

The SAVVY HEARING AID BUYER

What You Need to Know about Quality and
Price to Get Your Best Hearing without Paying
for Bells and Whistles You Don't Need



Jamie Larsen, HIP, Hearing Aid Consultant

The Savvy Hearing Aid Buyer

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Introduction

The Savvy Hearing Aid Buyer!

Twenty years ago, I sat at the kitchen table with my mom and my dad, looking at the brochures my dad had brought back from this hearing aid dealer. As a budding audio engineer coming from the studio, I was intrigued by this thing I knew nothing about. I knew my dad was having a lot of trouble figuring out what he should be looking for. I was reviewing the brochures to try to help him, but I had no idea what he should be looking for either.

Fast-forward 15 years, and when the opportunity to get into this industry presented itself, I jumped on it. I thought it would be up my alley because of my love for helping others get the best hearing they can have. I love what I do, and having my own practice has made me aware that there are so many people out there who struggle needlessly in their relationships and in their enjoyment of life because of their hearing loss. They don't know where to go, so they put off the business of getting hearing aids and avoid getting help with the process. It's sad to know that somebody can so easily be helped but can't get the help they need because they don't know **where to go, where to start, or who to trust.**

I want to help people who have problems hearing and I want to help their loved ones who deal with that problem. I want people to hear better, and I don't want indecision or the fear of making a bad decision to hold them back. My passion is to help as many people as I possibly can get their hearing back because life is short, the people around us are so important, and much of life and its joys are experienced through our hearing. I don't want people to put off living life to the fullest because of indecision, lack of guidance, or just not knowing where to start or where to go. I want to be the beacon to guide people, so they can enjoy their lives. **I want you to become a savvy hearing aid buyer.**

Enjoy the book!

I hope this book educates you on what you need to consider before you buy hearing aids and inspires you to act and find someone whom you trust and who will have your best interest in mind, so you can get your hearing problem solved quickly and easily, without spending more than you need to because life is short!

To your hearing aid success!

Jamie Larsen

Why Hearing Loss is Such a Problem

Susan: Good afternoon. This is Susan Austin. I'm excited to be here with Jamie Larsen. Jamie is going to share his thoughts and ideas on what you need to know about quality and price to get your best hearing aid without paying for bells and whistles you don't need.

Welcome, Jamie.

Jamie: Thank you, Susan.

Susan: I'm very excited to hear what you have to share with us today. My husband is hard of hearing, so this topic is near and dear to me.

Let's start off with why hearing loss is such a problem for people today.

Jamie: Hearing loss affects people in so many ways, and many don't stop and think about how much it affects them until they are dealing with it. At the minimum, it causes frustration in relationships. We've all heard of people whose husbands don't hear well. We hear complaints from wives that they're having to repeat themselves, or their husbands need to get their hearing checked but they won't do anything about it. I can sense the frustration in a lot of

people who come into my practice and tell me how hearing loss affects their relationships.

It doesn't only affect a spouse, but the kids too. You may not be hearing your kids or your grandkids the way you should be hearing them, and that causes a lot of frustration.

For as long as I can remember, my dad has worn a hearing aid. He's deaf in one ear, but he's been getting along with just one hearing aid. I don't live in the same town as him, so my wife and I and the kids hop on a plane a few times every year to visit. I get to spend quality time with my dad, but I find myself getting frustrated talking to him when he can't hear me, despite being in the business I'm in. Even though I know I shouldn't be frustrated and I should be patient with him, I do get frustrated.

Children don't want to be frustrated at their parents, and you don't want your grandkids to think you're not listening to them or you're not interested in what they're saying. When you're spending time with the people you love, you want to be connected and tuned into them.

Hearing loss affects the groups of people you're in, like family and friends, but if it's untreated, you can suffer the embarrassment of having to ask people to repeat themselves in every conversation. If you've asked someone to repeat

themselves, and they still don't understand that you're having trouble hearing them, you may just bow out of the conversation. Now you have isolated yourself because you don't want the stress of not being able to hear people, and you don't want to embarrass yourself by saying that you can't hear. If you're not able to properly hear the people you care about and you avoid going out or having conversations, **that's not good for your quality of life.**

If you're not retired and you're working, it's been shown in studies that not hearing properly can lower your earning power because you won't perform as well. If people notice that you're having problems hearing or that your communication skills aren't great, they may not give you the same kind of work that they'd give someone they can fully trust to do it.

Many people don't consider how these things affect someone. You may take your hearing for granted until there's something wrong with it. Then, **if you don't do anything about it, it will have a negative impact on your life and the people who care about you.**

Susan: Do you find that more men have hearing loss than women? Why is that?

Jamie: I see more men with hearing loss. The primary cause of hearing loss is noise exposure,

and men, especially Baby Boomer men, tend to spend more time in damaging noise, doing loud sports, like shooting or car racing, or even just going out with a chainsaw and chopping down trees. Of course, if they work in a trade like construction, they are exposed to noise. Because of those facts, men are more susceptible to hearing loss, but I do have a lot of women in our office who experience it as well. It's probably about 75% men to 25% women in the Baby Boomer population who have problems with their hearing.

Susan: Do you find that technology is making things worse? We stick ear plugs in our ears and blast music into them; is that affecting hearing loss?

Jamie: I don't think we're seeing the negative effects of that yet, although I think we'll see more incidents of hearing loss in the next generations. Sometimes I'm in an elevator with somebody and can hear what song they're listening to because they have it so loud.

Your ears are resilient to hearing loss when you're younger. You have probably attended a loud concert or something similar and noticed the next day that your ears kind of ring and you don't hear as well, but it bounces back. The problem is, even though your hearing is resilient, you are still doing damage to it.

The damage you do earlier in life weakens your auditory system, so when you are older, you're more susceptible to age-related hearing loss. Right now, we see mostly age-related hearing loss in people who have worked in noisy jobs or whose hearing just degenerates in the same way your eyes and other senses start to go as you get older.

Susan: Why do you think people resist hearing aids? If they can improve their lives so much, why is there so much general resistance to it?

Jamie: That's a good question. When I refer to someone losing their hearing, they're usually not going deaf; they are just losing parts of their hearing. Their range of hearing diminishes, so they don't hear as well overall, or they don't hear certain sounds as well as they used to.

When you start to lose your hearing, you take the path of least resistance. For instance, if you can't hear the TV very well, you just turn up the volume. If you don't hear the radio well while you're driving your car, you turn the radio up. You start watching people's lips when you speak to them, and you start asking them to repeat themselves.

Most people who are aware that they have hearing loss put off hearing aids if they can get

by without them. People resist hearing aids because they can put them off to a point.

Nobody wants to wear hearing aids. No one comes into my office and says, " I can't wait. I've been eyeing these things up for years, and I'm ready to go." Everybody puts it off until they reach a tipping point, where they or their family is noticing the negative effects of hearing loss.

Hearing aids are an indication of age. With the technology at my disposal, I can make a custom form of hearing aid that sits safely and comfortably deep inside your ear, where nobody can see it. No one could see them unless they looked into your ear with an otoscope. Still, having hearing aids can be diminishing because you feel like you're in the chapter of life when you need them.

Hearing aids are automatically associated with somebody being old. In sitcoms, movies, and even conversations, when the topic of age comes up, people joke about hearing aids, or when the topic of hearing aids comes up, they joke about age. A major reason people don't want to get hearing aids is because they believe it's admitting that they're at a certain stage in life.

Some people don't want to have to wear something on their bodies. Personally, I hate wearing glasses; I wear contact lenses instead.

A lot of people don't like having to wear things. Many of the people I see have heard from others that hearing aids are noisy or annoying to wear.

When do get to the point that you're ready to improve your life with better hearing, cost becomes an issue. Unfortunately, hearing aids are expensive, And I think people use that as an excuse to not get them—or they truly don't want to spend the money.

Fortunately, you have some options when you get hearing aids. The expense doesn't have to put you off them. The options you have will change your life.

What You're Paying for When Get Hearing Aids

Susan: I think not knowing what is available stops people from moving forward, but with this book, you can shine a light so people feel educated and can meet with you to find out if hearing aids are the right solution for them.

Jamie: When you don't know what you're buying or what you're getting for your money, it's hard to decide. When you're going to pay thousands of dollars for hearing aids, you want to know what you're getting for your money and how much they will help you. My clients often default to deciding based on price because they know they need the help and they're motivated to get hearing aids, but they don't know what's best for them or how to compare or shop. They don't know where to begin, and they don't know what to expect at the end, and that's off-putting. How do you know what you need, and how do you know that if you spend more money to get more expensive, higher-end, or newer technology, it will do what you need it to? If you're not experienced with these things, you should trust somebody who can guide you to the results you need or are expecting to get. The biggest questions become: What do you need in your life to hear better? What do you expect? What's your budget?

At entry-level are hearing aids that cost \$800 to \$1,500 per hearing aid, or \$1,600 to \$3,000 for a pair. Those hearing aids are doing the exact same thing that the highest-end hearing aids do; they listen for sounds around you. They're fitted to your ear, and they amplify the sounds around you that you're missing.

If entry-level hearing aids allow you to hear what you're supposed to be hearing, why would you get anything better? About three years ago, I decided to remove entry-level hearing aids from our offerings because we found that people who purchased these lower priced hearing aids had to take them out to hear better in noisy situations or even on the telephone.

To me, it's crazy to spend a lot of money on cheaper hearing aids that don't do what you'd expect them to. In most situations, they'll give you background noise. They're only ideal for one-on-one conversations with no competing background noise like an open window, a TV in the background, or in a restaurant.

Situations with more noise are more challenging because unlike with your eyes, you can't focus on what you want to hear. Hearing aids pick up all the sound around you. If you have a lot of sound around you and want to hear a particular person sitting across the table from you, your hearing

aids don't know that particular person's voice, and won't be able to single that person out. The more expensive hearing-aid technology works to separate a person's speech from background noise. No hearing aid is perfect, and even the best hearing aids aren't better than natural hearing, but if you know what your expectations are and what kind of situations you're going to be in, you can get something that will help you out.

We decided not to offer lower-end hearing aids anymore because people were spending a lot of money on them but weren't getting the results that they wanted. They were becoming more frustrated with them, having to fiddle with buttons and take them out in certain situations because they were too noisy. Once we took those away and started focusing on the better technology, a lot of things changed.

Our clients no longer had complaints about noise and not hearing what they wanted to hear. Of course, if you invest in this kind of technology—whether it's \$2,000, \$5,000, or \$7,000—if you don't wear your hearing aids, it's a waste of money. We want our clients to wear our hearing aids. We want them to enjoy conversations with their grandkids and spending time with friends, doing the things they want to do as they reach retirement age.

We want you to be less focused on fiddling with your hearing aids and more focused on enjoying your life. By focusing on better hearing-aid technology and our unique system for setting them up, we find that people get better results, and they're wearing their hearing aids. They're happier, the people around them are happier, and they're getting more value out of their investment

Why There Is Such a Big Price Difference Between Some Hearing Aids

Susan: Why is there such a big price difference between some hearing aids?

Jamie: The price of hearing aids hasn't changed in the last few years. We would have expected the price to go down, like the prices of most technology, but it hasn't. With hearing aids, you're paying for something small, inconspicuous, and with the power to allow you to function like somebody who doesn't have any problems with their hearing.

The major difference between an entry-level hearing aid and the most expensive hearing aid is the overall sound quality that you get. Better hearing aids sound more natural. All the new hearing aids are digital, and if it's not set up properly or is lower-quality, you can hear the digital chip or signal.

When MP3s first came out, they sounded terrible. An MP3 is a music file that's been compressed down to fit onto your computer or your listening device. The first MP3s sounded harsh and tinny. For lack of a better word, they sounded digital. Music on a vinyl record, on the

other hand, sounds warm, rich, and natural. It doesn't sound like there are parts of it missing.

More important than a natural sound for the people buying them is the fact that they're able to hear better in background noise. As you recall, an entry-level hearing aid fundamentally does the same thing an expensive hearing aid does: amplify sound that you need or that you're not hearing in your range. It fills in the gaps for you. When you're in more challenging situations or as your need for better hearing increases, you need to start looking for something better. You don't want to overpay for features or qualities that you're not going to appreciate or use, but if you do require better hearing in background noise and prefer a more natural, comfortable sound, you may fall short of your expectations if you don't consider increasing your budget for hearing aids.

The problem is, it's hard to imagine that you're going to have these hearing aids for an average of four to five years before getting new ones. If you invest money into something that underserves you for five years, then you've spent money on something you're not getting the full benefit of.

When deciding on quality and price, it comes down to your lifestyle, what you need, and what you expect. A big part of what we do here in the

clinic is helping guide people to what they need to ensure they don't get something that won't serve them or meet their needs but for which they won't overpay either.

Where to Buy Your Next Hearing Aid

Susan: How does someone choose where to buy a hearing aid? If they don't even know where to go, can you walk them through the process?

Jamie: Up until about five years ago, there used to be two places you could buy hearing aids: At a private clinic like ours or in a big-box store like Costco. Now we're seeing a lot more products available online too. In Canada, hearing aids still can't be sold online, but they can be in the States, so people can purchase them and have them delivered here.

If you are strictly basing your decision on price and have a limited budget, then you should find a place that offers something within that budget. That also means you must keep your expectations realistic because a \$1,000 hearing aid is not going to give you the same benefit of a \$3,000 hearing aid. You could go to a place that sells more entry-level hearing aids, but you'll also get lower-end technology.

Perhaps more importantly, you're not going to get the service you need to keep your hearing aid working at its best for you or even the help you need to get it set up, so you get the best results you can get. However, if you only need a hearing aid for certain situations without a lot of

background noise, you'll probably do fine with a cheaper, entry-level hearing aid. In that case, we don't want you to spend more money than you need to.

When you go to a private provider, you're dealing with somebody who's more concerned with getting you better results than selling units. A place that sells on discount needs to sell a lot of volume, so they need a lot of hearing aids to go out the door. Somebody who provides hearing aids based on quality is more likely to have your best interests in mind. They'll also have more access to better products and offer you more convenience for follow-up visits.

Any hearing aid you purchase will require follow-up visits because hearing aids sit in ear canals that have earwax and may also encounter dust and other debris. Your hearing aids will require ongoing maintenance, and you're going to need support for them. With a provider who is more quality- and results-focused will be more convenient. It's easier to go to a private clinic and have a non-rushed appointment than trying to find parking at the local Costco and wait in line to get your hearing aid serviced.

A results-focused provider will give you a more personalized experience, with more instruction and clarification on how to use your product. Your adjustments and fine-tuning will be more

personalized, with more attention to detail. Your warranty coverage will cover you worldwide because private clinics are part of a network of manufacturers that honor warranties worldwide. From a cheaper clinic, you'll get what you pay for, and you must return to that clinic or store to get any kind of service.

You can buy hearing aids online, but I don't recommend that because you'll pay a good amount for comparable quality, but no one will be available to help you along the way. Once you have the product, the thing that matters most for getting the best results is based on the person helping you out.

Susan: I would imagine that, especially if they're new to this, people have a lot of questions and concerns, and having someone to reach out to is a big help.

Jamie: It's huge. A lot of people think they can go and get a hearing test done and choose hearing aids based on brand or on what their friend has. You need to rely on a professional to help you through this and help you get the most for your money.

How to Find Balance Between Quality and Price

Susan: What do people need to consider to find a balance between quality and price?

Jamie: The first things to consider when you're comparing the value to price are what you need and what your lifestyle is. Again, if you generally stay at home or talk to people one-on-one, you probably don't need to invest a lot of money into hearing aids.

A woman who has been a client for a couple of years came in recently with her daughter and son-in-law. Up until then, I had been testing her hearing and checking things out, but she had always been very leery about using any kind of technology. Her daughter and son-in-law brought her in to talk about hearing aids because they thought she needed one.

After we talked for a while, we realized that this woman, who was 95 years old, was visually impaired. All her conversations were one-on-one, either with her daughter or son or when she had tea with her friend. Those situations didn't require her to have something that separated noise from speech, so we decided she didn't need a hearing aid. She didn't need to invest a lot of money in that technology, so we set her up with a Pocketalker®, which cost \$250. A

Pocketalker® is a very basic device that's about the size of a deck of cards and takes two standard-sized batteries. It has a microphone on top of it and a volume knob that is easy to handle, and a set of headphones. This woman must wear headphones when she listens through her Pocketalker®, so she doesn't have the convenience of tiny little hearing aids that no one can see, but she didn't care about this. She handled the Pocketalker® very well and liked the sound quality it had. It helped her immensely when she spoke to her son and daughter, and she's been doing great at tea time. She carries her Pocketalker® around and uses it whenever she needs it.

If this woman was to have hearing aids, she would probably be way overserved by technology that she just wouldn't be able to take advantage of. At the end of the day, the most important thing is just to improve her quality of life.

Her situation is different than somebody who is still working or retired but still doing consulting work, or traveling. That person has grandchildren, they talk on cell phones and have lunch meetings. That person would want to something discreet, small, and comfortable—something that would help them out in those challenging situations.
you.

The Mistakes People Make When Trying to Find the Right Hearing Aid

Susan: What are some of the mistakes people make when they try to find the right hearing aid for them?

Jamie: The biggest mistake they make is not realizing that there is a difference in product quality and where they buy them. The hearing aid industry has started to commoditize hearing aids. A lot of ads and information about hearing aids doesn't speak to the differences between price levels, and people don't know where to start. Knowing that they cost a lot of money, many people default to deciding based on price or on what a friend had.

Don't assume that you can buy a hearing aid off the shelf, wear it, and get the same great results somebody else had. Everybody's hearing is different. Not only is your hearing unique, your lifestyle—who you live with and who you speak with—is unique to you. You can't buy a hearing aid as if it's a pair of sunglasses or a stereo; it's a very individual thing.

The best thing you can do is find a professional and take into consideration all the things I've talked about—how you're going to use it and

what you expect from it. Don't go out and just buy a hearing aid because you see it advertised at a cheap price or with a bunch of different bells and whistles, remote controls, etc. It's tough to buy a hearing aid and get a good result if you buy it like you would any other kind of device.

Susan: It reminds me of picking up someone else's glasses and thinking, "Well, they're glasses; they should work for me." That would never work!

Jamie: Exactly. That's a good example. As you know, glasses have a very specific prescription for you and for your eyes. You couldn't just pick up somebody's glasses and expect to have 20/20 vision with them.

I think a lot of people look at hearing aids like those magnifying glasses in drugstores—they just make things bigger. A common misconception with hearing aids is that they just make sounds louder. Older hearing aids used to do that. They had a bass and a treble control on them, and a safety so they couldn't go past a certain point, but they basically just made everything louder.

Hearing aids today take into account the very, very specific details about what you're able to hear, what you're not able to hear, and what your comfort levels are. They're designed to fill in the

gaps of what you're missing very, very specifically. They can't be bought as a commodity because they must be fine-tuned. You wouldn't go to a dentist if you needed braces. You'd never trust a dentist who said, "Here's, some wire, some clips, and some glue. Take them home, glue them on your teeth, and tighten them up yourself." Braces are a very specific and personal device.

A client of mine is an owner of a construction company and has worked in this construction company all his life. He has been given hearing aids through WorkSafeBC, which is our program for compensating workers who have hearing loss due to working in background noise. Over his 15 years, this client had had three sets of hearing aids and was never satisfied with them. He just got them because they were paid for through the compensation board.

His complaint when he came to see me was that he didn't like the sound of them. They made his wife's voice sound strange and unrecognizable, and they weren't physically comfortable in his ears. He hated wearing them, but he needed to wear them in certain situations just to be able to function properly. He wasn't aware that there was anything better out there because he did what everyone does: He thought, "I damaged my hearing at work, and I can get free hearing aids, so I'll just go the free-hearing-aid route."

He came to see me to explore something different, and I asked him to try our higher-end product. We put in the time to adjust them properly, give him a good fit, and fine-tune them for him. Even though he paid out of his own pocket, he has no qualms about wearing these hearing aids because they do a much better job. He's much happier around his wife, and his wife is happier because he wears his hearing aids more. He can now keep them on when he's at family dinners, whereas he had to take his old ones out when the grandkids visited because it would get noisy around the table. He's more connected to his family, and he's enjoying his life. At the beginning, he wasn't open to trying something better because he didn't realize that the better product and the better process for fitting could get him better results. Now that he took the step to invest his own money in something much better, he's just doing much better now.

How to Get Your Best Hearing Possible Without Overpaying

Susan: If someone is interested in getting hearing aids with you, what's the process you take them through?

Jamie: We start off by finding out how hearing loss is affecting you and whether you have medical issues that we need to be aware of. Then we'll do a hearing test and find out exactly what points you're dropping off, what you're not hearing, or what you need more help with. Standard audiology takes that information and applies it to a fitting, which is done through a computer program. Then the information is measured to make sure that you get the specific sound you need at your eardrum. This is done with real ear measurement or speech mapping. We put a tiny microphone near your eardrum and then put the hearing aid on. Then we measure the exact amount of sound at each frequency that's hitting the eardrum.

That is usually where the audiology process ends. We follow standard audiology because it's mandatory that we do. It constitutes a great foundational fitting for, but after that, we take you through our AFT (advanced fine-tuning process). Our AFT process allows us to work with you based on your specific situational needs.

For example, the main reason one of my clients got hearing aids was to hear his granddaughter in the backseat of his truck as he drove. He also wanted to be able to hear his wife when she was in the kitchen preparing dinner with her back turned to him. We set his hearing aid to the foundational setting, but now we're going to consider his specific situations and focus on fine-tuning his hearing aid beyond the standard.

I find that the standard audiology tends to fit people with hearing aids as if they're robots. It doesn't consider their sensitivities or preferences for sound. Standard audiology gets people about 60% to 70% of the value of a hearing aid. With our AFT process, we iron out the sound, so we can dial in the specific sounds that people need very specifically to their situations and so that they're comfortable wearing their hearing aids in noise. They won't get too much amplification and everything is tailored to their specific needs and preferences.

If you want to work with us, I suggest you come in and have your hearing assessed, so you can figure out what your expectations are and what you need. A lot of figuring that out is based on talking to you and getting to know you, so we can understand your world and how hearing loss affects you. Then we can lay out exactly what we think would help you, including options based on your budget and what your expectations should

be. We'll guide you through the process to ensure you get hearing aids that suit your needs, but also that you won't break the bank buying hearing aids with features you don't need.

Once we get your hearing aids set up and ordered, we'll go through our process of advanced fine-tuning. That usually takes another two to three visits, but if you are willing to invest a little bit of time along with your money into advanced fine-tuning, we can get you a far better result and ideally have you wearing your hearing aids more joyfully, experiencing all the things that get better in life and your relationships when you hear better.

Susan: If people have questions, how can they get in touch with you?

Jamie: If you have questions, visit our website at **www.SimpleHearing.ca** . There is an email form on every page of that website, so you can get in touch with us. Our website also answers a lot of the common questions we get.

When you're ready, give us a call at **604-670-5208**, and we'll arrange a free, 30-minute consultation, where we'll get to know your situation and explain what you can expect from the process.

Susan: Thank you, Jamie. I would imagine going from difficulty hearing to being able to hear again is almost the equivalent of being blind and then being able to see again. If someone invented glasses that allowed a blind person to see, there is no amount of money they wouldn't pay to get those glasses. Hearing aids should be similar in that cost should be the last thing people care about. Their focus should be getting their hearing back, so they can fully engage with life and have a more fulfilling relationship with family, coworkers, grandkids, etc.

Jamie: People take their hearing for granted. If you consider that your sight connects you to the world around you, your hearing connects you not only to the world around you but to the people around you. Our ears are designed to hear human speech best. Rather than an animal's ears, which are designed to hear a twig breaking from 100 meters away, our ears are designed to connect to people.

It's amazing the transformations I've seen in my office. I've seen people weep when we turn on the hearing aids and they're able to hear their wife or their grandchild again. One client told me her hearing aid opened doors for her. She's very social and loves going out with friends, and she wasn't doing that as much. Now that she has hearing aids, she's not able to stay home. She's always out. She's loving life.

You don't look in the mirror and look at your ears; you just hear. We want you to hear as well as you can. Hearing aids are the best tool we have to do that now. We want to make sure that anybody who is putting off hearing aids because they're afraid to get them or is afraid of making the wrong decisions knows that we can guide them to success, so they can get back into life

How to Get Your Best Hearing Possible Without Overpaying

You already know technology is improving our lives in immeasurable ways. But did you know there are advances in digital hearing aids that make them more effective in improving hearing than ever before? The difficult part is knowing what questions you should ask to make sure that you spend the right amount of money to get the proper hearing aid solution for you.

That's where we come in. We help people just like you get your best hearing without paying for bells and whistles you don't need.

Step 1: Make an appointment with me to go over your needs, your expectations and your lifestyle, and to determine the specific part of your hearing that's not working well.

Step 2: I'll give you a recommendation on level of technology and style of hearing aids and what you can expect from them - based on exactly what you need and solely on your specific situation and hearing loss.

Step 3: We take it from there and help you get the right hearing aid and we work with you to make sure you fully understand how to properly use it and we won't stop until you are fully satisfied.

Most people avoid doing something about their hearing because they're embarrassed that it's going to make them look old or they don't want to make the wrong decision when they're spending a lot of money on hearing aids.

Now with the advanced technology that's available and our help, you can get a solution that meets your budget and will benefit your life. If you'd like us to help, visit **www.simplehearing.ca** and sign up to meet with me or call us at: **604-670-5208** to get started.

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You already know technology is improving our lives in immeasurable ways. But did you know there are advances in digital hearing aids that make them more effective in improving hearing than ever before? The difficult part is knowing what questions you should ask to make sure that you spend the right amount of money to get the proper hearing aid solution for you.

That's where we come in. We help people just like you get your best hearing without paying for bells and whistles you don't need.

Step 1: Make an appointment with me to go over your needs, your expectations and your lifestyle, and to determine the specific part of your hearing that's not working well.

Step 2: I'll give you a recommendation on level of technology and style of hearing aids and what you can expect from them - based on exactly what you need and solely on your specific situation and hearing loss.

Step 3: We take it from there and help you get the right hearing aid and we work with you to make sure you fully understand how to properly use it and we won't stop until you are fully satisfied.

Most people avoid doing something about their hearing because they're embarrassed that it's going to make them look old or they don't want to make the wrong decision when they're spending a lot of money on hearing aids.

Now with the advanced technology that's available and our help, you can get a solution that meets your budget and will benefit your life.

If you'd like us to help, visit www.simplehearing.ca and sign up to meet with me or call us at: **604-670-5208**. to get started.

