

HOW YOU GOT TO HEAR:

AN UPDATE ON YOUR
HEARING TREATMENT
PROGRAM



MT. HOOD
HEARING

Introductory Letter From Dr. Darrow

In my 20+ years as a Clinical Audiologist and Neuroscientist, I've learned one thing for certain – everything changes!

I'm fairly confident that you have experienced plenty of changes in your own lifetime, and perhaps one of the most obvious changes stares back at you in the mirror every morning. Truth is – medicine has done a great job at helping us live longer, it's now our job to help you make the most of it!

Advances in the medical treatment of hearing loss and tinnitus are a constant change that we (both you and I) have to adjust to and be ready for. It's our responsibility to help each of our patients understand this when we begin the journey towards better hearing and overall health.

Admittedly, sometimes we are better at doing this than others. Sometimes we take the time and lay out the long-term treatment plan from 'a-to-z', or, from today through the next decade or more. But sometimes we (unfortunately) skip over the long-term details and simply get caught up in the celebration of starting the journey with you on Day 1. Call it the typical case of *not seeing the forest for the trees*.

When it comes to your hearing healthcare, there are two certainties of change that we must embrace:

1. Hearing loss is a progressive and degenerative disorder.
2. The diagnostic, treatment and technology protocols have improved in the last few years.

Simply put, this means that over time your hearing, tinnitus and associated cognitive issues will get worse and treatments will get better. **Fortunately**, with treatment and regular changes to your prescription, we are slowing down the progression.

This report highlights the latest research in advances of the medical treatment of hearing loss and tinnitus over the past few years to help you better understand why we recommend changes to our patients' prescription every 4 years.

You took the first step several years ago and started treating your hearing loss and tinnitus. Now, it's time to take the next step on your journey and continue investing in your overall health and wellness by improving upon your current treatment..

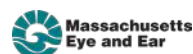
We are honored to be on this journey with you,




Dr. Keith Darrow, PhD, CCC-A

M.I.T. and Harvard Medical Trained
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Amazon #1 New Release & Best-Selling Author
President, Excellence In Audiology
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Director of Audiology Research at Intermountain Audiology
Professor at Worcester State University
Nationally Recognized Speaker, Trainer, and Researcher
Research Associate at Massachusetts Eye and Ear Infirmary
His publications and research cited over 1,200 times





There is no such thing as forever.

No Medical Treatment Lasts Forever

Like all major medical conditions that impact older adults, no medical treatment can last forever. Such is true of your hearing loss and tinnitus.

Hearing loss and tinnitus are what medical experts classify as *chronic conditions*. This means that once you have it, you're stuck with it. Without ongoing treatment and regular changes to your prescription, you run the risk of irreparable harm to your brain. This is why when you begin treatment with us, it's just the beginning of your ongoing care and relationship.

You already did the hardest part a few years ago, which was starting treatment; now you need to make sure your treatment is giving you your fullest potential.

In medical terminology, hearing loss and tinnitus are complex disorders that are progressive and degenerative. This means that as we age, the nerves connecting ear to brain will continue to break down.

In more simple terminology - as we age, our ability to hear others, maintain independence and stay mentally sharp will decrease. If left untreated, it will get worse *much faster*; putting you at increased risk of cognitive decline, falling, and social isolation.

Here's the *good news!*

Your excellent decision to begin treatment a few years back has put you in the position to stay ahead of your condition. In doing so, you have slowed the progression of the disorder and preserved your hearing and cognitive health to the best of your ability.

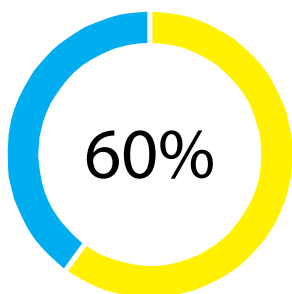
The *even better news* is that because you have chosen us for your ongoing care, we are committed to long-term protection of your ears, your brain, and your overall health!

Although you slowed the progression, every 4 years, we know that you run the increased risk of the disorder catching up and the treatment technology falling behind.

We refer to this as *under-treated hearing loss and tinnitus.*

New Medical Research Has Found Updated Treatment Programs Yield:

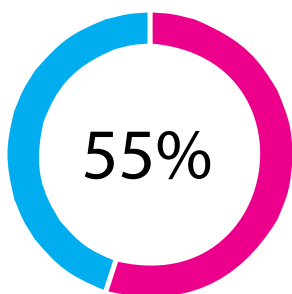
1.



60% improvement in your ability to hear others when speaking in quiet situations with very little background noise.

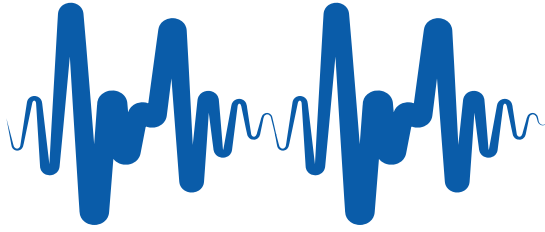
This means changes in your prescription can increase your ability to hear others more clearly when at home, or when one-on-one by 60%!

2.

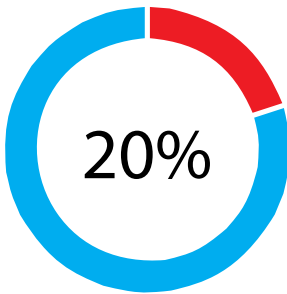


55% improvement in your ability to hear and understand speech in background noise.

This means changes in your prescription will result in more easily following the conversation in noisy restaurants and at crowded gatherings by hearing 55% more of what others are saying.



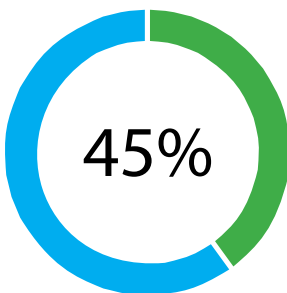
3.



20% decrease in your experience of loud and annoying noises.

This means those annoying sounds like dogs barking, screeching breaks and loud environmental sounds that cause discomfort and interrupt your ability to hear in background noise will be reduced by 20%!

4.



45% increase in your ability to hear in rooms with poor acoustics.

This means when you attend the theatre, gallery, church, or other large spaces, you can hear nearly 45% more of what others are saying.

You probably remember how long it took you to accept the need for your first pair of traditional hearing aids, for many its years!

The same is true for under-treatment of your hearing or tinnitus. Due to the slow progressive nature of hearing loss over the last four years, you may find yourself saying things like: 'they all mumble' or 'they made the background noise louder in the restaurant again and now it's hard to hear'. These examples show that your hearing loss has progressed, and that your current treatment is no longer providing adequate support.

Many patients ask the reasonable question: *can't you just make these old hearing aids louder?* What a relief it would be for all of us if it were that simple. But it isn't. Unfortunately, you can't teach an old dog a new trick, nor can you make an old hearing aid meet the needs of your current hearing loss, tinnitus and cognitive needs.

Ongoing medical treatment with regular prescription changes every 4 years is the key to active aging. So don't stop now. Our treatment plans help you maintain your independence, reduce the annoying tinnitus, keep you from falling and allow you to actively age.

Continuous treatment of hearing loss is also the most important thing you can do to prevent dementia. In fact,



treating hearing loss is more powerful at preventing dementia than reducing your weight (8x more important), reducing diabetes (8x more important), reducing heart disease and hypertension (4x more important) and even better than exercising more (4x more important). That's not to say reducing those things aren't important for your overall health!

The ongoing treatment and regular prescription changes are a medical necessity to living your best life, and to help we've made a treatment plan that doesn't require a large payment upfront but rather low monthly payments that don't increase with rising healthcare costs.

Continuous treatment of hearing loss is the most important thing you can do to prevent dementia!



8x more important than reducing your weight



8x more important than reducing diabetes



4x more important than reducing heart disease and hypertension



4x more important and even better than exercising more

The best part of this is that because ongoing treatment with regular prescription changes is a medical necessity, we have made a treatment plan that won't cost you an arm and a leg (*or an ear!*).

We commit to every patient to never compromise care and to always make sure you hear your very best. We have achieved this by offering all of our patient's affordable treatment plans that allow for regular changes to prescription without

any additional out-of-pocket costs. Although the average cost of healthcare services increases by 16% per year, we offer a low monthly payment and promise to ***never increase your costs.*** Never!

Thank you for allowing us to be a part of your healthcare team and congratulations on accepting that while ***aging is inevitable, decline is optional!***

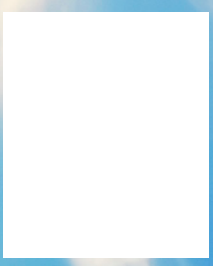
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“The art of conversation is the art of hearing as well as of being heard.”

– William Hazlitt

HOW YOU GOT TO HEAR

AND WHAT'S NEXT
IN THE JOURNEY!



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