



'Hear Ye, Here Ye'

FUTURE HEARING of San Leandro Newsletter

W I N T E R 2 0 1 3 N E W S L E T T E R

GREG'S CORNER

(Newsy notes from your half-deaf hearing aid guy)



TOP 5 THINGS I TELL A FIRST TIME HEARING AID WEARER:

- 1** "Your voice is going to sound very different to you."
Not only have your ears been plugged to a varying degree, which tends to stick your voice more inside your head, but you are listening to your own voice through microphones, so you will sound like you do when you hear yourself on a recording. The brain gets used to this in time. I often have to assure people that their voice still sounds exactly the same to other people.
- 2** "Noise reduction is NOT noise elimination."
Hearing aids are much better at noise reduction than they used to be, and are getting better every year. But they do NOT do noise *elimination* or noise *cancelling*. Even the best hearing aids will have trouble in restaurants that are crushingly loud. But they will make it better.
- 3** "You will hear road noise."
Just because you haven't heard

road noise for years because of your hearing loss does not mean it isn't there. You will hear road noise, and it will seem loud. We can make some programming adjustments for this, but you will also learn to stop paying attention to it in time.

- 4** "Do not suffer!"
There are more things I can do with a hearing aid's programming than I can possibly describe. If something is really bothering you, make an appointment and let's see if we can make it better. There is no need to suffer on a daily basis. Those days are over.

- 5** "The world is a noisy place."
Again, your brain will be surprised at first by many sounds, and then soon learn to ignore them.

Your partner in better hearing,
Greg

YOU CAN LEAD A HORSE TO WATER...

I am often asked for advice about how people can get their friend or loved ones to start the process of getting hearing aids.

My first response is, "you can't." The fact is that there is a known period of denial, between when a person first notices a loss and when they actually do something about it. This period averages between five to seven years.

It certainly lasted that long for me before I gave up faking it in conversations and got some hearing aids. If you make a person get hearing aids before they are ready, then they go in a drawer, and someone just wasted chunk of money.

My best advice is to suggest having them come in for a free hearing test, to "get a baseline" so we can watch how their hearing is doing over the coming years. This is a non-threatening way to get them in the door and at least see that this is not a scary place.

We will not try to get them to get devices until they are psychologically ready. And sometimes it's not even a hearing issue. It can often be an "attention" issue instead.

As a person ages, (or has been married many decades) you often just need to get their attention first, and they will hear you just fine.

Coming in for a baseline hearing test will confirm whether or not it is an attention issue or a hearing issue.

Find answers to your questions on our website:
www.futurehearingnow.com

NETFLIX AGREES TO 100% CAPTIONING

Many of us that are hearing impaired still rely on closed captioning to catch any words we miss while watching movies and TV. It can be quite frustrating when this is not available. Apparently Netflix has responded to a lawsuit by agreeing to have all of its content subtitled by 2014. I watched a famous Alfred Hitchcock movie

recently, and it did not have subtitles. Parts of the soundtrack were a little muddy, and I very much missed having the words right there for me to see during some of the clever dialog. I even made a mental note to watch the movie again if it ever came out with subtitles. So to all of you movie fans that have Netflix, help is on the way!

New Technology

There are some very interesting new features in the newest hearing aids. If your hearing aids are getting up there in age you should know that the average life of an aid is four to six years. Maybe it's time to look at getting new devices while your old ones are still in good enough shape to be a good back-up for you. Call our office if you would like a demonstration of the newer technology!

EVERY MONTH is Now Battery Sale Month!

We have had far too many issues with batteries that our patients are buying from drug stores or Costco. In order to save all of us time and trouble, we have decided to keep our twice a year sale price on batteries a permanent one. *That's two packs for the price of one*, limited to our patients only. Just drop by during office hours, or, if you have mobility issues, call Emily and she will mail them to you. You can also email her at emily@futurehearingnow.com.

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