

Six Steps to Better Hearing



Step One

Confirm you have hearing loss

Do you have hearing loss? If you know you do, then skip to Step Two. If you're not sure — maybe you've started to think you do, or people close to you have said you might — your next step is to confirm it.

You can start by getting an audiological examination from a **hearing healthcare professional**. Most offer them for free.

A hearing professional will typically administer a tone test and speech test — both taken in a soundproof environment. These providers have the tools and training to accurately measure and confirm the degree and severity of any hearing loss.

Did you know?

- Human hearing is best between ages 18–25¹
- Age-related hearing loss usually becomes noticeable around age 50¹
- High blood pressure can be an accelerating factor of hearing loss in adults²

10 common signs of hearing loss

1. Do you ask others to repeat themselves?



2. Do you turn up the TV or radio to volume levels others find loud?
3. Do you have trouble understanding conversation in noisy places?
4. Do you feel like other people mumble or slur their words?



5. Do you have trouble hearing women's and children's voices?
6. Do you have trouble hearing on the telephone?
7. Do you avoid social situations that were once enjoyable?
8. Do you have difficulty following a fast-moving conversation?



9. Do you miss important information in meetings?
10. Are you told by others that you have hearing loss?

Sources:

¹<https://www.wsj.com/articles/dont-wait-until-youre-older-to-fight-getting-old-1472488840> | ²<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3889339/>

Step Two

Know you're not alone

OK, **so you have hearing loss.** Welcome to a club with 750 million members worldwide.¹ Hearing loss is hardly rare. In fact, **it's the third most common physical condition affecting people**, after only arthritis and high blood pressure.²

And hearing loss doesn't discriminate. While the rate of hearing loss increases as we get older, it still affects everyone.

- 15 percent of school-age children (ages 6-19)²
- Half a billion people under 65¹
- One in three people 60 and older³
- Two-thirds of adults over 70⁴
- Four of five people 85+⁵

Knowing how common hearing loss is might not make you feel any more comforted — but it does explain why so much research has been done on the effect hearing loss can have on our quality of life, and why treatment has come so far.

Did you know?

- The prevalence of hearing loss doubles for every decade of life⁶
- The number of adults with hearing loss is expected to double by 2060⁷
- People 65+ are 5X more likely to have hearing loss than those under 65¹

Common causes of the most common type of hearing loss⁸



Aging

As you age, hearing loss is pretty much inevitable.

Noise Exposure

If it hurts your ears, it's probably hurting your hearing.



Head Trauma

When your head gets jolted, your hearing "system" can suffer.

Virus or Disease

Diseases that spike fevers, can lead to hearing loss.



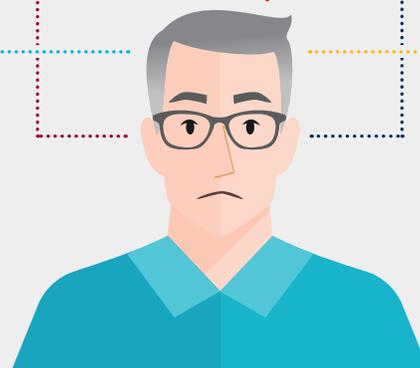
Genetics

Good looks and goofy jokes aren't the only things moms and dads pass down.



Ototoxicity

Aspirin, certain antibiotics and some anti-cancer drugs can cause hearing loss.



Sources:

¹ <http://www.who.int/pbd/deafness/news/Millionslivewithhearingloss.pdf> | ² <http://www.hearingloss.org/content/basic-facts-about-hearing-loss> | ³ <http://www.betterhearing.org/hearingpedia/prevalence-hearing-loss>
⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3869227/> | ⁵ <http://jamanetwork.com/journals/jamaotolaryngology/article-abstract/2552989> | ⁶ <https://www.theguardian.com/society/2016/feb/14/hearing-loss-cognitive-decline-dementia-research-mental-health> | ⁷ <http://jamanetwork.com/journals/jamaotolaryngology/article-abstract/2606784> | ⁸ <http://www.hearingloss.org/content/types-causes-and-treatment>

Step Three

Understand the effects of hearing loss

One problem with hearing loss is how gradually it occurs for most people. Hearing loss is usually a slow process — so slow, in fact, that **many don't realize they have it** and subconsciously cope instead (see *Step One's "10 common signs"*).

This leads to a second problem: they put off treating their hearing loss. But years of research recommends against it. **Untreated hearing loss has been proven to take a toll on people's physical and mental health** and, ultimately, their quality of life.

The growing list of consequences associated with untreated hearing loss includes the increased risk of:

- Falls
- Hospitalization
- Social isolation
- Depression
- Anxiety
- Relationship issues
- Fatigue
- Cognitive decline and dementia

Did you know?

- Adults with moderate hearing loss are 3X more likely to develop dementia over time¹
- Adults with mild hearing loss are 3X more likely to fall²
- Depression is more prevalent in adults with untreated hearing loss³

15 potential consequences of untreated hearing loss



Sources:

¹ http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_and_dementia_linked_in_study | ² http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_linked_to_three_fold_risk_of_falling

³ <http://www.audiology.org/publications-resources/document-library/untreated-hearing-loss-linked-depression-social-isolation>

Step Four

See a hearing professional

So far we've learned that (A) hearing loss is prevalent, (B) once you're over 50 it's fairly likely, and (C) that it can come with some very unpleasant "side effects."

Now for the good news — it's also mostly treatable. That's why, if you have hearing loss, Step Four is easy — go back to that hearing professional who first confirmed it.

Whether you consult with an audiologist, an ENT doctor or a hearing aid specialist, **it's important to see someone who specializes in hearing issues.**

Only trained hearing professionals have the experience and equipment needed to perform a thorough and proper audiological evaluation, then prescribe the solution and treatment protocol that best fulfills your unique needs.

Did you know?

- Only 23 percent of adults receive hearing screenings during routine physical exams¹
- The Centers for Disease Control and Prevention (CDC) recommends healthcare providers "make referrals to hearing specialists" when patients show or report hearing loss²
- Hearing aid users wait, on average, 10 years before getting help for hearing loss³

Where to buy hearing aids — online or from a hearing professional?



What's included in the cost of your hearing aids?	Local Professional	Online Retailer
HEARING TEST & CONSULTATION		
Thorough hearing tests	✓	✗
Audiological evaluation	✓	✗
Lifestyle assessment	✓	✗
PRODUCTS & FITTINGS		
Different styles to choose from	✓	✓
Custom-fit styles	✓	✗
Invisible styles	✓	✗
Ability to try more than one solution at a time	✓	✗
Fit and programmed based on audiogram results	✓	✓
Adjusted on-the-spot to match needs and sound preferences	✓	✗
Demonstration of how to use and care for your hearing aids	✓	✗
Personalized treatment protocol	✓	✗
FOLLOW UP & SUPPORT		
Trial period	60 days	45 days
Follow-up visits	✓	✗
Hearing aid batteries	Up to 3-year supply	Up to 6-month supply
Warranty	Up to 3 years	Up to 1 year

Sources:

¹ <http://www.hearingreview.com/2015/05/introduction-markettrak-ix-new-baseline-hearing-aid-market/> | ² <https://www.cdc.gov/media/dpk/injury-violence-safety/noise-induced-hearing-loss/hearing-loss.html>

³ http://www.hopkinsmedicine.org/health/healthy_aging/healthy_body/the-hidden-risks-of-hearing-loss

Step Five

Hear better

Today, more than ever, **the best treatment for hearing loss is hearing aids**. Even people with profound hearing loss can be helped.

Like all high-tech devices, hearing aids keep getting smaller and smarter. Faster processing speeds, sophisticated microtechnology, and advanced research and development have combined to deliver:

- **Superior sound clarity** — The ability to distinguish speech from noise, detect direction, and do it all automatically, enable the best hearing aids to convert and amplify sounds more accurately and naturally than ever.
- **Persistent connectivity** — There's no reason to miss out on anything anymore thanks to your hearing aids' ability to wirelessly connect to and stream from your TV, computer and smartphone.
- **Exceptional ease of use** — No matter what you do or where you go, today's hearing aids can adapt automatically with little fuss, attention or manual adjustments required.

Did you know?

- 90-95 percent of people with hearing loss can be treated with hearing aids¹
- Wearing hearing aids reduces the risk of cognitive decline associated with hearing loss²
- People with hearing loss who use hearing aids say they feel more confident and better about themselves³

Seven things today's hearing aids let you do that yesterday's couldn't



1 Stream phone calls wirelessly to your ears

Our hearing aids let you talk and listen on your smartphone without holding the phone to your ear or mouth.

2 Stream music and videos wirelessly to your ears

Our hearing aids act as headphones for your smartphone – minus the wires.



3 Control hearing aid volume and settings via your smartphone

You no longer need to take off your hearing aids or fumble with small controls.

4 Listen to your favorite TV show without blasting the volume

Our wireless hearing aids can stream sound directly from your TV to your hearing aids. No one else has to hear it if you don't want them to.



5 Alert you to incoming texts or email

Get a text or email on your smartphone and you'll get a notification in your hearing aids. (You can even set it so Siri can read them to you!)

6 Provide relief from tinnitus

Offset annoying ringing in your ears with soothing sounds customized for you.



7 Adjust to the sounds in your busy life automatically

Automatically improve speech detection and minimize background noise everywhere you go, even in restaurants.

Sources:

¹ <http://www.betterhearing.org/hearingpedia/hearing-loss-treatment> | ² <https://www.ncbi.nlm.nih.gov/pubmed/26480972> | ³ <http://www.betterhearing.org/news/how-can-treating-hearing-loss-help-me-stay-youthful-and-active>

Step Six

Live better

It's been proven: **hearing health is directly connected to our overall health and well-being.** The ability to hear and engage more easily with the world around us delivers numerous tangible and intangible benefits.

In recent surveys and studies, people who've treated their hearing loss with hearing aids reported:

- Improved relationships at home²
- Improved sense of independence²
- Feeling more optimistic and engaged in life¹
- Improved job performance¹
- Improved overall quality of life¹

With everything we now know about the negative long-term effects of hearing loss — and all the progress we've made treating it — there's little excuse to let it impact your quality of life.

Hearing aids can help



100% of healthcare professionals* surveyed agreed that **hearing aids improved the quality of life** for their patients with hearing loss.³



8 out of 10 people with hearing aids say their **quality of life has improved.**³

Insights from
WebMD

Real quotes from real Starkey hearing aid wearers

"You have vastly improved the quality of my life with these tiny little miracle hearing aids."

Stephanie H. / NM

"I work with and lead people every day — and I can now work better and more effectively because of my hearing aids."

Marty C. / NY

"Thank you for keeping me active and engaged in life."

Tammy L. / FL

"The hearing aids have changed my life. I can't do without them now."

Phil M. / New Zealand

"If I had to do this all over again, I would have purchased hearing aids 10 years ago."

Bill D. / WA

"They are the best purchase that I have made to help me have a better quality of life."

Ray M. / FL

Now are you ready?

Please call us to start treating your hearing loss today!

Sources:

¹ http://journals.lww.com/thehearingjournal/Fulltext/2011/06000/MarkeTrak_VIII_Patients_report_improved_quality_of.8.aspx

² <http://www.audiology.org/publications-resources/document-library/untreated-hearing-loss-linked-depression-social-isolation>

³ 2017 WebMD Healthcare Professionals and Hearing Aid Wearer Study commissioned by Starkey Hearing Technologies.

*Who regularly diagnose hearing loss as part of practice. WebMD does not endorse any products or services

