

An audiologist has a doctoral degree with 8 years of academic training and is licensed to do all the diagnostics necessary to determine if prompt medical attention is needed, or if the issues can be addressed with hearing aids. A hearing aid dealer in North Carolina is required to have only a high school education and one year of on-the-job-training by another dealer. A dealer is not qualified nor licensed to do the same things as an audiologist.

Insurance Policies Can Be Bad for a Patient's Health. Many insurance companies are apparently not aware of the health risks associated with hearing impairment. Therefore, they typically do not cover all the costs of advanced testing and measurements that are available to audiologists.

In contrast, **Now Hear This** believes that a patient's health is more important than being members of certain insurance company "provider networks". Our mission is to use the most advanced fitting procedures available, and to give every patient a superior level of service because we care about their long term health.

The Only Hearing Aid Clinic Offering

AccuFit®

A breakthrough technology for fitting any size, style or brand of hearing aid with the highest accuracy available anywhere.

Now Hear This brought this technology to the USA and got FDA clearance for this advanced fitting system in 2011. The result is better hearing from hearing aids in less time.



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8 Things

You (Probably)
didn't know
about

Hearing



8

Eight Things You (Probably) Don't Know About Hearing

Poor Hearing Can Be Bad for the Brain...and Better Hearing Could Make You Feel and Act Younger.

A recent study by scientists at John's Hopkins hospital on over 600 people showed that people with hearing impairment have much greater risk of certain medical issues. The study showed that they have up to five (5) times the risk of dementia and Alzheimer's. Studies also show a link to increased numbers of falls, which can result in broken bones. While the exact reason for some of these things is not known, doctors and scientists are not surprised. It may be because brain function declines if the brain is not stimulated with speech and other normal sounds of life. Learn what others have learned: hearing well is good for the mind, body, and soul.

Even Mild Hearing Loss Can Impact Your Life

The National Council on Aging reported that people with mild hearing loss often under-estimate the impact. Many medical studies have shown that mild hearing loss can be disruptive to marriages and families, relationships with co-workers and employers, and leave a person feeling socially isolated and depressed. Interestingly, it has even been linked to lower earning potential.

Most Problems With Hearing Aids are Not The Fault of The Hearing Aids. The truth is that modern hearing aids have marvelous technologies that can address over 90% of our hearing issues, whatever the reason. If you or a loved one has aids that aren't performing, or are uncomfortable or "noisy", it is probably because they were not "fitted" correctly.

Fitting a Hearing Aid Means More Than Just a Good Anatomical Fit. An article in *Consumer Reports* in July 2009 showed that 66% of hearing aids are not fitted correctly. This is sad because it reflects on all hearing professionals.

What good "fitting" really means is that a qualified professional has spent the time and money required to use all the advanced tools needed to adjust the hearing aids to match the exact needs of each patient. A custom professional fit will amplify speech and other sounds so that you can hear and understand what others are saying without being "too loud" or "noisy".

You Need Truthful Answers to Four (4) Questions Before Choosing a Hearing Professional. The journey to better hearing is nearly 100% dependent on who prescribes and fits the hearing aids. Here are four questions to ask before you choose:

1. Are you a licensed audiologist?
2. Do you do Real Ear Measurements on 100% of your patients?

3. Do you do: (i). Loudness Scaling, (ii) Acceptable Noise Level and (iii) Hearing-in-Noise tests, so that you know exactly how to personalize my hearing aids to my needs?
4. Can the hearing aids you dispense be re-programmed by any other audiologist.... or must I return to one of your offices?

The Highest Standards of Care Are Conducted on Only a Small Fraction of Patients with Hearing Loss. Every leading university audiology program trains audiology doctors to do Real Ear Measurements on 100% of their patients. This is because the size and shape of each person's ear canal is unique to them, like a fingerprint. However, most hearing professionals do them on only 10% of patients.

Real Ear Measurements confirm that the hearing aid matches the unique "fingerprint" of each person's ear. It takes extra time but doing it the right way assures the patient that their hearing aids are delivering maximum benefits, without being too loud or uncomfortable.

Knowing the Difference Between a Hearing Aid Dealer and an Audiologist is Critical. A national survey showed that 87% of patients thought they were visiting an audiologist. In fact many of them were only seeing a hearing aid dealer.