



2591 Baglyos Cir, Ste C-48  
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**INSIDE**  
Paying your better  
hearing forward

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# Hearing Q&A



**Q: Why does it take a while to adjust to hearing technology?**

**A:** This is a common question, so I'm glad you asked! Hearing loss is gradual, so your better-hearing journey will be, too. Let's look at why.

After the first subtle signs of hearing loss, the average person waits seven years to get their hearing checked. A lot happens in those seven years.

Your auditory cortex is the part of your brain that processes sound input from your ears. It's excellent at its job, but only when it gets quality information. Even a minor hearing loss can garble sound clarity, so your auditory cortex can't do its job well.

Other areas of your brain have to put down what they're doing and come help the auditory cortex — areas responsible for important things like thinking and memory, as well as speech processing.

Even in the early stages of hearing loss, you adopt coping skills: lipreading, increased dependence on reading facial expressions and body language, or leading with your "good ear." You might not even realize you have coping strategies.

As hearing loss increases, your coping gets more involved — nodding and fake smiling, laughing only because you notice others laughing — until you start avoiding socializing.

And that's why, when you get hearing devices, there's an adjustment. After months or years of poor sound input because of your hearing loss, your auditory cortex is out of practice. It's like starting an exercise program; at first it's tiring and awkward because your muscles aren't accustomed to being used that way.

Your auditory cortex has forgotten how to do its job, and the rest of your brain is in the same boat. After years of helping your auditory cortex, the other areas of your brain are out of practice in their primary jobs.

With hearing aids, you're supplying your auditory cortex with fresh, ungarbled sound input, and it needs to relearn how to process it. This goes for each environment in your world — your house, workplace, favorite restaurants. Your brain has to relearn best practices for processing good sound input.

That's why we build complimentary follow-ups into our care plan: Every time you go out into your world and retrain your brain to process sound, you notice ways your devices could be better.

Reporting back during follow-ups lets us tailor your devices more specifically to the sounds of your world.


**If you feel like your devices could use some fine-tuning, call today to schedule a complimentary appointment!**

**610.628.1676**

Take advantage of our  
**Community Appreciation Offers**



**Battery Special**  
Buy one pack, get one free.  
Offer expires 12/31/18.



**FREE Clean & Check**  
of your current hearing devices.  
Offer expires 12/31/18.

## HOLIDAY DIY:

### Get Your Tech Ready for Get-Togethers



**Holiday Hearing Kit:** Include batteries, a cleaning set, a dehumidifier, domes or tubing, and old devices, if you have them.

**Check Filters and/or Domes:** Check before a trip or get-together and replace as needed — debris and wax reduce sound quality.

**Daily Diligence:** Each night, wipe your devices with a soft, dry cloth to remove moisture, oils, and earwax. Use your hearing aid brush to remove debris from any ports and openings.

**Battery Basics:** Change the battery as soon as you hear the low-battery beep. Clean the battery contacts, remove the new battery's tab only when ready to change it, and let the new battery sit out for five minutes after removing the tab. FYI: We now have rechargeable options!

**Dehumidify 'Em:** A dehumidifier keeps your technology dry and extends the life of your devices. Plus, your dehumidifier provides a safe and routine place to store your devices overnight.

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