that of the ear. While millions of photo receptors couple with the retina, loss of 1000 would hardly go unnoticed, while losing 1000 sensory cells in the ear would lead to hearing loss.

Even if a new cell was to come into existence in an adult it would have to be rewired to the myriad of fibers that connect deep into the brain. Those cells would have to migrate outward past the inner ear cells through all of the sup-porting cells and find the correct hook-ups and precise rows of outer hair cells. Even if we successful in achieving regrowth, considerable work would have to take place in learning how to pro-mote correct rewiring with the central neurons system.

The process would be more challenging than learning a foreign language as an adult.

Fortunately, rewiring the brain using the same pathways with use of a hearing aid is much quicker and effective in accomplishing this miracle of hearing for many of us.

Vibrating Sound Waves are turned into nerve impulses that travel along a network of nerve cells to the brain, where they are perceived as sound.

Neural impulses are turned into meaningful words and understanding speech and enjoy day to day activities.

This new understanding of hearing physical therapy - keeping the hair cells stimulated as needed by amplification technology from your own personal custom daily re-mapping will be key to preserving the hearing you have left and keep the user’s brain hearing memory intact for as long as possible, providing our listener these miracles of sounds quality of life the way in which it was originally designed. These hearing instruments are light weight and for some hardly noticeable at all.

I am excited and grateful that this in-formation is now available to you and hope that it will serve as a better guide to the right road of your new successful hearing possibility.
Although right now a hearing aid certainly may not replace the human ear, thanks to our first pioneer and the development of the first hearing aid, that led to a whole new science on sound that would lead to improvement after improvement. So as of yet, we still do not have the perfect replacement of the human ear.

However, knowing that what we do have will continue to go through transformation after transformation and test after test, we can be assured that we are making progress and have made some amazing accomplishments in the hearing industry and the field of Audiology.

Thanks to some of the most recent developments in digital sound technology we have been able to perfectly sample and reproduce a beautiful sound replication.

From there we have sophisticated analyzing equipment that can properly verify the correct amount of frequency selected sound amplification and stimulation at the ear drum to start the daily exercise of Auditory rehabilitation.

That's right, folks. Use it or lose it!

Hang in there... Hearing better again actually be worth the effort!

And don't forget to throw in a few of those million times per second processors, please.

Oh, one more thing .... could you make those as small as possible?

It has been reported that hearing aid users reported great positive impact in quality of life

Significantly more emotional stability, better social interactions.

Less difficulty in communicating, fewer feelings of rejection.

Less withdrawal from social situations.

Those wearing hearing aids were more apt to participate in social activities with others

Significantly lower levels of depression were reported.

In General, hearing aid users report better overall health, rating themselves more often than non-users as very good or excellent!

Reported also was calmer relationships with significant others, citing more warmth & less negativity.
Taking your time, being patient and allowing time for your brain to be stimulated, retrained and acclimated to your new important sounds on a daily basis will be important for your user success!

Special office tools have been designed to assist you in relearning how to recognize lost sounds and your new sounds of speech that are so vital in Human Interaction. Understanding in the brain starts with Daily practice! You don’t run a marathon quickly without some practice!

Special listening and recognition exercises are often most appropriate when relearning to adjust to forgotten vital sounds. This combination and other sound adjusting exercising tools & techniques will be personally customized for your own individual hearing needs.

Are you ready for your new leveled playing field?

In most cases great improvements can be obtained

Great advancements in Hearing Technology worldwide bring relief to many!

What If It Was?

Yes, it is true. Most hearing aid wearers have an improved quality of life since they have begun to wear hearing aids.

Consequences of untreated hearing loss were analyzed and evaluated in a major study of older (50+) hearing impaired adults and their close family members and friends.

As hearing aid wearers reported relationship improvements and stronger sense of independence, families of hearing aid wearers were even more likely to report improvements. Social interaction for many also improved. Among those with more severe hearing loss, hearing aid wearers were 25% more likely to participate regularly in social activities then non-wearers.

Non-wearers reported greater depression and isolation.

Comparing hearing aid wearers to non-wearers found that the non-wearers were less likely to participate in social activities, and more likely to report depression, anxiety, and paranoia. Older non-wearers were more likely to agree with the statement, “people get angry with me usually for no reason”.

This study debunks the myth that untreated hearing loss in older adults is a harmless condition. How well a person hears affects his or her sense of well being. Unfortunately many have allowed themselves to remain in denial and buy into their vanity barriers. This only separates them from real life, and often freezing them from the wonderful spontaneity of life and simple everyday connections with important loved ones. They often become more separated and lonely with time as they and their hearing loss begin to age.

Their own made up explanations conclude, “My Hearing is not bad enough.” “I can get along without one” “It would make me feel old.” Or, “I’m too embarrassed to wear one.” In case no one has noticed, a hearing loss is more noticeable then a hearing aid!

For those who need it the most we will fight on to win the war of ignorance about hearing loss and improve our ways to deliver the message and ways of helping those in need of better hearing.

Hearing is a wonderful thing. There are those who haven’t quite come clean or admitted yet what price they are paying for their hearing loss.

Hearing Improvement is willing to let you in on an experiment. Come in and be tested and it is very likely you just may get to try them out!

The facts are in. Being able to hear improves the quality of your life and overall mental health and personal well being. We’re not saying going forward is going to be all peaches and cream. But with today’s technology and awesome service, what if it was?
Simple, easy hearing options to consider before a major purchase

You may want to order a trial of lyrix hearing aid if you’re just curious. Better yet, why not go in and let a specialist give you a demonstration or let you wear the hearing aids a short time to try them.

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

Instrument fits deep into the bony portion of the ear canal sounding more natural and reducing the voice in the barrel or occlusion effect from other hearing aids. If you are interested in learning more about the Lyric, read more further down on this page.

Sensitive to Appearance? Check out Lyric

New Hidden Tiny Hearing Aid - Soft flexible instrument fits deep into ear canal close to Ear Drum

It is worn three months at a time. Leave it in - sleep and even shower - no problem!

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

A Quick Easy Solution to relaxed listening

Now sit and relax with the Easy TV Ears Listener for people with hearing loss.

Hear the television clearly without turning up the volume!

With this wireless TV listening device technology, you set your own TV Ears volume and tone while others listen to the television volume at their own level. Imagine watching television with your family again and hearing every word clearly. As thousands of our customers have said, “TV Ears has changed our lives!”

T. V. Ears

Approx $ 99.00

www.Dr.Oz.com

Hands Free
SoundPort Flex
Mobile Phone

TV Too soft
Not anymore!

T. V. Ears

Approx $ 99.00

www.Dr.Oz.com

Sensitive to Appearance? Check out Lyric

Enjoy quick insertion by your professional and go!

New Hidden Tiny Hearing Aid - Soft flexible instrument fits deep into ear canal close to Ear Drum

It is worn three months at a time. Leave it in - sleep and even shower - no problem!

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

Instrument fits deep into the bony portion of the ear canal sounding more natural and reducing the voice in the barrel or occlusion effect from other hearing aids. If you are interested in learning more about the Lyric, read more further down on this page.

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

A Quick Easy Solution to relaxed listening

Now sit and relax with the Easy TV Ears Listener for people with hearing loss.

Hear the television clearly without turning up the volume!

With this wireless TV listening device technology, you set your own TV Ears volume and tone while others listen to the television volume at their own level. Imagine watching television with your family again and hearing every word clearly. As thousands of our customers have said, “TV Ears has changed our lives!”

Sensitive to Appearance? Check out Lyric

Enjoy quick insertion by your professional and go!

New Hidden Tiny Hearing Aid - Soft flexible instrument fits deep into ear canal close to Ear Drum

It is worn three months at a time. Leave it in - sleep and even shower - no problem!

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

Instrument fits deep into the bony portion of the ear canal sounding more natural and reducing the voice in the barrel or occlusion effect from other hearing aids. If you are interested in learning more about the Lyric, read more further down on this page.

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

Instrument fits deep into the bony portion of the ear canal sounding more natural and reducing the voice in the barrel or occlusion effect from other hearing aids. If you are interested in learning more about the Lyric, read more further down on this page.

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

Instrument fits deep into the bony portion of the ear canal sounding more natural and reducing the voice in the barrel or occlusion effect from other hearing aids. If you are interested in learning more about the Lyric, read more further down on this page.

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

Instrument fits deep into the bony portion of the ear canal sounding more natural and reducing the voice in the barrel or occlusion effect from other hearing aids. If you are interested in learning more about the Lyric, read more further down on this page.

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

Instrument fits deep into the bony portion of the ear canal sounding more natural and reducing the voice in the barrel or occlusion effect from other hearing aids. If you are interested in learning more about the Lyric, read more further down on this page.

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?

Instrument fits deep into the bony portion of the ear canal sounding more natural and reducing the voice in the barrel or occlusion effect from other hearing aids. If you are interested in learning more about the Lyric, read more further down on this page.

Lyric devices are fairly new to the hearing aid scene, but they have quickly become very popular. If you’re tuned into hearing aids, you’ve probably read something about the company in the New York Times, or seen something on TV. We began fitting the Lyric in the spring of 2009, and patients really love the results. From new users to experienced hearing aid wearers, when the Lyric fits, it is an excellent instrument to wear. It fits a wide range of hearing losses, and stays in the ear for 60-90 days at a time. It is comfortable and effortless. Can you tell that we like this device?
A new future for you has arrived!
This could be your time to Venture Out of Your World of Silence
And Get Back in the Game
Today’s New World of Hearing Technology Is Your new Universe of Possibility!
A New Power to Regain your Confidence...
and Spontaneity to Communicate is now yours
with your new Ace of better hearing options
You’re sure to win in your new game of better hearing!
And With So Many Great Hearing Options to Choose From
We know there is Something Just Right For You!
Everything you need for your personal hearing needs starting with
Perfect Easy Hearing Options Designed For Every Lifestyle

Why not have the best ... if it’s within your reach?
Phonak’s CARING INGENUITY AND POWERFUL HEARING DELIVERANCE

Audéo ZIP
the Evolution of Small

Phonak’s unprecedented strong clear Sound for speech
Made with Precision & Perfection
The Swiss made the best watches and now they make best hearing aids!

The Maserati - Rolls Royce of hearing aids

- powerful technology - 21 bands of fine tuning
- constant feedback control & cancelation
- directional microphone Audio Zoom to conversation
- automatic environment sensor can detect a reverberant room like a gym to a living room with curtains
- 4 to 10 programs automatic and 6 specifically programmed and controlled by watch pilot
- Can tell the difference between the constant speech babble restaurant noise to your own special conversation reducing background noise while directionally focusing and tuning in your important conversation

iCom Phonak -TV Link for an easy straight connection through Blue tooth

Offering a unique StereoSound guarantees a perfect listening experience.

Interface with a diverse range of communication systems like telephones, televisions, MP3 players, computers or other audio sources. All Phonak hearing aids based on the CORE platform offer a wireless connection to mobile phones, television sets, computers and MP3 players.

Easy switching to your favorite programmed sound selection
The Siemens Nitro®
for severe to profound losses
PACKED with POWER & FLEXIBILITY

More to offer than just out-of-this-world power. NITRO customs also have a variety of features that will enhance your listening experience.

• Feedback Cancellation — Provides a more pleasant listening environment by eliminating or reducing feedback sounds (whistling).
• Data logging — Records important data that your Hearing Care Professional can use to better fine-tune your instrument.
• Noise reduction — Reduces steady-state noises such as cars and fans, and makes listening more effortless.
• Optional push button — Access multiple programs for optimum hearing in a variety of situations.

Customize this baby into the ear canal a little deeper and closer to the eardrum around the 2nd bend & achieve
Surprising Sound Clarity

Every decibel is a source of strength
Every Sound More in Touch with Life!

• Automatically detects and reduces or eliminates embarrassing feedback whistling quickly
• Connects to FM systems for easier listening in classrooms or other difficult environments
• e2e Wireless® 2.0 - Provides true binaural listening by synchronizing advanced signal processing, controlling both instruments simultaneously, and providing better left to right sound localization
• Smart feature that learns and applies individual volume preferences as well as preferences for loud and soft sounds, meaning less manual adjustments

Siemens Explorer® is the only hearing instrument family that was designed exclusively for children. Incorporating cutting-edge technology based on the latest pediatric hearing research with time-tested features and design mean Siemens Explorer is ready to meet all the demands of childhood, from birth to adolescence. The only hearing instrument designed with children’s needs in mind. Siemens Explorer combines technology that’s proven by the latest in pediatric hearing research with a choice of two durable BTE design that’s safe, easy to use, and fun to wear.

Siemens Nitro® Elegance in the Behind the ear
Packed with powerful Technology
NITRO offers the power of Behind-the-Ear hearing instruments, but in a much smaller package that fits entirely in the ear. People will notice that you’re hearing better and nothing else.

Everyday is a source of strength
Every Sound More in Touch with Life!

• SoundBrilliance™ (available in Nitro 700) - Enhances your perception of high frequency sounds for a fuller and richer listening experience, especially for music
• FeedbackBlocker™ – Automatically detects and reduces or eliminates embarrassing feedback whistling quickly and effectively
• Automatic Direct Audio Input – connects to FM systems for easier listening in classrooms or other difficult environments
• e2e Wireless® 2.0 - Provides true binaural listening by synchronizing advanced signal processing, controlling both instruments simultaneously, and providing better left to right sound localization
• TruEar™ (available in Nitro 700) – Simulates natural ear acoustics for better back to front localization of sound
• SoundSmoothing® – This industry-best innovation softens startling impulse sounds such as rustling paper or breaking glass for more comfortable listening
• SoundLearning® (available in Nitro 700) – Smart feature that learns and applies individual volume preferences as well as preferences for loud and soft sounds meaning less manual adjustments
• Advanced Speech and Noise Management – Automatically reduces distracting background noise for greater comfort in noisy environments

Fully compatible with Tek
Bill Clinton honors Philanthropist Bill Austin Starkey Owner For his World Wide vision, Contribution, and Global impact

EDEN PRAIRIE, Minn., Aug. 17 /PR Newswire/ Bill and Tani Austin received a standing ovation during President Bill Clinton’s keynote address to over 500 guests on August 13th during the 50th Anniversary Celebration of the Lexington Hearing and Speech Center in Lexington Kentucky. President Clinton praised the Starkey Hearing Foundation for its global initiative to help the world hear. “I thank Bill and Tani Austin for the work they have done,” said President Clinton. “These people have given poor children in America and around the World almost a half million hearing aids through their missions.

In addition to serving as a major supporter of the event, the Starkey Hearing Foundation also fit a number of students with free hearing aids. “The opportunity to contribute to the children at Lexington Hearing and Speech Center is the best investment we can make in the future of our world,” said Bill Austin. Regarding the work of the Starkey Hearing Foundation, President Clinton went on to say, “They have proven their worth. They change lives and they change the paradigms of providing services to people who are hearing impaired. So now it’s not just them, it is everyone they have influenced.”

The greatest sound in the world: “Thank you” Global outreach requires a global presence.

Since 2000, the Starkey Hearing Foundation has distributed nearly one half million free hearing aids to those in need in more than 86 countries, including the US. To learn more, Outreach missions all over the world, all year long. Mission trips are ongoing year round. Starkey Hearing Foundation has sponsored International Hearing Missions to countries like Mexico, Vietnam, Africa, Egypt, Malawi, Botswana, Mozambique and many more. Over and over again, our mission volunteers are rewarded with the smile on a child’s face as he or she hears for the first time.

Giving the gift of hearing to poor kids around the world

I realized this is what I wanted to do one day as I was lying in bed. It all happened in an instant!.

Bill Clinton honors Philanthropist Bill Austin Starkey Owner For his World Wide vision, Contribution, and Global impact

EDEN PRAIRIE, Minn., Aug. 17 /PR Newswire/ Bill and Tani Austin received a standing ovation during President Bill Clinton’s keynote address to over 500 guests on August 13th during the 50th Anniversary Celebration of the Lexington Hearing and Speech Center in Lexington Kentucky. President Clinton praised the Starkey Hearing Foundation for its global initiative to help the world hear. “I thank Bill and Tani Austin for the work they have done,” said President Clinton. “These people have given poor children in America and around the World almost a half million hearing aids through their missions.

In addition to serving as a major supporter of the event, the Starkey Hearing Foundation also fit a number of students with free hearing aids. “The opportunity to contribute to the children at Lexington Hearing and Speech Center is the best investment we can make in the future of our world,” said Bill Austin. Regarding the work of the Starkey Hearing Foundation, President Clinton went on to say, “They have proven their worth. They change lives and they change the paradigms of providing services to people who are hearing impaired. So now it’s not just them, it is everyone they have influenced.”

The greatest sound in the world: “Thank you” Global outreach requires a global presence.

Since 2000, the Starkey Hearing Foundation has distributed nearly one half million free hearing aids to those in need in more than 86 countries, including the US. To learn more, Outreach missions all over the world, all year long. Mission trips are ongoing year round. Starkey Hearing Foundation has sponsored International Hearing Missions to countries like Mexico, Vietnam, Africa, Egypt, Malawi, Botswana, Mozambique and many more. Over and over again, our mission volunteers are rewarded with the smile on a child’s face as he or she hears for the first time.

Giving the gift of hearing to poor kids around the world

I realized this is what I wanted to do one day as I was lying in bed. It all happened in an instant!
Sound adds Meaning, Emotion, and Beauty to our lives

Enjoy the Sounds You Love, Safely and Responsibly

We’ve all turned up the radio to hear a favorite song or stood near the loudspeakers at a concert to feel the beat. It seems like human nature to want our music as loud as we can handle it. But over time, risky listening habits can limit our ability to hear the music and audio we love. These days, iPods® and surround sound home entertainment technology add to the long list of potentially dangerous listening situations available to us. Luckily, there are listening techniques that let us experience our favorite sounds without damaging our hearing. By taking steps now to protect our hearing we can keep enjoying music, movies and conversation for a long time to come. Learn more at SoundMatters.org

Starkey’s fine array of Specialized Earmolds

Pilot Headset Mold

Professional pilots have several choices in headset communications that are compatible with the Pilot Headset mold. The mold features an adjustable boom for microphone positioning. Headset molds are also available in a receiver style without a boom microphone support.

Newscaster/Teleprompter Mold

Used extensively by broadcast professionals, reporters and law enforcement agencies, this open, skeleton- or canal-style earmold offers clear and discreet two-way communication.

Tunz Custom Earmolds for Headphones

For use with all of your audio equipment, you can attach these “made just for you” earmolds directly to your existing headphones for a perfect fit every time. And with custom earmolds, your headphones will stay comfortably in place while jogging or at the gym.

Tunz In-Ear Headphones

Enjoy rich sound quality with sound-isolating headphones. Perfect for noisier listening environments. Includes three ear-tip sizes — so you can choose the one that’s most comfortable for you. Recommend pairing with custom earmolds for maximum comfort and sound.

Tunz Musicians Filtered Earplugs

Unlike traditional earplugs which distort music by muffling low- and mid-range frequencies, Tunz Musician Filtered Earplugs are designed to protect your hearing, while delivering clear sound across all frequencies. Available with 9 dB, 15 dB and 25 dB filters.

Hearing loss can be the direct result of an occupation, a recreational activity or simply exposure to loud sounds. From specialty custom earplugs to musicians’ sound attenuators, Starkey’s protection and enhancement products are the first step to preserving your hearing health.

Pilot Headset Mold

Professional pilots have several choices in headset communications that are compatible with the Pilot Headset mold. The mold features an adjustable boom for microphone positioning. Headset molds are also available in a receiver style without a boom microphone support.

Newscaster/Teleprompter Mold

Used extensively by broadcast professionals, reporters and law enforcement agencies, this open, skeleton- or canal-style earmold offers clear and discreet two-way communication.

Tunz Custom Earmolds for Headphones

For use with all of your audio equipment, you can attach these “made just for you” earmolds directly to your existing headphones for a perfect fit every time. And with custom earmolds, your headphones will stay comfortably in place while jogging or at the gym.

Tunz In-Ear Headphones

Enjoy rich sound quality with sound-isolating headphones. Perfect for noisier listening environments. Includes three ear-tip sizes — so you can choose the one that’s most comfortable for you. Recommend pairing with custom earmolds for maximum comfort and sound.

Tunz Musicians Filtered Earplugs

Unlike traditional earplugs which distort music by muffling low- and mid-range frequencies, Tunz Musician Filtered Earplugs are designed to protect your hearing, while delivering clear sound across all frequencies. Available with 9 dB, 15 dB and 25 dB filters.

How to Listen Responsibility

There are several ways to reduce the risk of hearing loss without taking the fun out of everyday listening activities.

* Set your headphone or earbud volume levels when you’re in a quiet environment, not a place with lots of competing sounds. Lower the volume if you can’t hear those around you speaking. Avoid raising the levels to block out noisy surroundings.
* Turn the volume down before inserting your earbuds or putting on headphones. Gradually increase volume to a moderate level.
* Avoid using a listening device where lack of attention to your surroundings could be dangerous (e.g. while driving, biking or operating machinery).
* Pay attention to how long you listen to audio at high volume. Remember: Your ears adapt to higher volume settings over time. That means you can damage your hearing even if the intensity doesn’t seem uncomfortable to your ears.
* The louder the volume, the less time it takes to affect your hearing. If you experience ringing in your ears or hear muffled speech, stop listening and get your hearing checked.
* Don’t wear your headphones or earbuds during rapid changes in altitude or pressure (e.g. airplane takeoffs and landings).
* If you’re listening while on a plane, remove your earbuds or headphones occasionally to reduce pressure that may buildup while flying.
* Opt for quiet household equipment, such as noise-limiting hair dryers.
* Keep listening devices away from young children.
* Keep the volume of stereos and televisions in check.
* Limit listening time to one hour per day.
* Get your hearing tested once every year or two after age 30.
* Wear hearing protection like noise canceling earphones or headphones when listening to portable music players or mowing the lawn.

Learn more at SoundMatters.org
World Class Technology to tout about!
POWER - QUALITY & FLEXIBILITY
Congratulations to you for years and years of Sound Success & Experience
You changed Lives    You changed the World!

Awareness Disclaimer

Don’t flip out if your favorite specialist’s brand is not listed here.

Although many top brands are listed here, we apologize for not being able to feature every hearing brand and also realize that many or most specialists are highly trained on their particular brand that may be comparable but listed under a private label brand.

Many Specialists are equipped and trained to adjust several of the top brands listed and understand how they can best be used for your particular needs. The more open about your hearing difficulties, needs and hearing lifestyle, working together you can best discover the right hearing improvement solution for you!

Whether ENT, doctor, audiologist, audioprosthologist or hearing aid specialist, we acknowledge all who have undertaken the special needs of the deaf and hearing impaired, and are grateful for the amazing hearing technology shared and now available to us all.

We wish you happy hearing aid hunting and best wishes in your journey and discovery for better hearing!
Lazy Hearing Professionals: Could that really be?
Choose Experts who use Real Ear verification systems

Is your service ..... as good as it could be?

When today we live in a world of precise exact measurements, especially where hearing tests and digital hearing aids are concerned, why can’t so many hearing professionals use those amazing precise detail adjustments for our hearing? Because it takes more time and they can easily push a best fit button, a built in factory setting that sets the hearing aid to an average fit that should be pretty okay.

So whenever you have a chance to choose a hearing professional, choose one who you connect with, one who will listen to your needs and care to take an extra few minutes to at least attempt to make it better for you if he can. It may not be perfect yet, but at least working together you will get to the ultimate best smooth clear listening comfort sooner than later. Hopefully that professional that you choose has those special verification and validation measurement systems that also verify that the measurements for your hearing prescription at each frequency are very close to being on track at each frequency db boost. This ensures that each of your hair cell nerve endings are being stimulated and your auditory cortex hearing center in the brain is being stimulated as well, receiving the newly replanted lost sounds that were once so important and enjoyable to you and can be once again through proper physical acoustical sound pressure physical therapy sort of speak. THE Question is .. Is there any time when the best fit button comes in handy? Sure. Maybe when the patient is sensitive to sound and doesn’t want to be overwhelmed at first. Or maybe when it’s Friday afternoon at 4:30 pm, and it’s a holiday weekend, and everybody wants to go have some fun, including the patient, and come back for the more precise adjustments after a few weeks.

But in my experience and opinion, there is nothing wrong with at least trying to meet the patient’s true hearing prescription and speech mapping; to at least give it a try and let them experience it, having them take notes of their progress and note the differences. More often than not it’s a good thing and it means you will eventually get to your favorite end result much quicker. And, knowing your professional is willing to take the time in the beginning sets my mind that I will be well taken care of long after the thirty day trial period. But if I am just given the best fit prescription which takes 10 seconds for the computer to calculate and set, and my professional doesn’t see me until after the 30 day trial period, it kinda makes me wonder if you will ever get more than that. After all, you have been okay up to now, right? So it must be fine! Why fix something that’s working and not broken? But is it really as good as it could be? It is true that hearing aid manufacturers are getting better at designing the first time best fit software. And, hearing aids do quite well now for their automatic adjustments. But just for safety’s sake, it would not be a bad question to ask this while you’re making your appointment with “By the way, do you use an OtoWizard or Audio-scan or Real Ear Measurement? If you’re talking to the secretary and she doesn’t know, ask her to find out!!! Anyway, good luck and happy hunting for your special professional!

I personally pledge to you that you will own the successful results of your realistic expectations. We will personally assist you with all of your personalized Hearing Care needs. Your successful Hearing Care is what we live for.

If we are going to do it well, then we want to be over-whelmed at first. Sure. Maybe when the patient is sensitive to sound and doesn’t want to be overwhelmed at first.

Turn hearing loss breakdowns into communication breakthroughs!

Select Professionals Equipped with all the Best Hearing Technology!

I personally pledge to you that you will own the successful results of your realistic expectations. We will personally assist you with all of your personalized Hearing Care needs. Your successful Hearing Care is what we live for.

If we are going to do it well, then we want to be over-whelmed at first. Sure. Maybe when the patient is sensitive to sound and doesn’t want to be overwhelmed at first.

Turning hearing loss breakdowns into communication breakthroughs!

Select Professionals Equipped with all the Best Hearing Technology!

I personally pledge to you that you will own the successful results of your realistic expectations. We will personally assist you with all of your personalized Hearing Care needs. Your successful Hearing Care is what we live for.

If we are going to do it well, then we want to be over-whelmed at first. Sure. Maybe when the patient is sensitive to sound and doesn’t want to be overwhelmed at first.

Turning hearing loss breakdowns into communication breakthroughs!

Select Professionals Equipped with all the Best Hearing Technology!

I personally pledge to you that you will own the successful results of your realistic expectations. We will personally assist you with all of your personalized Hearing Care needs. Your successful Hearing Care is what we live for.

If we are going to do it well, then we want to be over-whelmed at first. Sure. Maybe when the patient is sensitive to sound and doesn’t want to be overwhelmed at first.
How many hours per day am I required to wear my hearing aids? Answer: In most cases it is usually best to wear them every day so that replanting of sounds and retraining of the brain can take place. The Auditory Cortex needs to be stimulated on a daily basis to stay active to keep up with the sometimes challenging task of listening.

What happens if I lose them? Answer: Most hearing aids come with a One to Two Year Loss and Damage Policy. If you lose them, they will be promptly remade and replaced, and once again tuned to your saved computer settings on record.

What happens if I need to make payments? Answer: Here at Ear Docs, we have several options of financing such as our most preferred method of payment: Care Credit, Se- lect Med or you own personal financing.

What happens if they just stop working? Answer: When this sometimes happens, an appointment is scheduled for evaluation to check for a possible obstruction, such as wax in the ear canal or in the hearing aid. Our tiny needle nose Video-Otoscopy Camera can scan inside the instrument for wax blockage. This wax or moisture can then be vacuumed out. The instrument will also be placed in a small centrifugal force chamber. A much larger sample of this would be one used by NASSA where men are tested for endurance. The spin Doctor chamber is of course much smaller and designed for small hearing aids.

What happens if I just can’t wear them? Answer: Special circumstances may more closely be evaluated such as fit, and alterations in design and model will be considered to make personal and custom improvements for your lifestyle. As well as comfort in programmed sound levels to achieve maximum hearing and understanding benefits. FDA protects all wearers with a 30 day trial period for allowance of patients to de- termine that they are satisfied with the hearing investment they have made. This also allows time for specialists to properly make important adjustments for patient comfort while they are going through this re-learning and re-listening acclamation period. Often here at our facility we have a trial period with an additional safety net of a 90 day exchange or replace- ment to insure proper satisfac- tion, care and understanding regards to proper adjustment and becoming comfort- ably acclimated with your abilities to adjust to the your new enhanced world of sound.

Most digital hearing aids can be programmed to numerous or custom hearing settings. Some losses may not be as severe, and adjustments may be easier for some. Usually time, honesty, sensitivity, action, follow through and follow up care will be required for this combined patient-specialist relation- ship. Often keeping a hearing journal may be helpful during this time for the specialist to be able to more quickly adjust instruments for patient concerns.

What happens if my hearing changes? Answer: Your hearing will be tested every six months for slight modifications in a new sound prescription. How much do hearing Aids cost? Answer: Hearing Aids generally cost from a few hundred dollars to a few thousand plus, depending on the ones you need or choose for your lifestyle. In general the level of technology determines the price of the hearing aids. The more technologically advanced the more expensive due to additional factory costs as well as special extra programming options and adjustments.

Even more expensive instruments may be as little as $2.50 per day, about the cost of one gallon of gas. It if helps think of it as $2.50 for one enjoyable day of hearing!

Does insurance cover the cost of hearing aids? Answer: Most major insurance companies do not provide hearing aid benefits. However, there are increasingly more managed care operations that have negotiated hearing aid benefits from certain Providers. Most companies would be happy to take your insurance information and contact your company to determine what, if any, benefits you have and assist you in the process.

How do I know my hearing loss isn’t just caused from wax or some middle ear infection or malfunction? Answer: Additionally, the Provider you choose will have a look in your ears prior to the testing procedure and is highly trained to recognise diseases of the ear and is ready to refer you to an Expert Ear Nose & Throat Specialist should there be a need for such assistance.

Why do I have to bring my spouse (or other family member or friend) with me? Answer: We really pride ourselves on giving the best hearing evaluations possible. Our statistics show that the presence of a voice you are familiar with during the exam helps the hearing care professional complete the MOST ACCURATE ANALYSIS of your ability to hear, giving you the peace of mind that comes from know- ing what solutions are available to you.

What is a digital hearing aid? Answer: Digital technology has revolutionized the way hearing aids process sound in the same way that compact discs (CD) players have changed how we listen to music. With digital hearing aid technology, listening comfort and speech clarity can simultaneously be provided with an automated volume control. All Digital hearing Aids are are programmable, which means that a computer is used to set or “program” the device specifically to an individual. But not all programmable hearing aids are totally digital. Generally speaking, digital hearing aids are the most sophisticated amplifying devices as such, are typically the most costly.

What is the process for getting a hearing aid? Answer: The first important step is to be examined to determine the extent and type of hearing loss you have. Following that, an explanation of the test findings in detail and determine if you are a candidate for hearing aids. If you are, the Provider will recommend what type of amplification would be appropriate for your hearing loss. Once you feel comfortable with the device selection, the Provider will make impressions of your ears and order the hearing aids.

Do you repair hearing aids? Answer: Our staff can check your hearing aid and determine if the problem is a new replacement part which may covered by your warranty or the choice of a new quick and easy repair from our approved factory trained staff repair technician.

Do hearing aids use batteries? Answer: Yes, easily available and accessible at your local hearing aid provider, online A.A.R.P. as well as many most con- venient stores, Radio Shack, Walmart, grocery stores etc. and usually last 10 days to one month and range from $3 to $9.00 per pack and come in different size quantities.
Critical Facts Often Forgotten in the Equation of Hearing Loss

No wonder I’m not hearing my wife in the car!

Myth: I have one good ear . Thats enough for me

Speech signal on Bad ear

The better ear gets a weaker signal

Head shadow effect
Head blocking high frequency soft speech information. Weak soft speech sounds now travel shorter distances. By the time the weaker soft speech sound reaches even the good ear, competing Soft speech sound not strong enough to compete with road and wind noise.

Logic and Reasoning
Low frequency noise easily reaches both ears. Noise is usually low frequency which has a longer and more dominant energy base.

What you can hear with one good ear at 10 feet can be heard at 40 feet with two

One Hearing Aid or Two?
Actually, the answer to that is simple: You have two ears. While that may seem a bit simplistic, it is true: your hearing is designed to gather sound from two primary directions. Our brains process environment, we need the capabilities and timing. To make sense of the multitude of sounds in a complicated environment, we need the capabilities nature intended for balanced hearing.

To determine whether a “binaural fitting” is right for you, you should consider these advantages:
- Less volume required
- Increased ability to hear conversation in noisy environments
- Locate sound source more easily
- Uniform stimulation of the auditory system, with improved speech comprehension

On the other hand, the left ear indicates to us how they mean what they are saying. Are they cheerful, sad, brain) as a gut feeling or intuition. Actually, it is a vital part of communication relying upon such things as stress on one’s voice, inflection, and emphasis on certain words. Reading a Shakespeare play or hearing it acted out with both ears can change the meaning and interpretation. Adding in the dynamics, passion, and feeling bring in a difference for a more complete message, almost like seeing it clearly come to life acted out on stage.

By combining these both ears and hemispheres together, we are able to extract a more complete meaning!

These two brains together provide the human mind with enormous capacity to appreciate the beauty in life around them, while interpreting the abstract meaning of their environment.

Example at a MUSIC Concert: One ear takes in information regarding the rhythm, style and correct word content while the other takes on information of the sensitive dynamics, feeling, mood and emotion.

The right ear is the best ear for speech or, in other words, the right ear (left brain) tells us what a person is saying. Is the message logical?
Are the syntax and grammar correct? What is the abstract meaning of the message?

The left ear is the best ear for music or, in other words, the left ear (right brain) tells us what a person is feeling.

Hearing Aid users report better relationship with significant others, siting more warmth and less negativity.

Hearing Aid users report significantly lower levels of anger and frustration

Hearing Aid wearers report significantly fewer symptoms of paranoia, fears and phobia

Hearing Aid users report better emotional stability . Users felt less withdrawal and rejection from social situations

Hearing Aid Users report better social interaction. Adding in the emotions, passion, and feeling bring in a difference for a more complete message, almost like seeing it clearly come to life acted out on stage.

Hearing Aid users report more emotional stability . Users felt less withdrawal and rejection from social situations

Right Ear - lateralizes to the left brain for technical interpretation

Left Ear

Emotion, Mood & Feeling

Left ear - lateralizes to right brain for the aesthetic Interpretation

Hearing Aid users report more emotional stability . Users felt less withdrawal and rejection from social situations

Hearing Aid Users report significantly lower levels of anger and frustration

Hearing Aid users report better relationship with significant others, sitting more warmth and less negativity.

This study from the National council of aging debunks the myth that untreated hearing loss in older people is a human condition. For more information visit www.aicoa.org

Happy Hearing Aid Facts

2,304 people with hearing impairment, 50% of whom use hearing Aids, age 50 and older a total of 2090 significant others actual responding reported their experience

Family members and friends consistently report more benefit from hearing Aids on every Quality of Life.

Hearing Aid wearers report significantly fewer symptoms of paranoia, fears and phobia

Hearing Aid users report more emotional stability. Users felt less withdrawal and rejection from social situations

Hearing Aid Users report significantly lower levels of anger and frustration

Hearing Aid users report better relationship with significant others, sitting more warmth and less negativity.

This study from the National council of aging debunks the myth that untreated hearing loss in older people is a human condition. For more information visit www.aicoa.org

Which Ear Are You Not Willing to Correct?

Right Ear

Left Brain

Information

Logic & Reasoning

Right Ear - lateralizes to the left brain for technical interpretation

Left Ear

Emotion, Mood & Feeling

Left ear - lateralizes to right brain for the aesthetic Interpretation

Example at a MUSIC Concert: One ear takes in information regarding the rhythm, style and correct word content while the other takes on information of the sensitive dynamics, feeling, mood and emotion.

The right ear is the best ear for speech or, in other words, the right ear (left brain) tells us what a person is saying. Is the message logical?

Are the syntax and grammar correct? What is the abstract meaning of the message?

The left ear is the best ear for music or, in other words, the left ear (right brain) tells us what a person is feeling.

Hearing Aid users report better relationship with significant others, siting more warmth and less negativity.

Hearing Aid users report significantly lower levels of anger and frustration

Hearing Aid users report better emotional stability . Users felt less withdrawal and rejection from social situations

Hearing Aid Users report significantly fewer symptoms of paranoia, fears and phobia

Hearing Aid users report more emotional stability . Users felt less withdrawal and rejection from social situations

Hearing Aid Users report significantly lower levels of anger and frustration

Hearing Aid users report more emotional stability . Users felt less withdrawal and rejection from social situations

Hearing Aid users report better relationship with significant others, sitting more warmth and less negativity.

This study from the National council of aging debunks the myth that untreated hearing loss in older people is a human condition. For more information visit www.aicoa.org

How can my hearing aid fit so perfect?

State-of-the-Art digital scanning for an exact perfect fit!

iScan

Quick digital computer scan sends image to factory in seconds

Computer then begins to design the location where all the tiny hearing aid amplification & computer chip components will fit

Engineered for a perfect fit and design, inside and out

Once made, your specialist will then do his magic to program the most optimum smooth listening selections for listening pleasure
As a member of TruHearing’s Lifetime Replacement program, you will receive 33% off our already low initial purchase price. Our product line includes brand name hearing aids:

* REXTON
* RESOUND
* SIEMENS
* UNITRON

Featuring:
- Free hearing screening
- 45-day money-back guarantee
- 3-year warranty
- Free one-year supply of batteries
- 12 months, no interest financing available upon approved credit

We dispense only the highest quality digital hearing instruments and provide these at up to 60% off standard pricing.

As a member of TruHearing’s Lifetime Replacement program, you will receive 33% off our already low initial purchase price.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Tech. Level</th>
<th>Hearing Aid Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic (Essence)</td>
<td>$995</td>
<td>Conventional</td>
<td>6 Channels - 3 Memories - learn more...</td>
</tr>
<tr>
<td>Medallion (Live 5)</td>
<td>$1,495</td>
<td>Advanced</td>
<td>9 Channels - 4 Manual Memories - learn more...</td>
</tr>
<tr>
<td>Medallion RIC (do² 10 more...)</td>
<td>$1,495</td>
<td>Advanced</td>
<td>9 Channels - BTE Receiver in Canal - learn more...</td>
</tr>
<tr>
<td>Ultra (Live 7)</td>
<td>$1,995</td>
<td>Premium</td>
<td>17 Channels - 4 Memories - learn more...</td>
</tr>
<tr>
<td>Ultra RIC (do² 20)</td>
<td>$1,995</td>
<td>Premium</td>
<td>see all pricing</td>
</tr>
</tbody>
</table>
Providers may be either an Audiologist or Hearing Instrument Specialist.

- Audiologist possesses either a Master’s or Doctorate (Au.D., Ph.D., Ed.D.) in audiology from an accredited university. Scope of practice includes pediatric and adult audiology and immittance measurements, hearing aid evaluation, fitting and dispensing, hearing aid checks, diagnostic procedures including OAE, ABR, ECoG, ENG/VNG, CAPT, aural rehabilitation, and cerumen management according to state licensing regulations.

- Hearing Instrument Specialist holds state licensure. Scope of practice includes testing for the purpose of fitting hearing aids in adults, hearing aid evaluation, fitting and dispensing, hearing aid checks, and aural rehabilitation.

- In states where there is no audiology licensure requirement, Audiologist provider has achieved the Certificate of Clinical Competence in Audiology (CCC-A) from the American Speech-Language-Hearing Association (ASHA) and/or Board Certification in Audiology from the American Board of Audiology.

- Satisfies all licensure/registry requirements in each state where services are rendered.

- Practices at a facility at which all necessary equipment for the evaluation of hearing and dispensing of hearing aids is available and regularly calibrated.

- Has an independent practice of audiology and/or hearing aid dispensing or practices as an employee of a physician, a hospital, a medical clinic, an audiologist-managed corporation, or another audiologist or licensed hearing instrument specialist who satisfies network criteria.

- Agrees not to participate in an exclusive arrangement to sell a single manufacturer’s product line of hearing aids.

- Maintains regularly scheduled office hours at each facility at which services are provided.

- Maintains professional malpractice insurance with a minimum coverage of $1,000,000/$3,000,000 aggregate and acceptable malpractice history.

- Maintains, or is covered by, adequate general commercial and/or umbrella liability insurance.

- Has completed and signed the Provider Application and Participating Provider Agreement.

Membership is dependant on successful credentialing to NCQA (for accounts regulated by CMS) and URAC standards, which may include verification of licensure, education, sanctions listed on the National Practitioner Databank, OIG, EPS, employment history, personal references, and presence on the Medicare Opt-Out list. Providers are credentialed as defined by the nature of the contractual agreement.
At HearPO, we are proud of our relationship with Aetna. As an Aetna Member, you will receive discounts on diagnostic testing and hearing aids through HearPO’s national network of over 1,800 hearing healthcare professionals.

HearPO is the largest provider of hearing healthcare benefits in the United States.

No referral from a primary care physician needed!

HearPO was designed by audiologists to meet the challenges of the changing healthcare marketplace. This design has grown to include contracted services not only with managed care organizations, but also with employers, third party administrators and government agencies. HearPO continues to be managed by hearing care professionals and has achieved its goal of providing patients with the highest level of quality care and service while remaining price competitive. Regardless of the size of your organization, HearPO can customize a hearing program to fit your needs.

Experts Also in Workers’ Compensation Claims.

For workers, noise induced hearing loss is the most common occupational disease and the second most self-reported occupational injury. Studies estimate a 50-70% reduction of income received for workers with untreated hearing loss as compared to that received by their non-hearing-impaired peers.” Hearing Loss Association of America. 10 Sept. 2007.

HearPO was the first company to administer workers’ compensation benefits nationally. In 2006, HearPO processed over 4,100 Workers’ Compensation hearing loss claims. Our diverse programs allow us to administer benefits for individual employers and national third party administrators, that focus on product quality, cost control and patient satisfaction. Variety of Hearing Aid Options

We provide professional review and interpret what is medically necessary for workers’ compensation claimants.

Largest Provider Network.

We have a network of over 1,600 locations giving you access to highly credentialed hearing care specialists nationwide. All HearPO professionals must meet and maintain our comprehensive credentialing requirements in order to be part of the network. High Patient Satisfaction.

HearPO recognizes that there is no one-size-fits-all hearing benefit, which is why we work with individual groups to design a program that meets their members’ needs. Our experience and industry partnerships allow us to create the most comprehensive programs available today. Whether you are looking for local, regional or national coverage, we have a plan design for you. Our current programs cover over 100 million consumers from national insurance groups to local employers.

Most Product Choices at Lowest Cost

Because we are a division of Amplifon USA, we are able to leverage that buying power to offer the lowest cost.

HearPO partners with industry leading hearing aid manufacturers

Because we are a division of Amplifon USA, we are able to leverage that buying power to obtain the greatest discount on hearing aids. The biggest challenge in creating a successful hearing healthcare program is balancing patient choice with product quality and cost. HearPO’s philosophy is to partner with leading manufacturers to offer a wide variety of hearing aids at the lowest cost.

HearPO currently contracts with Phonak, Siemens, Sonic Innovations, Rexton, Unitron, Bernafon and Vivatone, offering your employees over 250 all-digital hearing aids.

On the average, HearPO patients save 25% off of retail pricing. For all hearing aids offered through HearPO we guarantees at least a 5% savings off of any published price from your local provider. Longest Hearing Aid Warranty

HearPO includes a standard three-year warranty with every hearing aid purchase (*with the exception of Siemens Phoenix line). In addition, this protects against loss and damage for three years (*one-time claim).

60-Day Trial Period

HearPO offers a 60-day, no risk trial period on all hearing aids. Industry standard is between 30-45 days and often includes a restocking fee. HearPO does not assess any restocking fee, so it is truly risk free.

Simple 3-Step Process to Access Benefit

Frequently Asked Questions:

Q: Can I contact the hearing care professional before I receive the Authorization packet?

A: To ensure you receive your member discount, the Authorization packet must also be received by hearing care professional. Therefore, it is best to wait until you have received your packet before calling to schedule an appointment.

Q: By requesting an Authorization Packet, am I obligated to purchase a hearing aid?

A: No, you are never obligated to purchase under the HearPO program. The Authorization Packet is sent to notify the provider of your membership status and the discounts available to you.

Q: I’ve received my Authorization Packet. What’s the next step?

A: The Authorization Packet contains contact information, including a phone number for the hearing care professional you have selected. Simply call that number, identify yourself as a HearPO referral and schedule an appointment. It’s that easy.

Q: When I call to make my appointment, do I need to mention my insurance group?

A: No, simply identify yourself as a HearPO referral. The Authorization Packet sent to your selected hearing care professional already contains the name of your insurance carrier.

Patient Satisfaction Statistics

Image HearPO utilizes patient satisfaction surveys to assess the overall success of our programs. We survey our consumers who receive hearing aids through our network on a wide variety of topics ranging in scope from product satisfaction to their experience with the hearing care professionals. This enables us to maintain strict quality control and identify areas of continuous improvement. The following is a sample of questions that appear on the survey.
The Vital Savings by Aetna® program (the “Program”) is not insurance. This program does not meet the Minimum Creditable Coverage requirements in Massachusetts. It provides Members with access to discounted fees according to schedules negotiated by Aetna Life Insurance Company for the Vital Savings by Aetna discount program. The range of discounts provided under The Program will vary depending on the type of provider and type of service received. The Program does not make payments directly to the participating providers. Each Member must pay for all services or products but will receive a discount from the providers who have contracted with the Discount Medical Plan Organization to participate in the Program. Aetna may receive a percentage of the fee you pay to the discount vendor. Aetna Life Insurance Company, 151 Farmington Avenue, Hartford, CT 06156, 1-877-698-4825, is the Discount Medical Plan Organization.

You’ll have access to significant discounts on more than 285 models of hearing aids, including the newest programmable and digital technology, from leading manufacturers including Uniton, Phonak, and Siemens. We offer discounts on all technologies including 100% digital hearing aids.

Discounts on Diagnostic Testing
HearPO offers a 40% discount on all diagnostic testing.

Credentialed Providers: Choosing a hearing healthcare provider has never been easier. All providers in the HearPO network are credentialed to the highest medical standards to ensure quality patient care. You and your family are eligible All Aetna members and their family members are eligible for program discounts. High Patient Satisfaction For six years in a row, patients have given us an overall customer satisfaction rating of 90% or better. View survey results. Vital Savings on Long Term Care Services is not insurance but a discount program that gives you valuable savings on long term care facilities and services.

Vital Savings is easy to use. When you receive your Vital Savings discount card in the mail, use it at any participating provider, and you’ll receive your discount on the spot. It’s that simple. There are no claim forms, no deductibles or copays, no age or medical restrictions. And you can use your card as often as you like.

**Vital Savings on Long Term Care Services comes to you for just a small fee — a one-time $15 sign-up charge, then:**
- *Individual program: $7.50 per month, or $72 per year (an $18 annual savings)*
- *Family program: $10.50 per month, or $108 per year (an $18 annual savings)*

Continued Savings for Variety of Other Needs

Vital Savings SM on Dental
Save 15% to 50%* off the cost of a wide array of dental services.

Vital Savings SM on Pharmacy
Cut 10% to 40%* off the average wholesale price of prescription medication at leading pharmacies, including CVS/pharmacy and Rite Aid.

Vital Savings on Long Term Care Services
Comes to you for just a small fee — a one-time $15 sign-up charge, then:
- *Individual program: $7.50 per month, or $72 per year (an $18 annual savings)*
- *Family program: $10.50 per month, or $108 per year (an $18 annual savings)*

Discounts on Hearing Products and Services

With Vital Savings on Long Term Care Services, you can save 30%* on hearing exams, and 30% to 60%* on hearing aids through HearPO, one of the nation’s largest providers of top-quality hearing instruments.

Easy to use, easy to afford

Vital Savings is simple to use. When you receive services from one of the 4,370 nationwide providers through the HealthCare Synergies, Inc. (HSI) network, just show them your discount card to receive instant savings. There are no restrictions on participation and no length-of-stay requirements. Once you join and receive your discount card, you’re ready for instant savings.**

Vital Savings on Long Term Care Services comes to you for just a small fee — a one-time $15 sign-up charge, then:
- *Individual program: $7.50 per month, or $72 per year (an $18 annual savings)*
- *Family program: $10.50 per month, or $108 per year (an $18 annual savings)*

Discounts on Hearing Products and Services

<table>
<thead>
<tr>
<th>Level</th>
<th>Behind the Ear</th>
<th>In the Ear</th>
<th>In the Canal</th>
<th>Complete in the Canal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>$549 - $1,295</td>
<td>$549 - $1,195</td>
<td>$995 - $1,195</td>
<td>$995 - $1,295</td>
</tr>
<tr>
<td>Entry Level</td>
<td>$1,195 - $1,795</td>
<td>$1,285 - $1,595</td>
<td>$1,285 - $1,595</td>
<td>$1,285 - $1,795</td>
</tr>
<tr>
<td>Mid Level</td>
<td>$1,195 - $1,995</td>
<td>$1,195 - $1,995</td>
<td>$1,195 - $1,995</td>
<td>$1,195 - $2,295</td>
</tr>
<tr>
<td>Upper Level</td>
<td>$1,995 - $2,565</td>
<td>$1,895 - $2,495</td>
<td>$1,995 - $2,565</td>
<td>$1,995 - $2,895</td>
</tr>
</tbody>
</table>

† HearPO website: www.hearpo.com/aetna 1/08.
‡ The most appropriate hearing instrument will be selected based on your needs. These discounts apply to all manufacturers, but the actual discount you receive will vary based on the manufacturer and the hearing aid.

The Hearing Aid Discount - Plus

Discounts on Hearing Products and Services

Vital Savings by Aetna® is easy to use. When you receive your Vital Savings discount card in the mail, use it at any participating provider, and you’ll receive your discount on the spot. It’s that simple. There are no claim forms, no deductibles or copays, no age or medical restrictions. And you can use your card as often as you like.

Credentialed Providers: Choosing a hearing healthcare provider has never been easier. All providers in the HearPO network are credentialed to the highest medical standards to ensure quality patient care. You and your family are eligible All Aetna members and their family members are eligible for program discounts. High Patient Satisfaction For six years in a row, patients have given us an overall customer satisfaction rating of 90% or better. View survey results. Vital Savings on Long Term Care Services is not insurance but a discount program that gives you valuable savings on long term care facilities and services.

Easy to use, easy to afford

Vital Savings is simple to use. When you receive services from one of the 4,370 nationwide providers through the HealthCare Synergies, Inc. (HSI) network, just show them your discount card to receive instant savings. There are no restrictions on participation and no length-of-stay requirements. Once you join and receive your discount card, you’re ready for instant savings.**

Vital Savings on Long Term Care Services comes to you for just a small fee — a one-time $15 sign-up charge, then:
- *Individual program: $7.50 per month, or $72 per year (an $18 annual savings)*
- *Family program: $10.50 per month, or $108 per year (an $18 annual savings)*

Continued Savings for Variety of Other Needs

Vital Savings SM on Dental
Save 15% to 50%* off the cost of a wide array of dental services.

Vital Savings SM on Pharmacy
Cut 10% to 40%* off the average wholesale price of prescription medication at leading pharmacies, including CVS/pharmacy and Rite Aid.

Vital Savings on Long Term Care Services
Comes to you for just a small fee — a one-time $15 sign-up charge, then:
- *Individual program: $7.50 per month, or $72 per year (an $18 annual savings)*
- *Family program: $10.50 per month, or $108 per year (an $18 annual savings)*

Discounts on Hearing Products and Services

With Vital Savings on Long Term Care Services, you can save 30%* on hearing exams, and 30% to 60%* on hearing aids through HearPO, one of the nation’s largest providers of top-quality hearing instruments.

Easy to use, easy to afford

Vital Savings is simple to use. When you receive services from one of the 4,370 nationwide providers through the HealthCare Synergies, Inc. (HSI) network, just show them your discount card to receive instant savings. There are no restrictions on participation and no length-of-stay requirements. Once you join and receive your discount card, you’re ready for instant savings.**

Vital Savings on Long Term Care Services comes to you for just a small fee — a one-time $15 sign-up charge, then:
- *Individual program: $7.50 per month, or $72 per year (an $18 annual savings)*
- *Family program: $10.50 per month, or $108 per year (an $18 annual savings)*

Continued Savings for Variety of Other Needs

Vital Savings SM on Dental
Save 15% to 50%* off the cost of a wide array of dental services.

Vital Savings SM on Pharmacy
Cut 10% to 40%* off the average wholesale price of prescription medication at leading pharmacies, including CVS/pharmacy and Rite Aid.

The Hearing Aid Discount - Plus

Discounts on Hearing Products and Services

With Vital Savings on Long Term Care Services, you can save 30%* on hearing exams, and 30% to 60%* on hearing aids through HearPO, one of the nation’s largest providers of top-quality hearing instruments.

Easy to use, easy to afford

Vital Savings is simple to use. When you receive services from one of the 4,370 nationwide providers through the HealthCare Synergies, Inc. (HSI) network, just show them your discount card to receive instant savings. There are no restrictions on participation and no length-of-stay requirements. Once you join and receive your discount card, you’re ready for instant savings.**

Vital Savings on Long Term Care Services comes to you for just a small fee — a one-time $15 sign-up charge, then:
- *Individual program: $7.50 per month, or $72 per year (an $18 annual savings)*
- *Family program: $10.50 per month, or $108 per year (an $18 annual savings)*

Continued Savings for Variety of Other Needs

Vital Savings SM on Dental
Save 15% to 50%* off the cost of a wide array of dental services.

Vital Savings SM on Pharmacy
Cut 10% to 40%* off the average wholesale price of prescription medication at leading pharmacies, including CVS/pharmacy and Rite Aid.

The Hearing Aid Discount - Plus

Discounts on Hearing Products and Services

With Vital Savings on Long Term Care Services, you can save 30%* on hearing exams, and 30% to 60%* on hearing aids through HearPO, one of the nation’s largest providers of top-quality hearing instruments.

Easy to use, easy to afford

Vital Savings is simple to use. When you receive services from one of the 4,370 nationwide providers through the HealthCare Synergies, Inc. (HSI) network, just show them your discount card to receive instant savings. There are no restrictions on participation and no length-of-stay requirements. Once you join and receive your discount card, you’re ready for instant savings.**

Vital Savings on Long Term Care Services comes to you for just a small fee — a one-time $15 sign-up charge, then:
- *Individual program: $7.50 per month, or $72 per year (an $18 annual savings)*
- *Family program: $10.50 per month, or $108 per year (an $18 annual savings)*

Continued Savings for Variety of Other Needs

Vital Savings SM on Dental
Save 15% to 50%* off the cost of a wide array of dental services.

Vital Savings SM on Pharmacy
Cut 10% to 40%* off the average wholesale price of prescription medication at leading pharmacies, including CVS/pharmacy and Rite Aid.
I had just about had it and I was at my wits ends, always repeating, and having the TV up so loud that I could hardly stand it! Not to mention I was embarrassed by talking loudly and louder to get him to understand! Our problem was so obvious to others. It was frustrating and embarrassing for the both of us! We had committed ourselves to each other a long time ago and I loved him too much to give up talking to him or for him to quit listening!

Hope Still Left For Your Better Hearing!

I purchased my hearing aids with high expectations and learned that just as my wife had patience for me without them, it was now my turn to have patience with the adjustment process. For all of those patient moments my wife gave to me, now with the help and support of this great hearing team it was the least I could do for her! Thank you honey and thank you _______ I stuck with it and did my part, and now my brain has again adjusted to the many sounds I had forgotten!

Seth Daniels

Hope Still Left For Your Better Hearing!

I was fitted with my hearing aids yesterday and this morning when I went to the gym to workout, I could not believe that I could hear the background music playing. I could hear the conversations going on around me. I could hear when they told us to move to the next station. It was Unbelievable!

Starkey Destiny & S series iq is why I hear better!

I used to depend only on my left ear. When Starkey fit me with a Destiny right hearing aid, I could not believe the difference! I could hear on both sides of my head. Then someone behind me on my right side whistled and I could hear that. Before I could not hear those sounds. Now I even hear my own voice better and speaking is getting easier. Starkey again fit me with their most recent High Tech hearing developments. The series iq with Drive Architecture a new advanced chip with 10 times the processing Power!

And Again I noticed better clarity and detail in Noisy situations. I am so grateful to Starkey for their years of service to me and the amazing benefits I receive from their hearing aids. I root for Starkey! Plus, they also won most of the 2008-09 Hearing Technology Awards.

Seth Daniels

Hearing This Good To Us, Has Become Priceless!

Treat yourself now to their free hearing examination and go hear what it could sound like for you!

Seth Daniels

Starkey changes brothers lives

Below Sacha with profound hearing loss tell about he and his brothers experience with Destiny Hearing Aids

Sacha and his Brother Youri who were both severely hard of hearing quickly become independent using Starkey hearing aids. Two of the three brothers having depended so much on their hearing brother throughout their life were a little out of water once their brother grew up and moved on with next phase of his life. They were at first caught off guard. But as they say, to their luck they found Starkey Laboratories, one of the largest hearing aid manufacturers world wide. “Their eagerness to help us quickly made a believer out of me with the kind of hearing magic they performed. Thank you and keep it up, Starkey.” To see our story and powerful hearing transformation go to our nine minute YouTube video at http://www.youtube.com/watch?v=5csTiu_G02s&url

Starkey Destiny & S series iq is why I hear better!

I used to depend only on my left ear. When Starkey fit me with a Destiny right hearing aid, I could not believe the difference! I could hear on both sides of my head. Then someone behind me on my right side whistled and I could hear that. Before I could not hear those sounds. Now I even hear my own voice better and speaking is getting easier. Starkey again fit me with their most recent High Tech hearing developments. The series iq with Drive Architecture a new advanced chip with 10 times the processing Power!

And Again I noticed better clarity and detail in Noisy situations. I am so grateful to Starkey for their years of service to me and the amazing benefits I receive from their hearing aids. I root for Starkey! Plus, they also won most of the 2008-09 Hearing Technology Awards.

Sacha Pompanu, Magician

Testimonial disclaimer: Testimonials are real. Some names and faces have been changed to protect patient confidentiality and comply with HIPPA regulations.

Aren’t you Curious? What are you waiting For? Its Fabulous!
Your Day for Better Hearing has arrived!

**Right Now**

*Never before has Hearing technology been so good!*

The momentum is on your side, with so much technology, concern, support and professionals ready to help you.

Say yes! Give yourself the gift of hearing!

Your New Hearing Care Specialists are waiting to serve you!

*Release yourself *NOW* from the bondage of Hearing Loss!*

*Free yourself to communicate freely once more*

*Go take a test Drive and Hear it for Yourself and receive*

*Often professionals run specials and open houses and chances are, Open House or not. More often than not, they would be glad to create a special discount just for you!*

*What are you waiting for? If this guy won’t, he knows the next guy will. So, ask! I guarantee you will get a discount!*

**Go see your new hearing professional today!**

So glad to have my mother really hearing again!

*What are you waiting for?*

*Your New Life is Waiting!*

This ad was built and sponsored by Daniel F. ACA and Susan F, retired hearing aid professionals of 26 yrs.
To contact email: hearinginnovtions@gmail.com

**Supporting You In Your Personal New Hearing Transformation**
Sounds of Life