



THE BETTER HEARING GUIDE

What you need to know about hearing, related health conditions, and solutions to empower you to live life to the fullest with improved hearing.

Table of Contents:

Hearing well looks good on you	2
The benefits of better hearing	2
Is your hearing changing?	3
Types of hearing loss	4
Related health conditions	5
Tinnitus	6
What are hearing devices?	7
How do hearing devices work?	7
Hearing device styles	8
How does a Hearing Care Professional recommend hearing devices for you?	9
How much do hearing devices cost?	10
Check your hearing	11

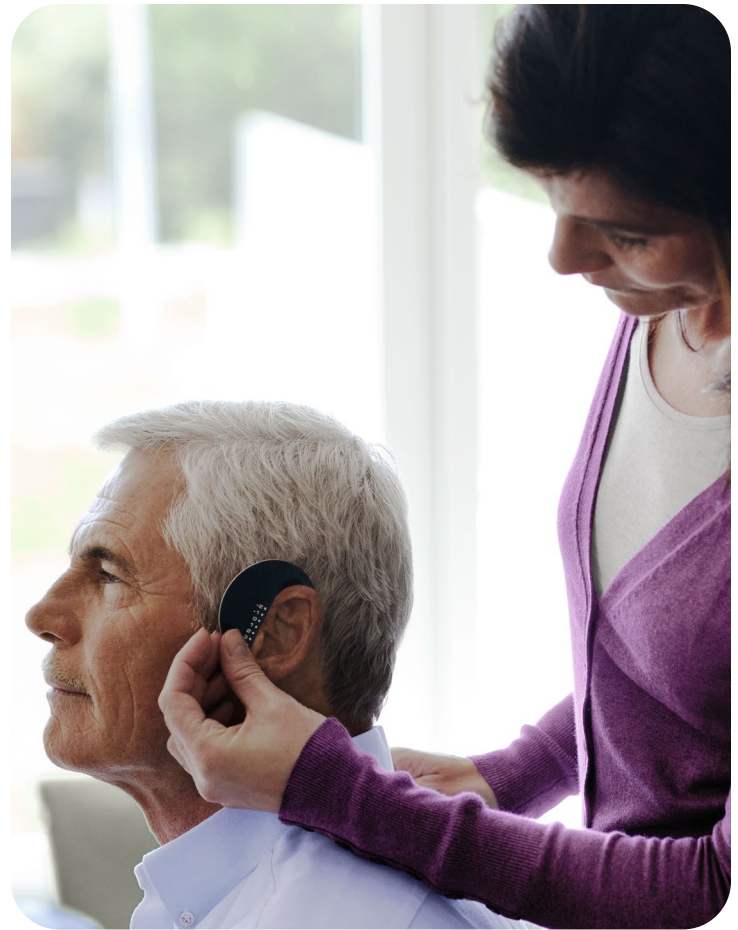


Hearing well looks good on you

Hearing is essential to connecting with people and the world around you.

Many people come to us because their hearing is changing and they're missing moments in their life. It may be family or social situations, work or volunteering, or a medical reason that's prompting them to see a Hearing Care Professional.

The good news is that if you care for your hearing health, it is possible to hear well for life. We are here to answer your questions and provide you with the information needed to prioritize your hearing health.



The benefits of better hearing:

- Social and mental wellbeing
- Connection with others
- Keeping your brain healthy
- Fighting off dementia and Alzheimer's disease
- Success at work
- Enjoying the activities that you love
- Personal safety

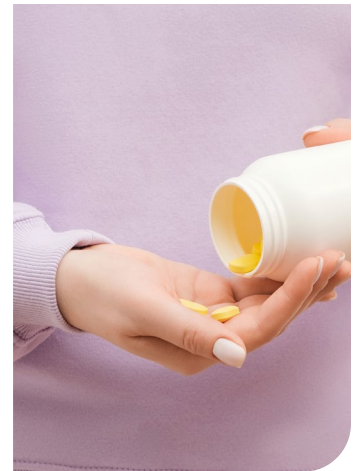
**Do you feel like your hearing is changing?
Are you concerned about a friend or loved one?**

Is your hearing changing?

Hearing changes over time for a variety of reasons. The change is almost always gradual, usually occurring over a period of years. Often those closest to the person with untreated hearing loss will notice it first.

Hearing can change for many reasons:

- Genetics
- Inner/middle ear diseases
- Head trauma
- Too loud or prolonged noise exposure
- Medications that are toxic to the ear (ototoxic)
- Ear infections
- Buildup of earwax



Because hearing changes gradually, it takes an average of 7 years for a person to acknowledge hearing loss is affecting their ability to communicate.

5 signs that your hearing may be changing:

1. It sounds like others are mumbling
2. It's hard to hear children's voices
3. Asking other people to repeat themselves
4. Difficulty following a conversation
5. It's hard to hold a conversation with competing background noise



Everyone's hearing changes. Paying attention to your hearing health is important to maintaining quality of life and connection to the people and sounds around you.

Types of hearing loss

A person with untreated hearing loss may still hear well enough in specific situations such as a one-on-one conversation in a well-lit, quiet room. But hearing loss makes it harder to “get by” when there are multiple speakers, competing background noise or poor acoustics.



There are three types of hearing loss:

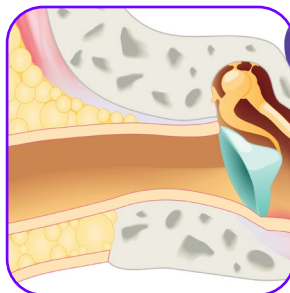
1 Sensorineural

- The most common type of hearing loss
- Damage to the hair cells in the inner ear
- Can be helped by hearing devices



2 Conductive

- Sound is blocked from moving through the ear
- Some types can be treated with hearing devices; other types require surgery



3 Mixed

- An issue in the outer or middle ear and the inner ear
- A combination of treatments may be required



Make an appointment if you have never had a hearing test or it has been more than 2 years since your last test.

Related health conditions

Hearing loss can appear along with other health conditions. And while other health conditions may not cause hearing loss, studies have shown that symptoms such as reduced blood flow or medications used to treat primary diseases can negatively impact the auditory system.

Here are the most common comorbid (occurring at the same time) conditions:



Diabetes

High blood sugar associated with prediabetes, type 1 and type 2 diabetes may damage nerves and blood vessels in the ears. People with diabetes are twice as likely to have hearing loss.



Depression

Hearing loss may worsen depression by making it harder to communicate with friends, family or at work, cause anxiety in social situations, and create feelings of isolation from others.



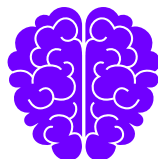
Arthritis

Arthritis can damage the cochlea, small bones, joints, and cartilage of the inner ear. Long-term use of the drugs prescribed to treat arthritis can also cause hearing loss.



Cardiovascular Disease

If circulation is poor or blood flow is restricted, the inner ear can be damaged because it is sensitive to changes in blood pressure.



Dementia

Older adults with hearing loss appear more likely to develop dementia and Alzheimer's disease. For every 10 decibels of hearing loss, the risk of developing dementia increases by 20%.¹



Balance Problems

Although people with hearing loss don't always have balance problems, two health conditions – Meniere's disease and labyrinthitis – can affect balance and cause hearing loss.

1. Lin FR, Metter EJ, O'Brien RJ, Resnick SM, Zonderman AB, Ferrucci L. Hearing loss and incident dementia. Arch Neurol 2011 Feb;68(2):214-20.

Tinnitus

Tinnitus (pronounced ti-NIGHT-us) is when a noise is heard, but there is no external source for that sound. If your ears have been ringing for hours after spending time in loud noise, such as a music concert, you have experienced tinnitus.

For most people, tinnitus is temporary and is not serious. However, for about 37% of adult Canadians (9.2 million), tinnitus is a chronic condition that can negatively impact quality of life.

What can cause tinnitus?

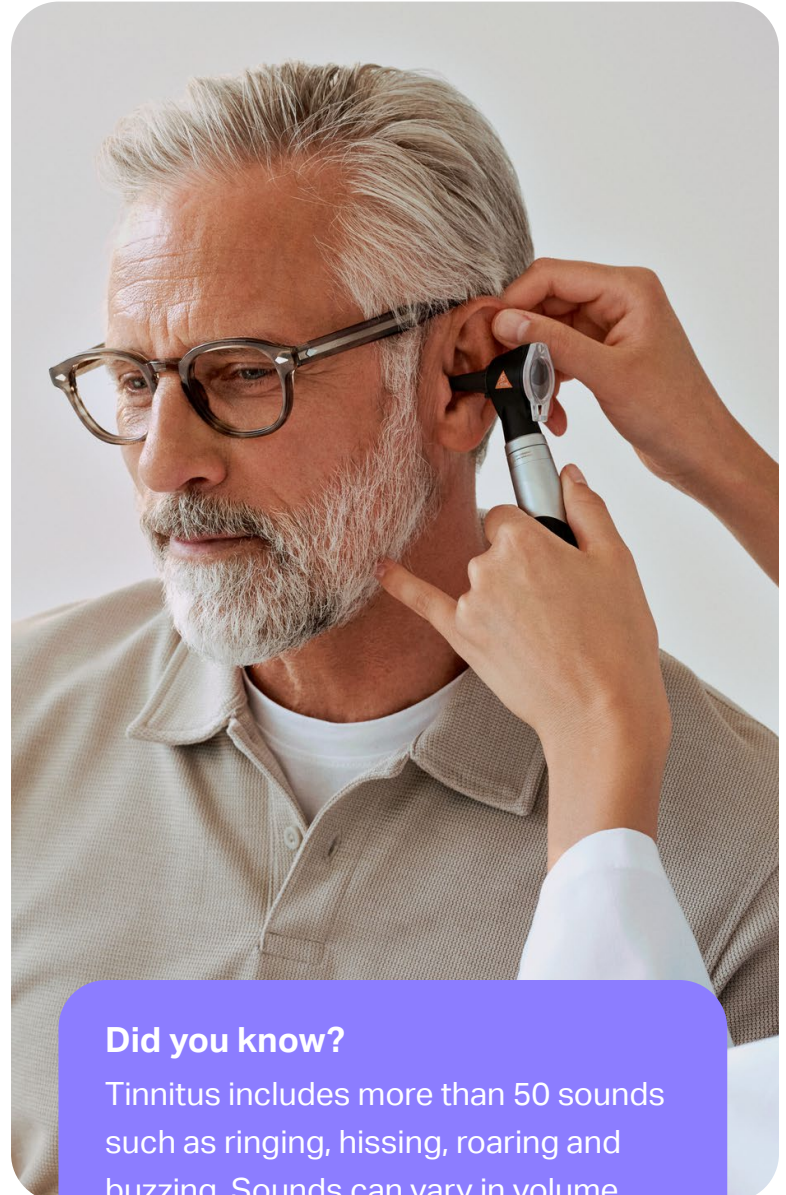
- Exposure to noise
- Head or neck injury
- Medication that is toxic to the ear (ototoxic)
- Ear infection
- Hearing loss

Who is at risk for tinnitus?

- Men more than women
- Adults, with a peak in the 60-69 age group
- Caucasians more than other ethnic groups
- People who work in loud jobs
- People with hobbies involving sound e.g., musicians, hunters, and motorsport enthusiasts

Can tinnitus be treated?

Yes. There are options available to ease tinnitus symptoms. Though there is no cure, hearing devices can provide significant relief.



Did you know?

Tinnitus includes more than 50 sounds such as ringing, hissing, roaring and buzzing. Sounds can vary in volume, be heard in one or both ears and can be steady or appear at intervals.

What are hearing devices?

Hearing devices are small electronic devices that you wear in or behind your ears. They are programmed to a wearer's specific hearing loss, boosting the sound in frequencies that the user is struggling to hear. This allows each person to listen, communicate, and participate more fully in daily activities. If you have hearing loss, hearing devices can help you hear more clearly in both quiet and noisy situations.



Silk Charge&Go



Widex MOMENT Sheer



Pure Charge&Go IX

Did you know?

You can choose **rechargeable hearing devices** instead of changing batteries. Just place the hearing devices in their charging station and they will power up overnight. Quick charge options are available too!



All hearing devices work using the same components:

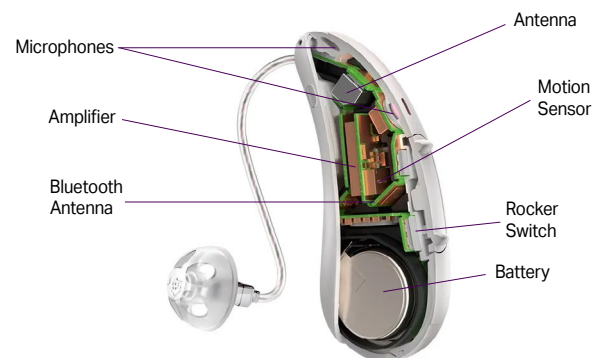
- A powerful computer chip
- A microphone
- An amplifier
- A battery – either disposable or rechargeable

Hearing devices process sound in 3 steps:

1. A microphone receives sound
2. An amplifier increases the volume of that sound
3. A receiver sends the amplified sounds into your ear

Your Hearing Care Professional will program the hearing devices for your hearing level and listening preferences.

How do hearing devices work?



Modern hearing devices are smaller, smarter, and more comfortable than ever before.

Hearing device styles

There are 5 main styles of hearing devices. What's right for you will depend on your hearing level, lifestyle, personal preferences, comfort, the shape of your ear, and other considerations such as dexterity.

Completely-in-the-Canal (CIC)

This is the smallest custom-made hearing instrument. The shell fits discreetly inside your ear canal.

Suitable for mild to moderate hearing loss



In-the-Canal (ITC)

This hearing device is custom-made to fit your ear. It is slightly larger than the CIC and may provide access to multiple listening programs. It may be easier for people with dexterity issues to handle than a CIC.

Suitable for mild to severe hearing loss



In-the-Ear (ITE)

This style is custom-made and fills your entire outer ear. A full shell ITE provides access to telecoil and multiple listening programs. Larger batteries and controls make this model easy to handle.

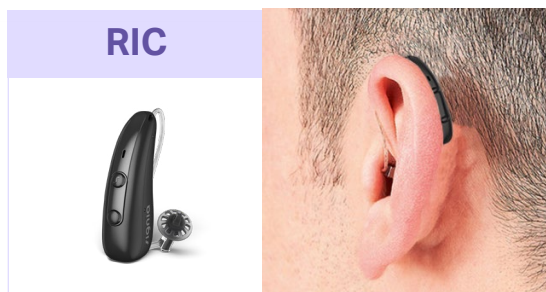
Suitable for mild to severe hearing loss



Receiver-in-the-Canal (RIC)

The speaker sits in the ear canal and is connected to the hearing device by a thin plastic microtube. The soft, comfortable tip that sits in the ear allows air and sound to flow naturally inside the ear canal.

Suitable for mild to severe hearing loss



Behind-the-Ear (BTE)

This style fits behind your ear and comes in a variety of sizes and colors. It is attached to a slim tube or an earmold that is custom-made for your ear.

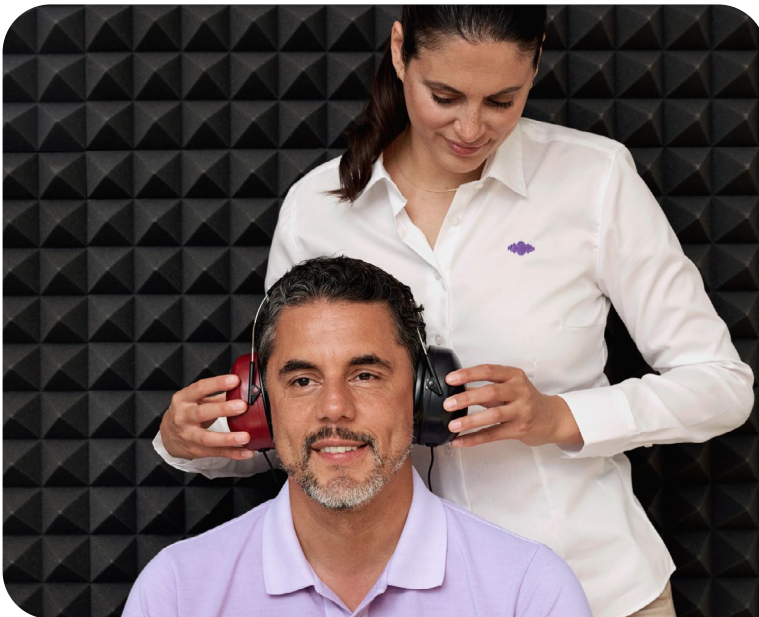
Suitable for mild to profound hearing loss



How does a Hearing Care Professional recommend hearing devices for you?

When you meet, the Hearing Care Professional will review your medical history and discuss your your hearing concerns along with any other ear-related symptoms. Talking about your lifestyle and work will also uncover factors that could impact your hearing such as exposure to noise.

Your answers and the results of your hearing test will provide your Hearing Care Professional with the information needed to recommend a solution that best meets your needs.



Your Hearing Care Professional will take into account:

- Level of hearing
- Lifestyle
- Other health conditions
- Technology preferences
- Style
- Budget
- Manual dexterity

Did you know?

Many hearing devices are Bluetooth® compatible. This means the hearing devices connect wirelessly to a laptop, smartphone, tablet, or music player. The sound plays in your ears, directly through the hearing devices!

Experience the sound.

During the appointment, your Hearing Care Professional will place hearing devices on your ears so you can hear how they sound. This is part of recommending the right customized solution for you.



How much do hearing devices cost?

A pair of quality hearing devices generally start at \$3,850 and can range up to \$7,700. The hearing devices that are right for you will depend on your hearing level, lifestyle, and budget. We'll work with you to ensure you receive the best products at the best price so that you are buying with confidence.



There are 4 technology levels:

basic, standard, advanced, and premium. With higher levels of technology, there are more features available and performance is better in complex sound environments. Your Hearing Care Professional will provide you with a recommendation for the technology that's best for your individual needs.

Make sure you also consider value.

You should also ask questions about the value and support that comes with the hearing devices.

- How well are the staff trained?
- How modern is the technology?
- Can you test the hearing devices?
- Is there a satisfaction guarantee?
- Do you have a same day fit program?
- Do you offer interest-free financing plans?



Maximize the Benefits.
Your insurance. Our guidance.

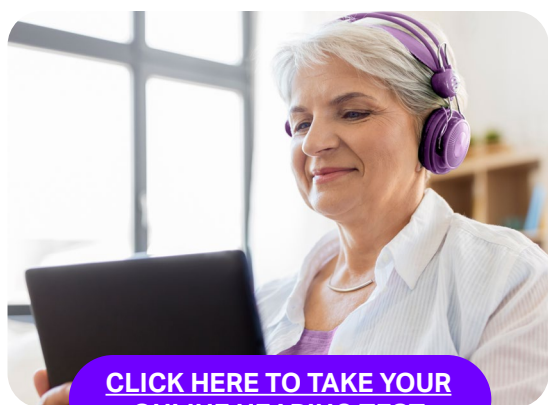
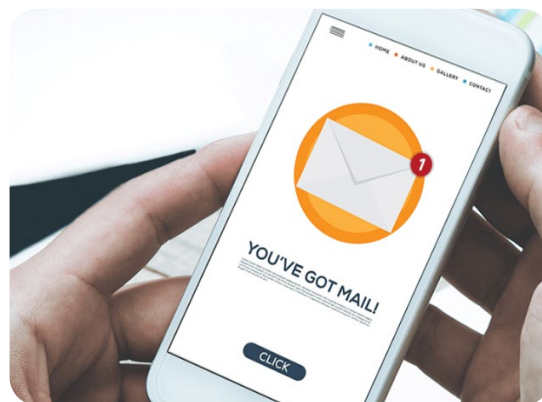
We'll help you make the most of your benefits at every step.

We offer guidance to help you liaise with your insurance company, health plan, provincial hearing aid program (if available), or union to confirm your hearing care benefits. Additionally, we direct bill most third party payors.

When you're ready, here are 3 ways you can take action:

1. Join our e-newsletter community [here](#).

Receive information on hearing health and new technology through our HearCANADA quarterly newsletter, delivered directly to your inbox.



[CLICK HERE TO TAKE YOUR ONLINE HEARING TEST](#)

2. Check your hearing.

Call HearCANADA toll-free at **1-866-471-6278** or visit HearCANADA.com to schedule your Free Hearing Test.

We offer appointments at our convenient local hearing centres or via Telehealth Hearing Care.

3. Schedule an appointment with a Hearing Care Professional.

Here's what to expect at a hearing test:

The appointment will last approximately one hour. The Hearing Care Professional will expertly guide you through 5 simple steps:

1. Review your medical history.
2. Conduct a physical exam of your ears including looking in your ears with an otoscope.
3. Use the latest diagnostic tests to measure your hearing.
4. Review and discuss the test results with you.
5. Recommend next steps for your hearing health.





Call today 1-866-471-6278 | [HearCANADA.com](https://www.hearcanada.com)     