

Benefits of New Hearing Aids

We live in a world that depends on communication, and our hearing is a primary part of that. Hearing aids can provide valuable benefits to improve your quality of life in a number of important ways. They can help you to:

- **Hear better in situations that are important to you** – Fully participate with family, friends and co-workers again.
- **Stay connected** – Hearing loss can lead to isolation and depression. With hearing aids, you can connect with the world and regain your quality of life
- **Avoid becoming a burden to those around you** – Wearing a hearing aid can be a courtesy to others, reducing frustration and eliminating the need for them to raise their voices or repeat things to you.
- **Identify speech in noise** – Hearing aids can improve the brain's ability to process speech when there is competing background noise, like in a restaurant or crowd. Hearing aid technology continues to improve and hearing better in noise is a primary focus of the current hearing aid technology.
- **Stay sharp** – Hearing loss contributes to reductions in cognitive and communication abilities—it can even be misdiagnosed as dementia. Hearing aids can help improve your abilities, keeping you on top of your game.
- **Be alert to what's happening around you** – Hearing enables you to sense alarms, sirens, traffic, telephones, doorbells and other important signals at home, work and in the community.
- **Work longer and earn more** – Studies clearly demonstrate that uncorrected hearing loss can impact your success on the job, with even a mild hearing loss reducing earning potential. Using hearing aids can help you communicate successfully on the job so you maintain your productivity, professional standing and income.

Common Myths and Reasons for Resisting Hearing Aids

While hearing aids have helped millions of people around the world improve their hearing experience and quality of life, there are still some misconceptions about them. Don't let these common myths keep you or someone you care about from getting help to overcome hearing loss.

“I've heard hearing aids are more trouble than they're worth.”

“They're too expensive.”

“They're hard to use.”

“They make background noise too loud.”

“They make that annoying whistling noise.”

“My hearing isn't that bad.”

“I'm not ready to look like an old person!”