

# Treatment makes a difference

Research by the non-profit National Council on Aging (NCOA) concluded that hearing loss treatment is shown to improve<sup>1</sup>:

- Physical health
- Communication in relationships
- Intimacy and warmth in family relationships
- Ease in communication
- Emotional stability
- Sense of control over life events
- Earning power

<sup>1</sup>[betterhearing.org](http://betterhearing.org)



Starkey Hearing Technologies  
6700 Washington Avenue South  
Eden Prairie, MN 55344

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# Treating Hearing Loss

Who you should see and  
what steps you should take.

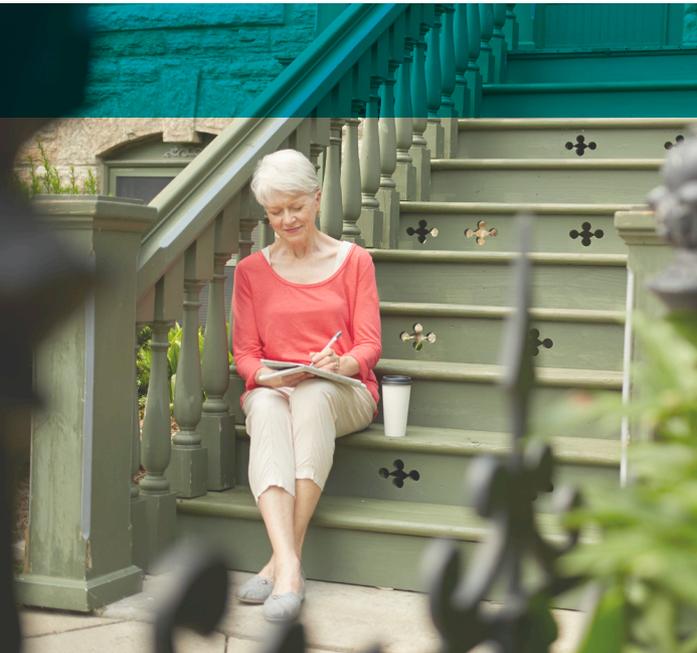


So you have hearing loss.

# What's next?

If you think you or someone you know has hearing loss, you're probably wondering what the next step should be. That's easy — see a hearing healthcare professional.

It's important to see someone who specializes in hearing issues, such as an audiologist, an ENT doctor or a hearing aid specialist. Schedule a comprehensive evaluation to begin treatment and rehabilitation as soon as possible.



## **Don't do it alone**

While hearing loss typically can't be reversed, most cases can be managed with the help of a hearing healthcare professional and hearing aids.

## **See a professional**

Just as every person is unique, every hearing loss and hearing need is unique, too. To ensure you get a solution that's custom-fit to your precise needs and lifestyle, it's always recommended that you consult with a hearing healthcare professional.

These trained experts have the experience and technology needed to precisely diagnose and measure your degree of hearing loss, then prescribe and administer a solution personalized for you — including providing ongoing support and care.

## **Get the right solution**

Today, more than ever, the best solution for hearing loss is hearing aids. Like all high-tech devices, hearing aids have improved significantly over just the past several years in terms of performance and appearance.

From "invisible" solutions that fit deep inside your ear and are virtually undetectable when worn, to wireless options that stream audio directly from your TV, radio and phone, today's hearing aids sound better, fit more comfortably and perform more reliably than ever before.



# Two are better than one

Nearly 95% of people with sensorineural hearing loss (the most common type) can be helped with hearing aids. But wearing two hearing aids (called "binaural"), delivers these additional benefits<sup>1</sup>:

- Better understanding of speech
- Better understanding in group and noisy settings
- Better and smoother sound quality
- Better sound identification and localization
- Better tinnitus masking

<sup>1</sup>[betterhearing.org](http://betterhearing.org)

**To get started treating your hearing loss, talk to your hearing healthcare professional.**