



# Hear the Latest!

*Newsletter from Princeton Hearing and Balance*

## A Message from Dr. Jane Smith

At Princeton Hearing & Balance Center we are committed to your hearing health. Our staff of professionals is caring and compassionate, with many years of experience to give you comfort and confidence. We will use state-of-the-art testing to best evaluate your hearing to and determine what is best for your hearing health and will fit your lifestyle.

Princeton Hearing and Balance Center has been helping the Princeton community hear better for the last 25 years. Our audiologists offer a different approach to hearing care, and will help you on your path to better hearing.

Taking the first step towards better hearing health is the most important. If you or a family member are in need of hearing devices, or would like to change to the newest in digital technology, we have just the right solution for you. Today's technology can be as vibrant or discreet as you prefer, and some devices are nearly invisible. Call us today and we will give you a free consultation. We look forward to hearing from you!

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**Call us today for a complimentary consultation!**



**Princeton Hearing  
& Balance Center**

Address Line # 1  
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**(123) 456-7890**

[www.website.com](http://www.website.com)

**FREE batteries**

for your hearing device when you  
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newsletter.

# Having Trouble Hearing? Listen to the Truth Behind Hearing Loss Myths

Sergei Kochkin, Ph.D. - Better Hearing Institute, Washington, DC

**Myth: If I had hearing loss, my family doctor would have told me.**

**Truth:** Only 15 percent of doctors routinely screen for hearing loss during a physical exam. Even when a doctor does screen for hearing problems, the results may be suspect since most people with hearing problems hear pretty well in quiet environments – like a doctor's office. Without special training on hearing loss, it may be difficult for your family doctor to even realize you have a hearing problem.

**Myth: Nothing can be done about my hearing loss.**

**Truth:** People with hearing loss in one ear, with a high-frequency hearing loss, or with nerve damage may have been told by their family doctor that nothing can be done to help. Modern technology has changed that. Now, nearly 95 percent of people with hearing loss can be helped, most with hearing devices.

**Myth: Only people with serious hearing loss need hearing aids.**

**Truth:** Your lifestyle, your need for refined hearing and the degree of your hearing loss will determine whether you need a hearing device. If you're in a profession that relies on your ability to discern the nuances of human conversation – such as a lawyer, teacher or group psychotherapist – even mild hearing loss can interfere with your life.

**Myth: Hearing devices are big and ugly. Wearing one will make me look old or disabled.**

**Truth:** Untreated hearing loss is far more noticeable than today's hearing devices. If you miss the punch line of a joke, or respond inappropriately to a comment or question, people may wonder about your mental capacity. Hearing aid makers realize people are concerned about how they will look wearing a hearing device. Today, you can find miniature hearing devices that fit totally within the ear canal or behind your ear, making them virtually invisible.

**Myth: Hearing loss is an inevitable part of growing older and there's nothing I can do to prevent it from happening to me.**

**Truth:** You can take steps to prevent hearing loss. Noise is one of the most common causes of hearing loss; 10 million Americans have already suffered irreversible damage to their hearing from noise. Yet a third of all hearing loss could be prevented with proper ear protection.



## A Word from our Patients...

*"I am so pleased with Princeton Hearing and Balance Center. They made me feel comfortable as soon as I arrived, and were very attentive. Dr. Smith was excellent and provided me with top-notch care."*

- Susan D., Hamilton, NJ

*"I don't know why I waited so long to have my hearing checked. Now I know all the sounds... and conversations I have been missing. The entire staff at Princeton Hearing and Balance Center was superb! I will recommend them to all my friends and family."*

- Lori P., Ewing, NJ

*"Dr. Smith was fantastic! I was evaluated and fitted with the latest in digital hearing devices...now I am connected wherever I go."*

- Joan E., Princeton, NJ



## Do You Have Hearing Loss?

If you or someone you know is experiencing one or more of the following issues, you should get your hearing checked.

- Trouble hearing over the telephone?
- You have difficulty following the conversation when two or more people are talking at the same time?
- Trouble understanding things on TV?
- Do you have to strain to understand conversations?
- Unable to hear a telephone ring or doorbell?
- Do you have trouble hearing conversations in a noisy background such as a restaurant?
- Many people I talk to seem to mumble?
- People get annoyed because I misunderstand what they say?
- Do you avoid social activities because you cannot hear well?
- Family members and friends have told me they think I may have a hearing loss.

# Poised for success: Treating hearing loss pays dividends on the job.

*Courtesy of the Better Hearing Institute*

The willingness to take action is the single most important ingredient for success. This is true in any career, in any business venture, and at any time in a person's life.

Addressing hearing loss on the job allows you to stay ahead of the game and helps you achieve success. In fact, the sooner you take action to address hearing loss, the sooner you'll see that treating hearing loss pays dividends on the job.

If you suspect that you may have hearing loss, you're not alone. Of the nearly 40 million people in the United States with hearing loss, the majority are still in the workforce. And more than 10 percent of full-time employees have a diagnosed hearing problem, according to EPIC Hearing Healthcare's, "Listen Hear!" survey. Another 30 percent suspect they have a problem but have not yet sought treatment. And still another study revealed that hearing loss is actually common among forty-something's - people who are in the prime of their careers.

The vast majority of people with hearing loss can benefit from hearing aids. And today's high-tech, sleek, and virtually invisible hearing aids are better than ever. They make it easier to hear sounds and people from all directions and filter out noise.



Many of today's hearing aids sit discreetly and comfortably inside the ear canal and out of sight; and many are wireless, so they can interface easily with other high-tech devices like smartphones, conference-room speaker phones and hearing loops, some are even waterproof.

Achieving success really does take action. And addressing hearing loss is no exception. In fact, addressing hearing loss is a great way to put your best foot forward - and it pays off.

Consider these five ways that getting a hearing test and using professionally fitted hearing aids, if recommended by a hearing care professional, could pay dividends on the job for you:

- Let the boss know you're a go-getter.
- Improve your on-the-job communications skills.
- Strengthen your work relationships.
- Amp up your confidence.
- Unleash your earning potential.

So go ahead. See how treating hearing loss can pay dividends on the job for you.

The above story is based on materials provided by **Better Hearing Institute**. Note: Materials may be edited for content and length.



Product info area





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*Newsletter*

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