

Guide to selecting the best hearing aid for you

There are several factors that can determine which hearing aid is the right model for you. This 3-step guide will help you understand how to find the best hearing aid for you.

Contents



Step 1:

Compare the available hearing aid styles

Step 2:

Consider these six factors when choosing a hearing aid

- **Factor 1 - Your level of hearing loss**
- **Factor 2 - Hearing aid technology**
- **Factor 3 - Comfort**
- **Factor 4 - Price and quality**
- **Factor 5 - Style**
- **Factor 6 - Your level of social engagement**

Step 3:

























































































































































Trial hearing aids for free at a hearing clinic

Step 1. Compare the available hearing aid styles

Start out by using the overview below to understand the differences between each type of hearing aid.

The overview will prepare you for Step 2 of the guide, where we will explain the 6 important factors that you should consider when choosing hearing aids.

Hearing aids

 Invisible-in-Canal		 Completely-in-the-canal		 In-the-Canal		 Half/Full-shell In-the-ear		 miniRITE (Receiver-in-the-ear)		 miniRITE-R (Receiver-in-the-ear)		 Behind-the-ear Plus Power		 Behind-the-ear Ultra Power	
 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet	 Most Discreet
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 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life	 Long battery life
 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs	 Easy to adjust volume/programs
 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery	 Exchangeable battery
 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery	 Rechargeable battery
 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss	 Mild to moderate hearing loss
 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss	 Severe hearing loss
 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss	 Profound hearing loss

Step 2: Consider these six factors when choosing a hearing aid

... In this step we will describe 6 different factors that you should consider when choosing the best hearing aid for you.

Factor 1 - Your level of hearing loss

The severity of your hearing loss has an impact on the types of hearing aids that you can choose from. Therefore, getting your hearing tested and knowing your level of hearing loss will help you to understand what hearing aid types will be best suited to accommodate your needs.

The 5 categories of hearing loss are:

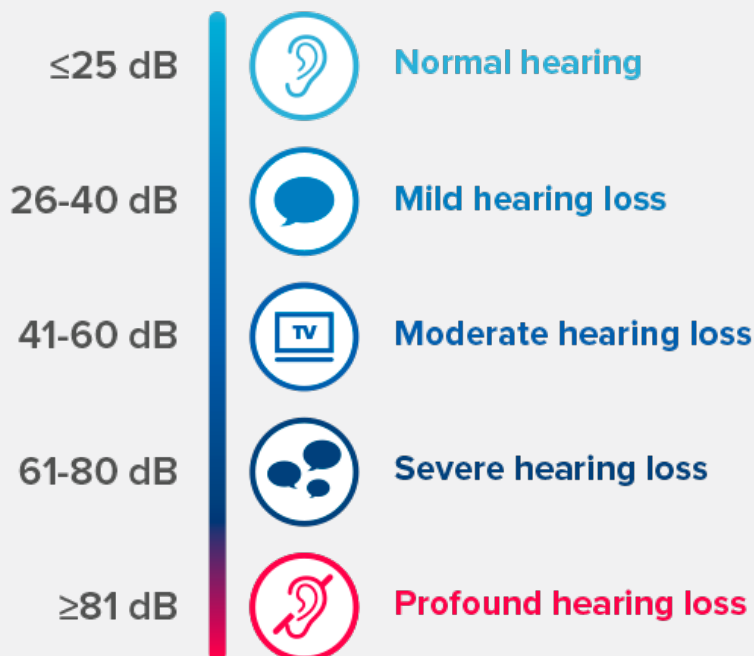
Normal hearing (≤ 25 dB)

Mild hearing loss (26-40 dB): Quiet and soft conversations - or situations with only some background noise - may become difficult to understand

Moderate hearing loss (41-60 dB): Higher volume levels are required for radio and TV, and conversations accompanied by background noise become difficult to understand.

Severe hearing loss (61-80 dB): Difficulties with speech and group conversations in both quiet and noisy environments. Comprehension is impossible without amplification.

Profound hearing loss (greater than ≥ 80 dB): Difficult or impossible to hear and understand amplified devices or speech in all environments.



So what hearing aids are available for each level of hearing loss?

Mild to moderate hearing loss:

Choose any type of hearing aid (or all the types represented in Step 1)

Severe hearing loss:

Choose between selected types of hearing aids, such as “full-shell in-the-ear”, “miniRITE”, or “plus power behind-the-ear”.

Profound hearing loss

In terms of hearing aids, choosing the “plus power behind-the-ear” hearing aid will probably be the right solution for you. In cases of very profound hearing loss, ‘cochlear implants’ might be an option for those who are interested in a more permanent solution (as surgery is required.)¹



Conclusion: Knowing your level of hearing loss is the first step to understanding what might qualify as the best hearing aid for you. No matter your level of hearing loss, there are options available to suit your specific needs.

Do you know the level of your hearing loss?

In order to know your level of hearing loss, we advise you to book a free hearing test in one of our hearing clinics near you. The consultation, which includes a 15-minute hearing test, takes about an hour total, and we will review and explain an audiogram of your hearing. After reviewing your results, we will discuss your options so that you can find the best hearing aid to suit your needs.

Book a free hearing test

¹https://www.who.int/pbd/deafness/hearing_impairment_grades/en/



Factor 2 - Hearing aid technology

Today's advanced technology provides a more natural sound experience by allowing you to experience an open, 360-degree sound experience, all while providing higher sound clarity with less effort. Tinnitus support settings are also new features which benefit users. Hearing aids today can also reduce feedback (or the “whistling sound” that some hearing aid users can experience). It is also possible to connect modern hearing aids to your smart devices and TV, so that you can hear your smart device and/or TV sounds directly through your hearing aids.



360-degree sound experience:

Some modern hearing aids (such as the Oticon Opn S) have the technology to provide you with a “360-degree sound experience” so that you can focus mostly on the sounds directly around you or in front of you. These advancements provide higher sound clarity with less effort and allow you to understand speech better in all settings.

Oticon Opn



BrainHearing™

This technology is based on the fact that we hear through our brains, and our ears are merely responsible for picking up the soundwaves. BrainHearing™ by Oticon supports the brain's natural process of making sense of sound by allowing the brain to hear in the most natural way possible, thereby reducing fatigue. BrainHearing™ technology provides the following benefits: open access to all speakers, background noise reduction, speech clarity, sound localization for improving focus, and personalized programming settings.





Feedback reduction

Feedback (which is often experienced as a whistling sound) can occur when acoustic signals escape the ear canal and hit the microphone on the hearing aid, producing a whistling sound. However, feedback in modern hearing aids is much less common due to new technology supporting the prevention of the feedback sound.



Tinnitus support

Many of those with hearing loss also experience symptoms of tinnitus. Recent technology allows users to listen to relief sounds through their hearing aids which help to soothe and decrease the annoyance of tinnitus.

Oticon offers a specific program called Tinnitus SoundSupport™. You can also choose to simply stream your favorite sounds from your smartphone into your hearing aids as a way to relieve tinnitus symptoms.

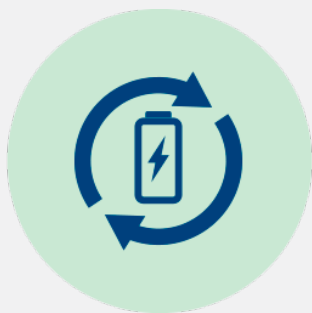
Tinnitus



Device connectivity

Another popular feature is connecting your hearing aids to mobile phones or tablets so that phone conversations, music, or video audio can be heard directly through the hearing aids. This allows you to experience clear, high quality sounds. It is also possible to connect your hearing aids to your television. You can then customize the volume of the program so that it can be as loud (or as quiet) as you want; meanwhile, your family members can enjoy the TV at their own volume of choice.





Rechargeable batteries

Some modern hearing aids can be powered by rechargeable batteries. 3 hours of charge will provide a full day of power (including the power needed for wireless connections and streaming).

Rechargeable batteries are economical in the long-term and typically only require replacement every 3-5 years. miniRITER hearing aids have rechargeable batteries.

Rechargeable hearing aids



Conclusion: Modern hearing aids can provide a host of different technologies that will help you to experience the best possible hearing.

For instance, hearing aids can provide a 360-degree sound experience, allowing you to focus on the sounds that matter most - with less effort.

Modern technology also allows hearing aids to connect wirelessly to smart devices and connect to TV audio. Being aware of the latest technologies available can help you to choose the best hearing aids for your lifestyle.

Would you like to try a modern hearing aid?

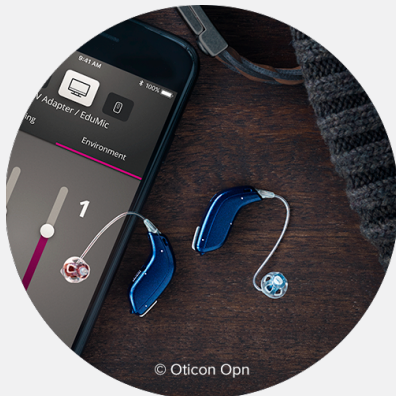
By booking an appointment in one of our clinics, you can experience some of the latest technologies.

Try a hearing aid for free for 30 days



Factor 3 - Comfort

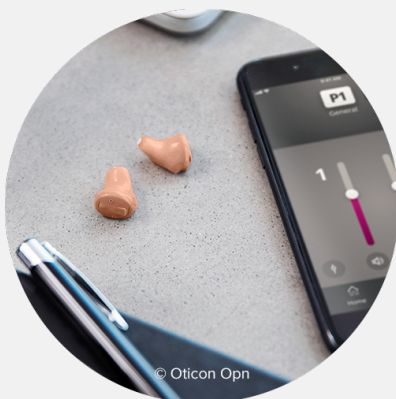
When you're looking for the best hearing aids for you, it's important to consider how comfortable they will be for you to wear.



Behind-the-ear hearing aids

What characterizes behind-the-ear hearing aids?

- The main body of the hearing aids is placed behind the ear
- Has a clear tube or wire connecting it to an earmold or dome placed inside the ear canal
- The earmold portion can be made of different materials
- Most people find behind-the-ear styles to be more comfortable than in-the-ear styles



In-the-ear hearing aids

What characterizes in-the-ear hearing aids?

- It is custom-made to fit the shape of your ear canal
- Is made of a hard material that sits inside the ear canal
- The size and shape of your ear canal determines if it is possible for you to have in-the-ear hearing aids



Conclusion: Behind-the-ear hearing aids are typically known for being the most comfortable, while in-the-ear hearing aids have the benefit of being slightly more discreet.

Our hearing care experts can increase your comfort

Comfort is one of the most important factors to consider when selecting hearing aids. Wearing hearing aids should never be uncomfortable.

Our hearing care experts are trained to help you find the most comfortable hearing aids for you. We will ensure that you are satisfied and that you find the best hearing aids for your needs.

Book a free hearing aid demonstration

Factor 4 - Price and quality

The styles represented in Step 1 are available in multiple price ranges – in order to meet all budget levels.

The price of your hearing aid can depend on the number of benefits you are hoping to get out of your new hearing aid. Such benefits can include automatic volume adjustment and wireless connectivity. Depending on your needs, these additional benefits can have a noticeable impact on the overall experience. Read further to read more about the benefits provided by hearing aids today.

Benefits available in hearing aids on the market today:

- Wireless connectivity to smart devices
- 360-degree sound (allowing a more “natural” hearing experience)
- BrainHearing™ technology by Oticon (allows your brain to do less work to process the sound)
- Automatic adjustment for different sound settings
- Rechargeable battery option
- Telecoil option provides sound access in theatres and churches

Behind-the-ear hearing aids have higher tech capabilities

Due to their larger size, behind-the-ear hearing aids provide the broadest selection of potential technological upgrades. However, the larger in-the-ear styles such as half-shell-in-the-ear and full-shell-in-the-ear styles do have the capacity for larger batteries and high technological capabilities as well.

Modern hearing aids (such as the Oticon Opn S) have the technology to provide you with a “360 degree sound experience”, allowing you to understand speech in noisy environments and focus mostly on the sounds directly around you or in front of you.



Conclusion: The more sophisticated features offered, the higher the price of the hearing aids. Such features can include (but are not limited to): automatic volume adjustment, wireless connection to smart devices, and a 360-degree, natural sound experience.

Would you like more details about hearing aid prices?

You are welcome to visit one of our clinics, and we can show you the available hearing aids and what they cost.

Hearing aid prices

Factor 5: Style

Some appearance factors to consider are:



Size

Is long battery life or discreetness the most important thing to you?

Larger hearing aids (behind-the-ear or full-shell in-the-ear hearing aids) could be the best hearing aid for you if you are looking for larger batteries with high-tech capabilities and a longer battery life while small, in-the-ear hearing aids could be the solution for someone with mild to moderate hearing loss who is most interested in discreet, nearly invisible hearing aids.



Color

Did you know that hearing aids are available in different colors? You have the option of finding hearing aids that blend in well with your skin tone – or just choosing a color that appeals to you.



Ear canal shape determines hearing aid size

The shape of your ear canal can also have an influence on the best hearing aid for you; since in-the-ear hearing aids are placed in the ear canal, a mold of your ear canal is taken, and the hearing aids are personalized to your unique ear canal shape.

As represented in Step 1, the invisible-in-the-canal and in-the-canal hearing aids are the smallest and most invisible hearing aids and are suitable for most ear canals. If you're interested in an in-the-ear hearing aid style, your audiologist will make a mold of your ear canal and determine which hearing aid style makes the most sense for you.



Conclusion: Both behind-the-ear and in-the-ear styles come in various sizes and colors. When it comes to in-the-ear styles, the shape of your ear canal can influence whether this particular style would be the best hearing aid for you (since this style must sit properly inside the ear).

Would you like to see what styles of hearing aids are available?

You are welcome to book an appointment or visit one of our clinics to see the different hearing aids that are available.

Book an appointment

Factor 6 - Your level of social engagement

Whether you enjoy spending time at home or out of the house at restaurants or social events, the best hearing aid for you will be one that matches your level of social engagement. The more active you are socially, the more “advanced features” you may want to look out for, and the less socially engaged you are, the more basic your hearing aids may be.



For the highly socially engaged:

If you travel frequently, attend live entertainment, regularly give presentations, or attend social events, the best solution for you will be one that can automatically adjust to the sound environment. Modern hearing aids can be programmed to adjust the volume based on your environment.

Those who have a high level of social engagement will want to consider:

- Automatic sound adjustments
- 360-degree sound
- BrainHearing technology™ by Oticon
- Wireless connectivity
- TV connectivity

Since your social activities will have you changing sound environments more frequently, getting hearing aids with this automatic adjustment feature would be ideal. Wireless connectivity will also allow you to connect your hearing aids directly to your phone or tablet while on the go. Refer to Step 1 to get an overview of which features are available in each hearing aid type available.



For the moderately socially engaged:

If you occasionally participate in social events, meetings, and/or outdoor physical activities, the best hearing aid for you will be one with certain advanced features (such as automatic adjustment and 360-degree sound).

Those who are moderately socially engaged will want to consider:

- Automatic sound adjustments
- 360-degree sound
- BrainHearing technology™ by Oticon
- Wireless connectivity
- TV connectivity



For the lightly socially engaged:

If your everyday social activities take place in a relatively quiet environment (or if you attend relatively few social activities), you most likely will not require some of the high-tech features that hearing aids can offer (such as automatic sound adjustment).

Those with a low level of social engagement will want to consider:

- Basic hearing aid offerings
- TV connectivity



Conclusion: Those who are highly socially engaged will want to consider hearing aids that can provide more advanced technological features, while those who engage in less social activities will have more basic needs when it comes to choosing the best hearing aid for you.

Learn more about the different types of hearing aids

Read an in-depth overview of the different types of hearing aids:

Types of hearing aids



Step 3: Trial hearing aids for free at a hearing clinic

••• The knowledge that you have obtained in this guide can help you understand the most important factors to consider when choosing a hearing aid.

The next steps in the process are the following:

1. Book a hearing test at a hearing clinic
2. Discuss your preferences and any questions you might have with your hearing care expert
3. Trial a hearing aid for free – with the opportunity of trying another model if the first model does not suit your needs
4. Take the hearing aids home and wear them as a part of your everyday routine to determine if they are the right hearing aids for you

Make an appointment with a certified hearing care expert, who can help you understand how you get the:

- Best sound quality
- Best value for your money

Book a free, non-binding trial of hearing aids

Tips from an audiologist

To make the most of your trial period, test out your hearing aids in various listening situations, such as:

- Attending a dinner party
- Watching television
- Listening to music
- Attending a work meeting with 5+ people
- Interacting with children
- Engaging in outdoor activities
- Having a conversation where a high level of background noise is present