

HEARING GUIDE

AUDITION CONSEIL, your hearing partner







Hearing Guide



Good hearing is essential to your quality of life !

Our hearing is precious, playing an essential role in our life and social interactions.

Since life expectancy is increasing, it is essential that you keep totally effective hearing for as long as possible, so as to enjoy life to the full.

In France 6 million people state that they have some hearing difficulties ranging from small problems to more marked ones, and one in three people admit to finding it difficult to understand what others are saying when they are in noisy places.

Today there are effective and discreet solutions which improve most cases of impaired hearing. So why not take advantage of them ?

This hearing guide will help you discover these new hearing solutions.

It explains what hearing correction is, and the benefits you can expect. Easy to read and well illustrated, this guide will also give you lots of practical advice to make your life easier.

For any additional information or advice, please contact your **AUDITION CONSEIL** specialist.

Your hearing specialist



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Our hearing



HEARING : A SENSE WE NEED TO PRESERVE

How would we perceive the world if we couldn't hear ?

A world without birds singing, without the crashing of waves, a universe with no words, no laughter, no music : a world which would be deaf to our vital need to communicate.

Hearing is a key factor in communication

When we can hear, we can communicate with the world around us and get our bearings in time and space. Hearing plays an equally vital role in children's language development.

Hearing impairment can have repercussions on the way we perceive everything around us and live our lives.

And all this makes it vitally important to preserve our hearing.



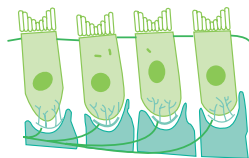
THE EAR : HOW IT PERCEIVES AND TRANSMITS SOUND

Our ability to hear is based on a very complex system composed of three parts : the outer ear, the middle ear, and the inner ear ; each of which plays a specific and decisive role in the hearing process.

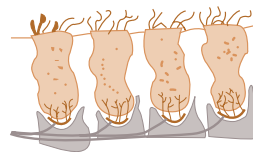
The ear combines both a perceptive function designed for capturing sounds, and a transmission function which transmits these sounds to the brain.

Ciliated cells

There are around 15,000 ciliated cells (also called hair cells), and their role is essential for processing sound. Any prolonged exposure to high volumes can cause them to become either partially or completely damaged. And once they are damaged, these cells never regenerate.

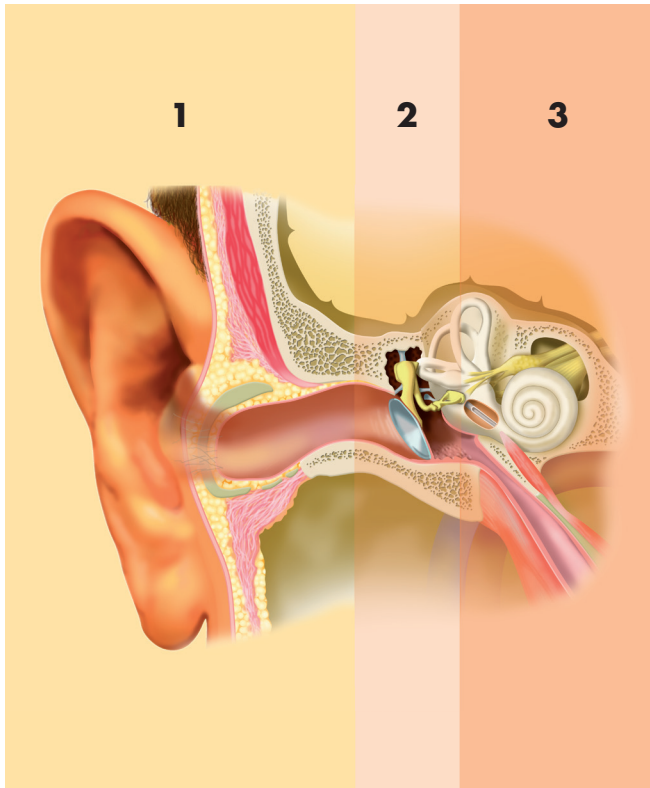


Hearing cells with intact cilia



Hearing cells with damaged cilia

Our hearing



1 THE OUTER EAR

collects sounds which reach the pinna, (the visible part of the ear) and transmits them towards the eardrum via the auditory canal.

2 THE MIDDLE EAR

acts as an amplifier. Vibrations which reach the eardrum are captured, amplified, and then transmitted through the ear bones (the hammer, the anvil, and the stirrup) to the inner ear and the cochlea.

3 THE INNER EAR

is divided into 2 parts : the organ of hearing (the cochlea) and the organ of balance (the vestibule). Its job is to transform sounds (mechanical vibrations) into an electrical stimulus, and to send this signal to the cerebral cortex through the auditory nerve. It is then decoded and interpreted by the auditory areas of the brain.



HEARING LOSS & DEAFNESS*

Different origins and causes

The main cause of hearing impairment is simply getting older, and is called presbycusis ; which typically occurs around the age of sixty.

Nowadays, it is easily corrected thanks to major advances in hearing correction. Hearing impairment can also be medical or congenital in origin, or else appear after taking certain medication.

Today's world with all its noise pollution is also a significant factor in the increase of hearing disorders.

Young people are particularly at risk. This relatively recent phenomenon may be explained by intensive listening to loud music on earphones, and going to concerts where the level of music is deafening.

*in the medical sense means any hearing loss, however slight.

Hearing problems



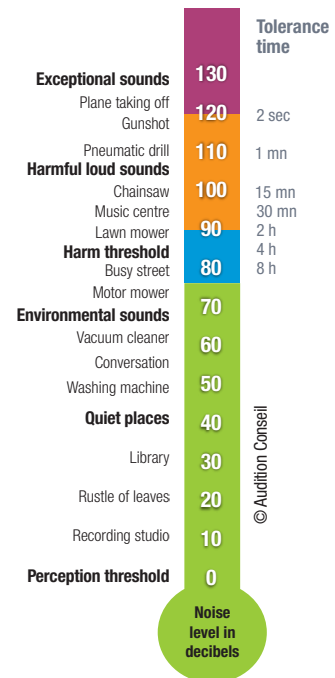
Deafness and its different forms

Conductive deafness

This type of deafness comes from a lesion or obstruction of the outer or middle ear and mainly affects transmission of low and high-pitched sounds. It may originate in the eardrum, the outer ear canal, or the ear bones.

Sensorineural deafness

Sensorineural deafness which affects the inner ear is usually due to damage to the ciliated cells of the cochlea. In this case, sounds which reach the cerebral cortex are distorted and the brain finds it hard to decipher them. This form of deafness is often accompanied by tinnitus and high-pitched frequencies are most often affected.





PRESBYCUSIS, A NATURAL PHENOMENON

In 8 out of 10 cases, hearing loss is due to presbycusis, a natural phenomenon which can be compared to presbyopia (long-sightedness) for eyesight. With age, the auditory system becomes less efficient, and hearing first becomes more difficult in noisy places and then becomes part of everyday life.

Early signs of hearing loss

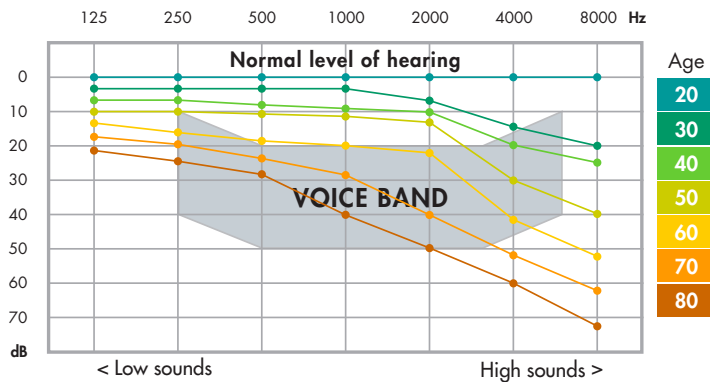
The gradual, insidious process of hearing loss is often thought to be caused by external elements : the other person is not speaking clearly, the environment is too noisy, the TV presenter speaks too quickly, etc. So the person concerned doesn't do anything about it, and hearing loss takes hold. However, these all can be signs indicating the beginnings of hearing impairment. Having to ask people to repeat things more and more, experiencing more frequent problems of understanding at family gatherings or at meetings, turning the television right up... are all signs that it is high time to take action. So if you have any doubt about your hearing, talk to your **AUDITION CONSEIL** specialist.

Hearing problems

Hearing, like eyesight, changes as you get older

Hearing ability sometimes decreases with age. Maybe you experience hearing problems, especially when a lot of people are around (in restaurants, family gatherings, etc.). If this is the case, do not hesitate to consult a hearing specialist who will recommend an unobtrusive and effective hearing solution to help you recover more comfortable hearing.

Hearing loss according to age





TINNITUS

A phenomenon often linked to hearing loss

Tinnitus is a fairly frequent hearing disorder : around 20 % of people regularly suffer from its effects. It occurs as buzzing, ringing, or whistling sounds in the head or ears. Its origin is still relatively unexplained: it can be a sign of emotional stress, or else have a medical cause, or be the result of acoustic trauma. In 9 out of 10 cases, tinnitus is linked to a hearing impairment, and 30 % of the time requires a hearing aid to compensate for the loss of hearing.

Talk to your hearing care professional who will show you the hearing solutions which can relieve your tinnitus.



"Life had become unbearable, tinnitus was ruining my life, and I had hearing problems, until I finally went to see a hearing aid specialist. Since I've worn hearing aids, my tinnitus bothers me much less."

Christine, 57

Hearing problems



INFANT DEAFNESS

An obstacle to children's general development

Infant deafness is a major handicap for children's language acquisition as well as their perception of time and space. More generally, hearing problems hamper their mental development. Wearing a hearing aid is a solution which will end the child's isolation and give him (or her) a better chance of thriving.



1 child in
1000 is born
deaf

1 child in
1000 will
become deaf
in the first
year of life

A new world opens up to the child

With a hearing aid, the child will discover a whole new world of sound. And once they realise the benefits of wearing hearing aids, they will not try to remove them. Unlike adults, small children do not experience any psychological barrier in connection with hearing aids. If there are real advantages, they will willingly wear them. If this is not the case, the hearing aid specialist will be able to quickly find a satisfactory corrective solution.



EARLY FITTING OF A HEARING AID

Successful hearing correction

It is essential to take action as soon as the first signs of hearing impairment become apparent. The earlier the hearing loss is treated, the quicker you will recover good hearing. When hearing is corrected early on, your brain has still preserved the majority of your aural cues, which makes it easier to adapt to hearing aids. But remember that it is never too late to correct your hearing.

Rediscover the pleasure of hearing better

When you improve your hearing comfort, you re-establish normal relations with your contacts, and enjoy a newfound quality of life. Family gatherings and outings with friends will once again become pleasant moments you can all enjoy. You will also rediscover sounds and sensations you had forgotten, to make each new improvement a real encouragement for better hearing.



"Since I've been wearing my hearing aids, I feel in a much better mood as well as hearing better. And my wife and my grandchildren certainly agree!"

Patrick, 61

Hearing correction



HEARING PROFESSIONALS

The ENT (Ear-Nose-Throat specialist) : the ear doctor

The ENT is a doctor specialising in the examination and medical treatment of the ears, nose, and throat. He plays an important role in providing information to the patient and their family. The ENT doctor diagnoses hearing loss, seeks the causes of hearing impairment, and measures how much hearing is lost. He writes the prescription should hearing aids be necessary.

The corrective hearing aid specialist

The job of the hearing aid specialist is to improve your hearing capacity. Hearing correction is carried out on the basis of the ENT doctor's assessment and diagnosis, and also by identifying and choosing the solution best suited to your case. This is a choice you make together with your hearing aid specialist from all the different possibilities available. He is responsible for adapting and checking the effectiveness of your hearing aids. He will explain how to use them and carry out regular checks to guarantee that you have long-lasting hearing comfort.



THE FIRST APPOINTMENT, UNDERSTANDING YOUR NEEDS

At **AUDITION CONSEIL**, your case is dealt with from start to finish by a hearing expert, and this first appointment is an important step in acquiring better hearing. The hearing aid specialist will carry out an in-depth interview with you to gain a detailed understanding of your needs, preferences, and expectations.

Audiometric tests

The hearing aid specialist performs a series of tests to assess your hearing loss and your problems in understanding. He will mainly use two sorts of tests : tonal audiometry and voice audiometry.

■ **Tonal audiometry** : this measures the level of hearing impairment in order to fine-tune your hearing aids. These tests use state of the art technological equipment for optimum accuracy to assess your residual auditory field.

■ **Vocal audiometry** : consists of listening to lists of words in order to assess your level of understanding of the spoken word.

*Ask your **AUDITION CONSEIL** hearing aid specialist for advice.*

The main stages of fitting a hearing aid



The choice of a customised solution

The hearing aid specialist helps you choose the solution that best meets your needs and your personal expectations. There are different kinds of devices : Behind-the-Ear, In-the-Ear, Open Fitting, or RIC (Receiver In Canal where the earphone is placed in the ear canal). Furthermore, since each case of hearing loss is individual, your hearing aid specialist's advice is crucial when choosing your future hearing aids. But you will always be closely involved in making the choice from all the various possible solutions.

Obtaining your personal quote

Once the hearing aid specialist has all the information about you, he will prepare your personal quote. We use a standard form, so as to guarantee clarity, and ensure you can fully understand the different steps necessary for your successful hearing correction solution.



"Taking the first step was difficult, but my daughter was right to insist. She got the better of my stubbornness, and now I'm grateful to her for making me go and have my hearing corrected. I've gone back to being in good spirits, and... to my Scrabble club."

Sylvianne, 66



THE TESTS, YOUR GUARANTEE OF THE RIGHT SOLUTION

Once your hearing solution has been chosen, then the test phase begins. This is a period of time during which your hearing aid specialist will check with you that the solution chosen meets your needs and expectations.

PERSONAL ADAPTATION, LEARNING TO HEAR AGAIN

Now that you own a hearing solution which suits you, the period of adaptation starts. This entirely personalised care is vital to the successful wearing of your hearing aid, and means that you will see your hearing aid specialist again several times. The aural relearning phase begins now : you will once more learn to hear sounds which had become inaudible. Because of your hearing loss, your brain had forgotten them. Your hearing aid specialist will help you to rediscover and hear them once again. During this phase, you will also get used to wearing your hearing aids and learn how to use them properly.

The main stages of fitting a hearing aid



LONG-TERM SUPPORT CLOSE FOLLOW-UP AND CHECK-UPS

Once the adaptation phase has been completed, the hearing aid specialist will provide close follow-up throughout all the lifetime of your hearing aids. He will see you periodically to ensure that you benefit from the best possible long-term hearing comfort. At these visits, the hearing aid specialist tests your ear, measures your hearing loss, checks that your hearing aids are working properly, and, adjusts them if necessary. Your **AUDITION CONSEIL** hearing aid specialist is always available to answer your questions and provide useful advice each time you need it.



"I'm so happy to be able to share moments of closeness again with my grandson Leo. We have started our crazy card games again, as well as our weekly outings to the cinema"

Paul, 65



Better hearing solutions



100 % EFFECTIVE AND 100 % UNOBTUSIVE

Modern solutions for better hearing offer you excellent listening comfort, even in the busiest environments. Effective, easy to use, and now rechargeable, these aids resemble iPods or mp3 players. Recent advances in technology mean that hearing solutions can use Bluetooth wireless technology, so that the hard of hearing person can now receive television or phone sound directly in their hearing aid. This is a real improvement over standard hi-fi headphones, since the degree of amplification is tailored to the wearer's hearing profile.

Hearing correction really does work

More and more people are now enjoying the daily benefits of hearing correction, thanks to the range of effective and discreet solutions which are available today.

A recent survey* shows that more than 8 hearing aid users out of 10 are satisfied with their choice. All you need to do now is to discover and try out these technological marvels, and start using them as soon as possible !

*Euro Trak France Presbycusis survey 2015



AUDITION CONSEIL HAS SELECTED FOR YOU THE VERY BEST DIGITAL HEARING AIDS

Today your hearing aid specialist is able to offer you several systems to improve your hearing comfort : Behind-the-Ear, In-the-Ear, Open Fitting or Receiver-In-Canal where the earphone is placed in the ear canal. These are all high-performance, unobtrusive and effective solutions.

There is, of course, no one-size-fits-all solution, and you should be aware that 50 % of the success of a hearing correction solution comes from the hearing aid itself, and 50 % from the adaptation and follow-up work of the hearing aid specialist. Furthermore, the choice of the best solution from all those possible is made by you together with your hearing aid specialist.

PHONAK
life is on

signia
Life sounds brilliant.
Solutions
Auditiives
SIEMENS

oticon
PEOPLE FIRST

Starkey
L'audition est notre mission™

oïdo

ReSound
redRecover hearing

unitron
connect

HANSATON
hearing & emotions

bernafon®
Your hearing • Our passion

NEWSON

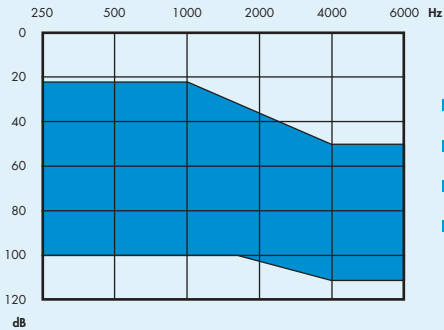
WIDEX
QUIE POUR LA VIE

A wide choice of hearing aids with the best value for money

Better hearing solutions

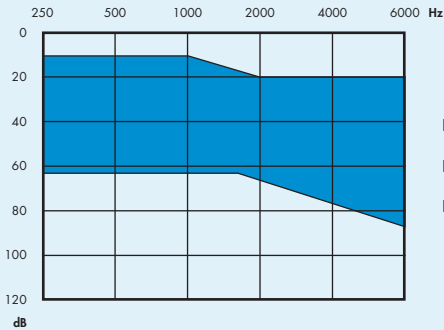


BEHIND THE EAR



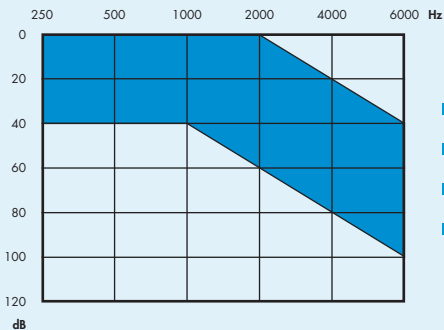
- Effective
- Easy to handle
- Reliable
- Powerful

IN THE EAR CANAL



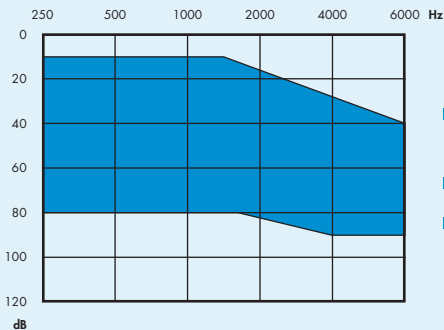
- Discreet
- Stylish
- Practical

OPEN FITTING



- Open tip
- Comfortable
- Discreet
- Stylish

RECEIVER IN THE CANAL



- High acoustic quality
- Discreet
- Effective



ACCESSIBILITY

The hearing loop

Public places (official buildings, theatres, conference halls, etc.) are now equipped with the magnetic loop system. This new technology allows you to hear sounds or words perfectly by receiving them directly in your hearing aid. To use this system, you simply switch on the T function of your hearing aid, if it is equipped with one.

WIRELESS CONNECTIONS

Bluetooth technology

Today more and more hearing aids incorporate Bluetooth technology. This digital technology transforms your hearing aids into wireless hi-fi headphones, and you can pick up the sound of your television or your telephone directly in your hearing aids.

What you need to know

BATTERIES

Hearing aids work with special batteries which must be stored in a dry place at room temperature. It is also important to check their best before date and always keep a pack of spare batteries, and use a battery tester if necessary.

Caution : batteries may be mistaken for sweets or lozenges and should be kept out of reach of small children. Your hearing aid specialist will give you all the advice you need about their use.

HYGIENE AND CLEANING PRODUCTS

It is very important to keep your hearing aids clean for them to work well. To make cleaning easier, **AUDITION CONSEIL** specialists have selected easy to use "Hygiene and Cleaning Products".

Do not hesitate to ask your hearing aid specialist for advice.





REIMBURSEMENT OF YOUR HEARING AIDS BY HEALTH INSURANCE¹

Social security

Hearing aids are reimbursed by National Insurance schemes according to the age of the user :

- Over 20 s receive a refund equal to 60 % of a flat rate of 199,71€
- Under 20 s and visually impaired persons receive a refund equal to 60 % of the French Interministerial Health Benefit Tariff (1,000 € to 1,400€ depending on the category).

For stereophonic hearing aids, both devices are reimbursed at the same rate.

Complementary health insurance companies

These companies pay 40 % of the flat rate and supplement reimbursements at a rate which depends on the contract subscribed to.

Universal Cover (CMU)

Complete refunding of a corrective hearing aid costing 700 € (i.e. 1,400 € for a stereophonic hearing aid).

1/ This information refers to the French National Insurance and Social Security system of reimbursements, and is valid for all French residents. Reimbursements differ from one country to another : consult your local National Insurance office.



What you need to know

COMMUNICATION AIDS

Wireless headphones, telephones, alarm clocks

Wireless headphones are both a practical and effective way to enjoy watching the television. You can adjust the sound as you wish without disturbing others. You can also adjust the tone and left/right balance. There are also fixed phone devices, and now even mobile phones are designed for the hard of hearing (some of which use the hearing loop).

Vibrating or luminous alarm clocks will tell you the time by vibrating or using light signals.

Protecting your hearing

■ Noise protection ear plugs

For protection against noise in the work place, loud concerts, mechanical sports, shooting, etc., we have very effective customised hearing protection devices.

■ Water protection ear plugs

Totally waterproof, these ear-plugs are manufactured from the imprint of your own ear canal. They are suitable for children and adults. There is a floating version.

Consult your hearing aid specialist.



Leading network of independent hearing aid specialists in France

AUDITION CONSEIL is a network of independent hearing aid specialists, with over 330 centres in France specialised in hearing correction. These specialists share the same professional and human values and are committed to providing the very best advice so that you can find the solution most suited to your needs.

We are independent and guarantee your hearing comfort

Your **AUDITION CONSEIL** specialist is totally independent, with no obligations to any particular brand or manufacturer. He will help you find the hearing solution which best corresponds to your needs and your lifestyle, by advising you and offering a wide choice of hearing solutions selected from leading brands, with best value for money.








Professionals with up-to-date training in the most advanced technologies

To improve the quality of service, and allow you to benefit from the best hearing correction solutions, **AUDITION CONSEIL** centres are fitted with high-tech equipment, and are staffed by specialists trained in the most innovative technologies.



Our commitments



-  The advice of an expert in hearing
-  Your bespoke hearing solution for optimal and long-lasting hearing comfort
-  A wide choice of new generation hearing aids selected from leading brands
-  Recognised experience in hearing correction with best value for money
-  Permanent local service
-  Flexible payment terms
-  National network exclusively dedicated to hearing



AUDITION CONSEIL, the leading network of independent hearing aid specialists in France

To find the address of your nearest
AUDITION CONSEIL centre,
please go to **auditionconseil.fr**



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