

A photograph of a man with a grey beard and a woman with curly hair, both smiling and looking at a vinyl record. The man is holding the record, and the woman is holding a tablet. They are in a library or bookstore, with bookshelves visible in the background. The image is framed by a large, stylized white ear shape on a purple background.

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.

Sound of the **New Age**

HearUSA.com

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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 give you the information needed to make your hearing health a priority.



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 aids



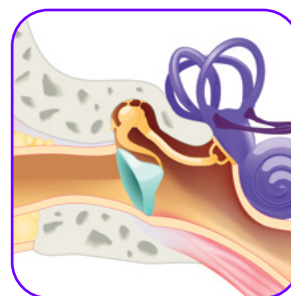
2 Conductive

- Sound is blocked from moving through the ear
- Some types can be treated with hearing aids; 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.



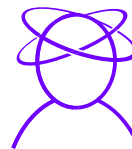
Arthritis

Arthritis can damage the cochlea, small bones, joints, and cartilage of the inner ear. Long-term use of the drugs used 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.



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.



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%.

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 2 million Americans, 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 aids 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 aids?

Hearing aids are small electronic devices that you wear in or behind your ears. They make some sounds louder so that you can listen, communicate, and participate more fully in daily activities. If you have hearing loss, hearing aids can help you hear more clearly in both quiet and noisy situations.



Active Pro



Styletto AX



Pure Charge&Go AX

Did you know?

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



All hearing aids work using the same components:

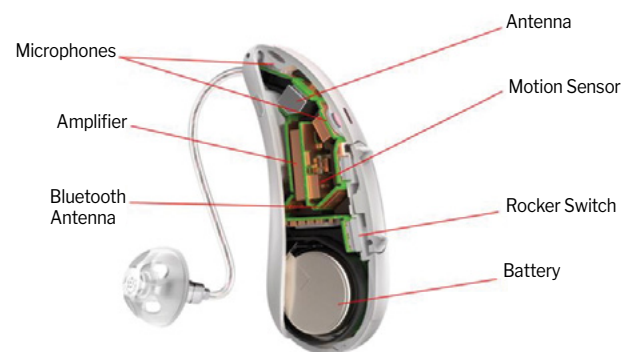
- A powerful computer chip
- A microphone
- An amplifier
- A battery – either disposable or rechargeable

Hearing aids 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 aids for your hearing level and listening preferences.

How do hearing aids work?



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

Hearing aid styles

There are 5 main styles of hearing aids. 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 discretely inside your ear canal.

Suitable for mild to moderate hearing loss

In-the-Canal (ITC)

This hearing aid is custom-made to fit your ear. It is slightly larger than the CIC and may provide access to multiple listening programs. 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 aid 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 aids for you?

When you meet, the Hearing Care Professional will review your medical history and discuss 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

Did you know?

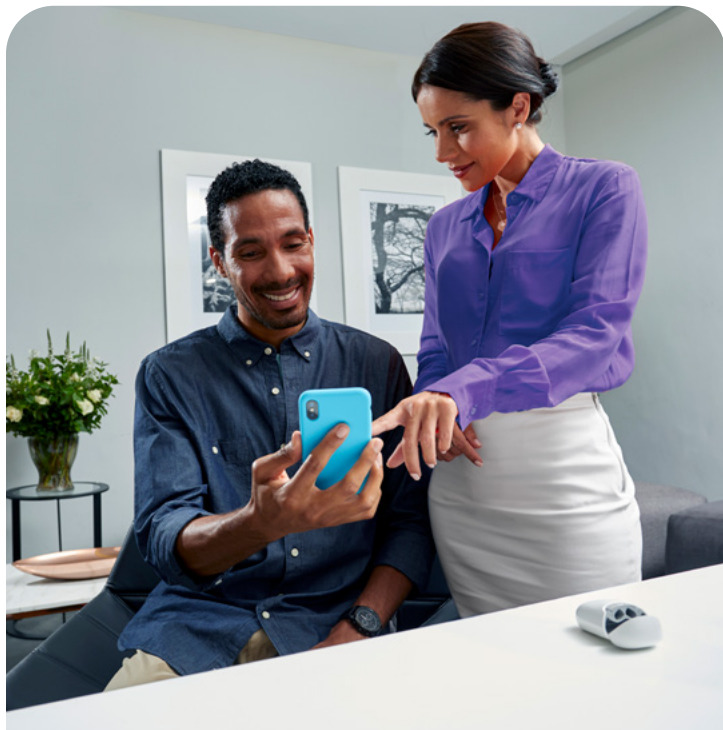
Many hearing aids are Bluetooth® compatible. This means the hearing aids connect wirelessly to a laptop, smartphone, tablet, or music player. The sound from the device plays in your ears, directly through the hearing aids!

With more than 250 makes and styles of hearing aids, HearUSA will have the right customized solution for you.



How much do hearing aids cost?

A pair of quality hearing aids generally start at \$1,999 and can range up to \$4,990. Almost everyone needs two hearing aids for a balanced solution to hearing loss. The hearing aids that are right for you will depend on your hearing level, lifestyle, and budget.



There are 4 technology levels:

basic, standard, advanced, and premium. More advanced technology has more features and performs better in more 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 aids.

- How well are the staff trained?
- How modern is the technology?
- Can you test the hearing aids?
- Is there a satisfaction guarantee?
- Can you get a same-day fit?



Maximize the Benefits.

Your insurance. Our experts.

Does my insurance cover hearing aids?
HearUSA accepts most insurances.

We contract with third-party payers (insurance companies, etc.) benefit sponsors, employer groups, managed care programs, health plans and unions to provide hearing care benefits to its members and/or employees.

Check your hearing

Find out how well you are hearing.

Do you think you have hearing loss?

Check your hearing in less than 5 minutes!



By proceeding, you agree to the terms of our [Privacy Statement](#).

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

Call HearUSA toll-free at **(855) 201-5691** or visit HearUSA.com to schedule your Complimentary Hearing Evaluation.

We offer appointments at your convenient local hearing center or via Telehealth Hearing Care.

Ready to schedule an appointment with a Hearing Care Professional? Here's what to expect at a hearing screening:

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 (855) 201-5691 | [HearUSA.com](https://www.hearusa.com)

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