



*Hear today for a
better tomorrow*

Remember when you once enjoyed going to social gatherings with your friends, your usual Friday night dinners at your favorite restaurant with your wife, and everything seemed great with your job? Life was good! Fast forward several years, and you don't enjoy parties or restaurants as much because having a conversation is just too difficult. You argue with your wife constantly because she is sick of repeating herself, your grown children avoid talking to you, and you can barely understand your grandkids. At work, meetings and talking on the phone are very challenging, and it is affecting your ability to do your job well. You know you have been having hearing issues for a while, but you think it's "not that bad" because you can hear most things. Maybe you've been in complete denial or just too busy to address the main underlying issue - hearing loss.

Many people do not realize the pervasive effects of untreated hearing loss on physical, emotional, and mental health, social relationships, as well as school and job performance. Embarrassment, loss of self-confidence, frustration, anger, isolation, and depression are just some of the consequences of untreated hearing loss. Family members usually feel these effects, too, often feeling frustrated and angry due to the constant need to repeat things and may even avoid conversations with the hearing impaired family member. Hearing loss in older adults is tied to increased risk of falls, more hospitalizations, brain shrinkage and atrophy, and dementia. A mild hearing

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loss can triple the risk of falls and can result in as much as a 30% greater cognitive decline when compared to people with normal hearing. As a condition that progressively gets worse over time, hearing loss can easily have a detrimental “snowball” effect on one’s life, and addressing it sooner than later is recommended to minimize possible long-term, irreversible effects. Fortunately, there are great solutions available given the acceptance of this condition and motivation to make a change.

According to the Hearing Loss Association of America (HLAA), hearing loss affects 48 million Americans, and it is the third most prevalent health condition in older adults. Symptoms of hearing loss include:

- Frequently asking people to repeat what they have said.
- Having difficulty following conversations when background noise is present.
- Turning up the volume on the television or radio.
- Avoiding social gatherings in noisy places.

There are three types of hearing loss. A conductive hearing loss involves an issue with the outer or middle ear areas and can sometimes be temporary and treatable. Examples of conductive hearing loss include excessive wax, perforation of the eardrum, and ear infections. A sensorineural hearing loss is related to the inner ear or nerve damage and is usually permanent, including hearing loss due to aging

(presbycusis), excessive noise exposure (occupational or recreational), and Meniere’s disease. A mixed loss is a combination of these two types of hearing loss. Typically, there are varying amounts of hearing loss at different frequencies (or pitch), so you might hear certain sounds and voices better than others. Initially, as hearing loss starts, speech sounds of varying frequencies aren’t clear until you are completely “filling in the blanks” based on context and maybe even guessing what people are saying.

Hearing aids have come so far from the bulky styles of yesterday that always seemed to have feedback issues. A variety of styles ranging in size and visibility are available, from ones that are invisible in the canal (IIC) to the traditional behind-the-ear types and feedback issues are now a thing of the past. Contrary to simple personal amplifiers and many over-the-counter devices, true prescription-based hearing aids are custom fit and digitally programmed based on an individual’s hearing test results and can be adjusted in a multitude of ways through the software with some user controls available through apps. Based on decades of cumulative research and development, many hearing aids today utilize artificial intelligence to process and enhance speech optimally, and this advanced technology provides extra support for the brain, resulting in less listener effort and fatigue. Features such as Bluetooth connectivity, rechargeability, apps, and telehealth options have elevated the hearing aid experience to the

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next level offering even more convenience. A hearing healthcare professional, like an audiologist, can help recommend the most appropriate hearing aids based on your individual needs, hearing loss, and lifestyle, and the first step begins with an evaluation.

While it is important to consider the quality of hearing aids, service and maintenance are also essential factors. Otherwise, you are just paying for products that offer a temporary fix. Good service and maintenance involve periodically checking ears for wax, annual hearing tests with reprogramming to reflect changes in hearing, and making sure hearing aids are clean and working properly. After all, what good is a set of the best hearing aids if one's ears are filled with wax? Experienced hearing aid wearers should ask themselves if they are receiving this kind of service, and new users should also consider this when making the decision to move forward.

At Concierge Audiology Las Vegas, we deliver the latest hearing aid technology with over a decade of expertise and exceptional service direct to you at your home or office. Our unique practice model allows for the extra time necessary to listen to and address the individual needs of our patients. Anyone seeking a convenient option can benefit from our services, including those who find it difficult to mobilize, have transportation issues, or are busy professionals. Call us today: **702-706-4358** or check out our

website **conciergeaudiologylv.com**. Questions? You can also email us at **info@conciergeaudiology.com**.