

Do Hearing Aids Work?

By: Megan Nightingale AuD

YES! Hearing Aids do work! Overall customer satisfaction with new hearing instruments nationally is 77% - placing hearing aids in the top third of products and services in the United States.

If this is true, why do most people with hearing loss feel they hear fine and don't need help?

- Most hearing loss is gradual
- Many hearing losses appear to make communication difficult in some situations but not in others
- The brain accommodates the hearing loss

Studies show that 69% of people with hearing loss do not use hearing aids because they say, "My hearing isn't bad enough." 68% say, "I can get along without one."

A study conducted by the National Council on Aging explains that people who have a hearing loss and choose not to wear hearing aids are more likely to experience depression, anxiety, paranoia and emotional turmoil, compared to people who choose to wear hearing aids.

At **Peninsula Hearing, Inc.**, our patient satisfaction surveys taken in 2006 and annually to present, indicate that 86% of our patients overall are satisfied with their hearing aids and say their hearing aids improve their quality of life. 89% would recommend hearing aids to others and 96% say they are not embarrassed by wearing their hearing aids.

Peninsula Hearing, Inc. partners with manufacturers that are leading the industry in providing the most powerful processors available in hearing devices. This in turn allows those devices to achieve sound amplification that is proven to increase speech understanding in noise and reduce the effort required to listen in a noisy environment.

Extensive field testing has just been completed during in Europe and the U.S. with hearing aids using the newest processors. Comments from test subjects include: "These devices give me a quiet clarity, a gentle sound", "Not a lot of extra racket or clutter in the sound I hear." Dr. Nightingale, a user of hearing aids, performed her own test by wearing them herself. "Compared to my current hearing aids, which are 3 years old, the sound was so natural, at times I could not tell whether they were on or not, except for the fact that I could hear and understand speech much better, even in a crowded and noisy meeting room.

Our patients give us a 99.5% satisfaction rating with our service including

professionalism, knowledge, explanations of what to expect, training and quality of service! 97% would recommend **Peninsula Hearing, Inc.** to a friend or relative! They appreciate the holistic approach we take to rehabilitating their hearing.

Our customer satisfaction rating with the hearing devices that we offer has always been great and has beaten the national averages. But now, the opportunity truly exists to improve our ratings even higher as we now, with this new technology, have the capability to allow those of us who have trouble hearing in noise, to hear and understand with much more ease than we could ever imagine!

For more information, please give us a call at 360-697-3061, 1-800-540-8698, or visit our website at www.peninsulahearing.com.