

ENT Treatment News

❧ Winter 2015 ❧

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Why do people delay the purchase of hearing aids?

BROOKFIELD —

Inadequate Information: Hearing loss occurs gradually, so many people are unaware of the problem. The person with hearing loss learns to adapt to it. Often times, friends and family members adapt too by speaking a little louder. Sometimes, individuals start to make embarrassing mistakes when listening that help them become aware of their hearing loss.

Stigma & Cosmetics: Some people may feel that they are getting older, less competent or less attractive because of their hearing loss. Some are in a state of denial and want to hide their hearing loss from others. Cosmetics no longer need to be a barrier to obtaining amplification. There are a few styles of hearing devices that are nearly invisible and one style that is entirely invisible!

Misdirected Medical Guidance: Many

people have received misinformation about hearing aids from their well-intending physicians. Patients are often told that hearing loss cannot be helped if they have hearing loss in only one ear, nerve deafness (an outdated term for the most common type of hearing loss—sensorineural), or adequate hearing in quiet listening situations. Many times the physician will base their opinion on whether the patient can conduct a conversation in a quiet exam room, which is not a true test of hearing ability.

Not Realizing the Importance of Hearing: Studies have shown that people who do not hear well often experience anxiety, insecurity, isolation and depression. People start to withdraw from society. They lose the feeling of being connected to friends or family members. There may also be a financial

impact as well; studies have shown that people with untreated hearing loss earn less money.

Misbelief that Hearing Aids Don't Work: Many people have heard negative information about hearing aids from acquaintances. Unfortunately, some people are not happy with their hearing devices and tend to spread the word! Please don't let that information discourage you. Recent research indicates that 76% of hearing instrument users report satisfaction with the ability of modern hearing aids to improve their hearing. Also, 77% of users state that hearing aids have improved their quality of life. Not everyone benefits equally in all listening situations and all types of technology do not perform the same in difficult listening situations. Wearing hearing aids is a very individual journey, so don't base your opinions on other peoples' experiences.

Failure to Trust in Your Audiologist: Audiology is a doctoring profession. We go through many years of training to learn how to best help people with hearing loss. Recent data has shown that 90% of consumers are satisfied with their hearing professional.

Unrecognized Value of Hearing Aids: Many people think hearing aids will not work for them. Here is a list of the potential benefits of amplification: increased earning power, improved interpersonal relationships, reduced difficulty in communicating, reduced anger/depression/frustration, enhanced emotional stability, reduced social phobias, increased self-esteem, greater belief that you are in control of your life, improved perception of mental acuity, improved health status and greater level of outgoingness.

— Better Hearing Institute

Special Offer!

Save Up To \$300 Off a Hearing Aid Purchase With a Free Hearing Screen for New Clients!

As a special offer to new clients, I'm giving you the opportunity to receive a 10% discount on any new hearing aid package up to a maximum of \$300 with this coupon. This offer is for new clients only and not valid with other offers. This offer expires on March 15, 2015. To arrange for your free hearing screen, please call my office today at 262-780-4444. Please mention this ad when you call and bring this coupon with you on your office visit.

*Check out this free program with listening exercises to help you sharpen your ability to process sound!
It is called Angel Sound and you can download it at: angelsound.tigerspeech.com*

*Do you have difficulty understanding
speech on the television?*

Do you have difficulty understanding speech on the television? Many newer TVs have speakers located at the bottom or back, so hearing clearly is a problem! One of my patients purchased a sound bar for his TV and is thrilled with how well he is hearing. He chose a Vizio sound bar from Target for \$79. According to him, it was very easy to install. Try it!

Common Myth about Hearing Loss

I have one ear that's down a little, but the other one's OK.

Nearly all patients who believe that they have one "good" ear actually have two bad ears. When one ear is slightly better than the other, we tend to favor that ear for the telephone or in group conversation. It can give the illusion that the better ear is "normal" when it is not. Most types of hearing loss affect both ears fairly equally and about 90% of patients are in need of hearing devices for both ears.

— Better Hearing Institute

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*Information On Up
To \$300 Savings Offer
Within This Issue!*

Does Fitness Play a Role in Your Hearing Health?

A recent study looked at 28 healthy individuals and grouped them into three fitness levels—high, moderate, and low. All participants had normal hearing. Researchers exposed each fitness group to three different noise levels, which are common noises in everyday life (vacuum cleaner, mower, traffic). Hearing was rechecked under three different conditions: after 10 minutes of noise, after riding a stationary bike for 10 minutes without noise, and after listening to noise and riding the bike at the same time for 10 minutes. The high-fit group

consistently demonstrated better hearing levels in all cases as compared to the low-fit group. It is believed that regular exercise reduces the susceptibility of a temporary threshold shift in response to exposure to noise by increasing the blood flow and oxygen delivery throughout the body, including the ear.

— The Hearing Review

Check out our website:
www.enttreatmentcenter.com