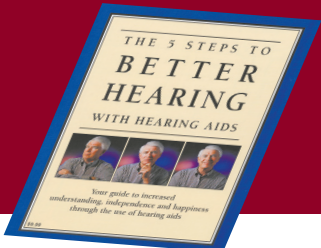




# MYTH:

**“A hearing loss means sounds need to be louder”.**

# FREE



The 5 Steps to Better Hearing with Hearing Aids Booklet (valued at \$9.99) is yours at NO CHARGE when you return this offer with your complimentary consultation.

**FACT:** In most cases, you can hear people talking but have difficulty understanding. Perhaps you can understand fine in quiet environments, but have trouble in noisy surroundings or in groups. Making sounds louder just makes understanding harder. Hearing aids are designed to amplify the specific frequencies you need for better understanding.

We combine experience and superior levels of service with the newest, most innovative techniques and digital technology available today.

At The Georgetown Hearing Clinic, we are committed to your individual hearing needs. Find out how we can help.

On-Site Audiologist • Repairs • Hearing Tests • Batteries • Home Service Available • Affordable Pricing • Custom Made Musician, Industrial & Swim Plugs • Hearing Aid Prescriptions and Fittings • ADP, WSIB, DVA Authorised Dispensary

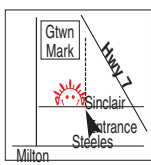


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The GEORGETOWN  
**HEARING CLINIC**

**905-873-6642**  
99 Sinclair Avenue, Suite 210

Serving the community of Halton Hills and surrounding areas for over 12 years



Cory Soal  
Hearing Inst.  
Practitioner

At the Georgetown Hearing Clinic, our goal is to help you achieve the best results possible by aiding your individual hearing health needs. The following are some commonly asked questions:

### 1) What should I expect from hearing instruments?

The success of your hearing instruments depends on your acceptance of realistic expectations. Although hearing instrument technology has greatly improved over the years, the fact still remains that nothing can mimic the human ear. Due to the damage in your ears that is causing hearing loss, you will never be able to hear as well as a normal hearing person. Expecting results from your hearing instruments that cannot be achieved will only lead to frustration and dissatisfaction. By asking your hearing professional questions and describing your experiences, the optimum performance can be reached to match your expectations. The following are some facts:

- \* The extent of improvement to your hearing is directly proportional to the severity and the duration of your loss.
- \* The more severe the hearing loss the harder it will be for the hearing instruments to restore your hearing to near normal.
- \* The longer the duration of your hearing loss the harder it will be for your brain to adjust to the new sounds.
- \* Understanding speech is a brain function and although the hearing instruments will give your brain the tools it needs to understand speech, it takes training and patience to improve your ability to understand.
- \* Different listening situations will offer different abilities to understanding. Noisy situations are harder to hear conversation even for normal hearing individuals; hearing instruments should improve your ability, but will not allow you to perform as a normal hearing individual.
- \* Many sounds that you will hear will sound different, or more distinct, to you. This is because your diminished hearing over a long period of time has trained your brain to accept the slight differences in the sounds you normally hear. Wearing hearing instruments will bring back the original sounds as they should be heard, although different to you. With time your brain will accept the new changes to these sounds.
- \* Hearing instruments should allow you to understand speech better in most situations than without your hearing instruments.

### 2) What can I do to help get used to new hearing instruments?

A patient who has never worn hearing instruments before, or is wearing a new type or circuit may go through a period of adjustment. The following are suggestions to help you through that adjustment period:

- \* Don't get discouraged. It may take time to realize the benefit of your hearing instruments. You have been hearing through a damaged system that has delivered distorted signals to your brain. Now the sounds you are being exposed to are louder and different than what you are used to. In time, your brain will adjust to the new signals it is receiving.
- \* When you first start wearing the hearing instruments, you will suddenly hear sounds you were previously unaware of. Many you will recognize as sounds you used to hear before you had a hearing loss, and others will have to be identified for you. These sounds will seem bothersome at first because you are not used to hearing them. In time, like those with normal hearing, you will unconsciously block out these daily sounds.
- \* If you are having difficulty with the hearing instruments, or do not like the sound quality, discuss it with your Audiologist. Chances are there are adjustments that can be made to the instruments to accommodate your complaint.
- \* Remember that you are not alone. There are millions of people with hearing loss, and as the Baby Boomers age, the numbers grow. It is nothing to be ashamed of, and there are many treatment options available to you in these modern days.

### 3) What are some strategies I can use to help me understand speech better?

The best thing you can do whether you are wearing your hearing instruments or not is to use effective listening strategies. Even people with normal hearing have difficulty in some situations. Don't get discouraged. The following are some effective listening strategies you can implement easily:

- \* Make sure the person you are communicating with is facing you and not turned away or in another room.
- \* Make sure the background noise is kept to a minimum when trying to communicate.
- \* Have people try to get your attention before they start to speak to you.

At the Georgetown Hearing Clinic, we are committed to your individual hearing needs. Find out how we can help