

Q1 2021

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Are Hearing Aids Not Enough for You?

Find out what you can do to improve your hearing

by Cochlear (Paid Content)

SHUTTERSTOCK

If you have hearing aids, you were likely thrilled with the results – at first. You could hear your grandchild laugh, your partner speaking to you from another room, and your son or daughter over the phone. Over time, however, these sounds may have become muffled, or you may be unable to hear them at all.

Get the Facts

Experiencing hearing loss is common as we age. In fact, nearly 1 out of every 3 people over the age of 65 are affected by hearing loss.<sup>1</sup> Here's what you need to know:

- **Hearing aids doesn't mean you can't hear anything at all.** It may be that you can't always understand what your partner is saying. You might have trouble having a conversation with your grandchildren on the phone. Or maybe it's hard to hear the clerk at the grocery store checkout. If you have any of these issues, it is possible that you may have one of the most common types of hearing loss known as **sensorineural hearing loss** which is caused by a problem with the inner ear that often occurs as you get older. Don't wait. Get help before you are really struggling.
- **Hearing aids aren't always the answer.** While hearing aids can amplify sound, they don't always help with clarity. Cochlear implants, on the other hand, may help with sound clarity even in loud environments like restaurants or the mall.<sup>2</sup> A cochlear implant consists of two pieces that work together; an internal component is surgically implanted into a part of the ear called the cochlea, and an external processor is worn on the outside of the ear to pick up sound. Having the device implanted is actually not. It is usually done as an outpatient procedure that takes only a few hours to complete. Cochlear has provided more than 800,000 implantable devices, helping people of all ages to hear and connect with life's opportunities. Unlike hearing aids, most hearing implants are covered by Medicare.<sup>3</sup> They are also covered by many insurance plans and typically Medicaid.

**“At its worst, my hearing loss isolated me from my grandchildren and family. I got my cochlear implant (and now) my hearing loss doesn't hold me back!”**

Guy W., Nucleus<sup>®</sup> recipient

Where Are You in Your Hearing Loss Journey?

The first step is to really think about what is most difficult for you to hear. What types of words are not clear? Do you have trouble following your grandchildren's stories? Are you often asking people to repeat themselves? Take this short hearing quiz, the results will help reveal if you should consider other options for better hearing.

Hearing Quiz  
 If You've Tried Hearing Aids,  
 But Still Struggle to Hear

Do you have difficulty hearing conversations with your hearing aids?

YES

NO

Enjoy everyday moments again and stop missing precious conversations with the ones you love. Make 2021 the year you address your hearing loss with the right solution. A cochlear implant may be that right solution so you can enjoy life to the fullest again.

Click here to get a FREE Cochlear<sup>™</sup> hearing implant guide.

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<sup>1</sup>Who.int. WHO | 10 facts on deafness [Internet]. 2017.

<sup>2</sup>Balkany T, Hodge A, Menapace C, et al. Nucleus Freedom North American clinical trial. Otolaryngol Head Neck Surg 2007;136(8):757-762.

<sup>3</sup>Covered for Medicare beneficiaries who meet CMS criteria for coverage

<sup>4</sup>Coverage for adult Medicaid recipients varies according to state specific guidelines. Contact Views expressed are those of the individual. Consult your health professional to determine if you are a candidate for Cochlear technology. ©Cochlear Limited 2021. All rights reserved. Hear now. And always and other trademarks and registered trademarks are the property of Cochlear Limited or Cochlear Bone Anchored Solutions AB. The names of actual companies and products mentioned herein may be the trademarks of their respective owners. DAM-MK-PR-517

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