

# The Seven Critical Facts About Hearing



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**You'll never know how much you're missing in life... until you hear as well as you could.**

Our five senses help make every second of our lives a unique experience. That's why we take good care of them. We get glasses, we go to the dentist, we exercise.

In fact, we're willing to go a long way to improve our health and well-being. However, when it comes to our hearing, too many of us wait far too long!

Many people believe that hearing is the most important sense of all. It is our lifeline to an ever changing world.

Our sense of hearing connects us to colleagues, friends and most importantly, the people we love.

# The Seven Critical Facts about hearing

## Babies

- 1) A hearing impairment inhibits the development of communication in babies, therefore every infant should be tested.
  - 2) We start to communicate from the moment we are born. So, the earlier hearing loss is detected and treated, the better chance there is to create a better future for your child.
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## Children

- 3) Children can fall behind in school by not realising that they don't understand the teacher because of a hearing loss.
  - 4) Children with a hearing loss that receive amplification can often perform just as well as their peers in school.
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## Adults

- 5) 1 in 6 adults experience some degree of hearing loss.
  - 6) One of the biggest challenges for people with even a mild hearing loss is following a conversation in a noisy environment.
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## Technology

- 7) Oticon hearing technology has improved to help you experience speech understanding at the same level as people with normal hearing in noisy environments.\*

# What will the hearing care professional do for you?

## Assess your hearing

Specialized equipment is used to obtain an accurate picture of your hearing loss. Your hearing care professional will then be able to tell the type, degree and possible cause of any hearing loss present. They will also be able to tell you if it's necessary to consult any other specialist.

## Discuss your hearing needs

Your specific hearing requirements and treatment options will be discussed. A joint decision will be made on what the appropriate solution is for you.

## Decision making and counselling

Your hearing care professional will assist you in making a decision about which option will best suit your hearing loss. Counselling is provided to help those with hearing loss to function more effectively in social, educational and occupational environments.

## Hearing Instrument Fitting

If required, an appropriate hearing instrument will be selected to suit your type and degree of hearing loss as well as your individual lifestyle. After fitting the device, your initial experience of hearing improvement will be evaluated and your hearing care professional will discuss whether your goals are being met. Adjustments are made accordingly.

# We hear with our brain. Not our ears.

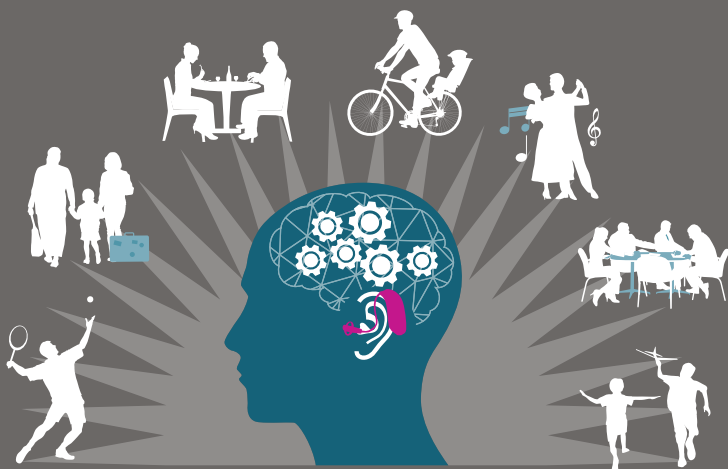
The ears receive sounds and send them to the brain that translates the sounds into meaning. Oticon hearing aids feature BrainHearing™ technology, designed to support your brain and help it make sense of sound. Our technology helps you hear better, with less effort.



Oticon  
**BrainHearing™**  
Technology

## Social activities stimulate your brain

If you have a hearing loss, you will find it easier to participate in social activities if you use hearing aids. Social interaction stimulates your brain, which decreases the risk of accelerated mental decline.



# How good is your hearing?

Ask yourself these 6 questions. If you answer YES to most of them, it might be a sign of hearing loss, but you need a professional hearing test to confirm it.

1. In your experience, do people around you mumble, or speak softly?
2. Do you find it difficult to follow conversations in restaurants or crowded places?
3. Do you often have to turn up the volume on your TV, radio or phone?
4. Do friends and family members complain that they have to repeat what they are saying?
5. Do you have to look at people's faces to understand what they're saying?
6. Have you noticed that everyday sounds, like the twittering of birds, footsteps or the clock ticking, are gone?



## Act now!

If you would like to have your hearing tested, please contact your local hearing care professional.



For more information  
call 0800 684 266  
or email [info-za@oticon.com](mailto:info-za@oticon.com)

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