



*Collingwood
Hearing Clinic Inc.*

*Wasaga
Hearing Clinic Inc.*

Guide to Buying a Hearing Aid

Ready to get back to living at full volume? Collingwood Hearing Clinic's Guide to Buying a Hearing Aid is the perfect place to start your journey to conquering hearing loss.





Understanding Hearing Loss

Hearing isn't just about your ears. Hearing is an action performed by the brain. That is why when we test your hearing, we evaluate your hearing ability and how well you understand speech. From our tests, we can determine your type of hearing loss and the best treatment options.

The three types of hearing loss include:

- **Sensorineural:** Permanent hearing loss affecting the nerves of the hearing system
- **Conductive:** Typically treatable, sound is blocked by damage or an obstruction
- **Mixed:** A mix of both damage to nerves and physical components of the ear

While Sensorineural is the most common type of hearing loss, affecting about 95% of people with hearing loss, hearing aids can help with all 3 types of hearing loss.

Benefits of Hearing Aids

- Filter out background noises: this helps you hear speech better. Follow conversations, enjoy dinner in social settings, and playing with your grandkids again!
- Smaller than ever before: they are comfortable and conspicuous.

Types of Hearing Aids

Behind-The-Ear

- A small hearing instrument that fits securely behind the ear. BTE models fit the widest range of hearing losses and are often the only style available to individuals with severe to profound hearing loss.

Receiver-In-The-Canal

- A miniature BTE that can be fit without waiting for a custom earmold. RITE hearing aids are typically the easiest style to get used to for 1st time hearing aid wearers.

Completely-In-The-Canal

- This style fits deep in the ear canal and is barely noticeable. CIC's take advantage of the ear's natural shape but have very small batteries that last only 3 – 5 days.

In-The-Canal

- ITC's fit within the canal portion of the ear and is less visible. It is often a good compromise between the ITE and CIC models.

In-The-Ear

- ITE's fit within the outer ear, extending into the ear canal. The ITE accommodates a wider variety of hearing losses and has a larger battery size compared to other models.

Invisible-In-The-Ear (IIC)

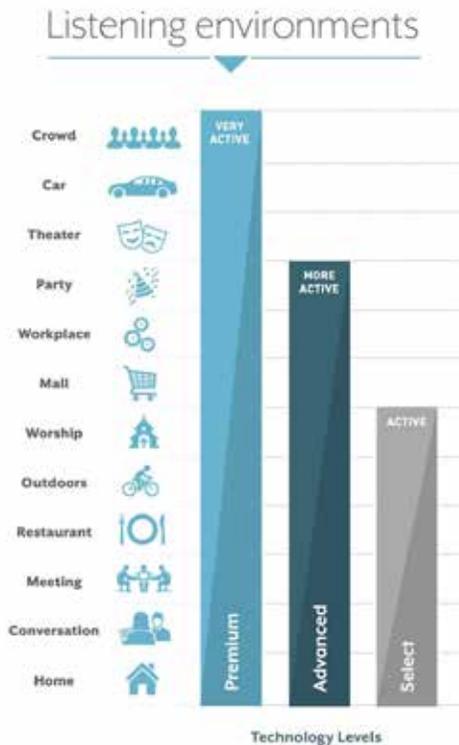
- The smallest hearing aid on the market.



	ENTRY-LEVEL	MID-RANGE
PRICE RANGE (EACH)	\$1000 - \$1500	\$1600 - \$2400
ADVANTAGES	<ul style="list-style-type: none"> Price More natural sounds Sounds are more balanced Better hearing in noisy situations Hearing level is more comfortable in most situations 	<ul style="list-style-type: none"> Good for one-on-one conversations Natural sounds in quiet environments Automatic settings for improved hearing in situations like in restaurants or outdoors Less fiddling because of automated settings Active in select listening situations for faster, smoother, and seamless transitions Best-in-class feedback system Advanced wireless streaming technology
DISADVANTAGES	<ul style="list-style-type: none"> Fine tuning not as precise as higher levels of technology Amplifies everything (not just speech) Can still be troublesome in background noise 	<ul style="list-style-type: none"> Price Does not handle background noise as well as high-end hearing aids

	HIGH-END	PREMIUM
PRICE RANGE (EACH)	\$2400 - \$3000	\$3000 - \$4000
ADVANTAGES	<p>Everything Mid-Range hearing aids have to offer plus:</p> <ul style="list-style-type: none"> ■ Better at providing clarity of speech in noisy settings ■ Natural sound in most environments ■ Works harder to pull speech out of noise ■ Active in all listening situations for faster, smoother, and seamless transitions 	<ul style="list-style-type: none"> ■ Best clarity of speech in all situations ■ Most natural sound in all listening environments ■ Works hardest to pull speech out of noise ■ More active in all listening situations for faster, smoother, and seamless transitions
DISADVANTAGES	<ul style="list-style-type: none"> ■ More expensive than Entry-Level and Mid-Range hearing aids 	<ul style="list-style-type: none"> ■ Price

What Level of Technology Is Right for You?



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Understanding Hearing Loss

Hearing aids can be expensive depending on the coverage you have. We are here to make sure that you get the technology you need within your budget.

- Ask about financing and programs that may be available
- We work with most insurance companies
- We work with most private medical plans

Ready to combat hearing loss? Contact Collingwood Hearing Clinic for your complimentary hearing evaluation!

Our focus is to provide you with a custom solution that fits your unique hearing needs, lifestyle and budget. That's why we provide in-depth assessments and consult with you to provide a recommendation that gives you confidence in your purchase.



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