

Focus on HEALTH

The Straight Scoop: Digital Hearing Aids Can Significantly Improve Your Quality Of Life

According to the U.S. Department of Health, 28 million Americans, or 1 out of every 10 people have a treatable hearing loss.

Hearing loss occurs very gradually. If you or somebody you know has untreated hearing loss, you know how increasingly difficult it is to interact with friends and loved ones.

Quality of life declines as the hearing impaired individual begins to avoid situations where hearing is important. Worse yet, most individuals put off getting help for years because of the stigma attached to wearing hearing aids.

"It is very sad that millions of people are letting vanity and denial get in the way of treatments that could significantly improve the quality of their lives."

You'll be surprised to learn that digital hearing aids are very affordable today and are available in a variety of styles and sizes. Yet they still deliver superior digital hearing aid performance.

Digital hearing aids provide effective solutions to complaints commonly associated with analog products: feedback, background noise and low-fidelity sound processing. The key to the digital advantage is the combination of an algorithm or "software program", with an open-platform digital chip.

Because each individual is unique, an algorithm is developed to accurately correct each patient's hearing loss. The algorithm is then programmed into the chip so their hearing aids know how to maximize hearing accurately in a variety of listening environments.

The state-of-the-art digital hearing aid is the newest generation of smart digital hearing aids and is a quantum leap forward in digital hearing aid performance.

"The newest Digital is by far and away the best hearing aid we've ever fit. Patients are amazed at the significant improvement in the clarity and comfort of digital sound."

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The newest digital chip performs millions of calculations per second based on the algorithm's hearing correction code. The Advanced Digital Algorithm provides:

- * Automatic Feedback Suppression
- * Adaptive Noise Management
- * Digital Directional Technology
- * High Fidelity Digital Sound
- * Extended Battery Life

Digital hearing aids are, by nature, much more flexible than the analog hearing aids they replace. To take full advantage of the newest digital flexibility, hearing professionals are trained by industry experts to enhance the skills necessary to properly interface these new state-of-the-art instruments to the patient.

"Patient satisfaction is directly related to the hearing professional's expertise. Hearing Professionals can more accurately evaluate, correct and program the hearing aids to the unique needs and lifestyles of the patient. Comprehensive evaluation techniques, specialized fitting and programming flexibility and post-fitting care will ensure your complete satisfaction."

If you or a loved one suspect an untreated hearing loss, you should contact your local hearing professional.

Dr. James Firman
National Council on Aging

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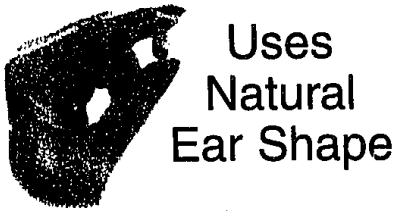
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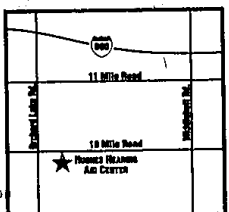


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