

Hearing Loss and Solutions

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Prescott Hearing Center

Agenda

**How do
we hear?**

**The
impact &
causes of
hearing
loss**

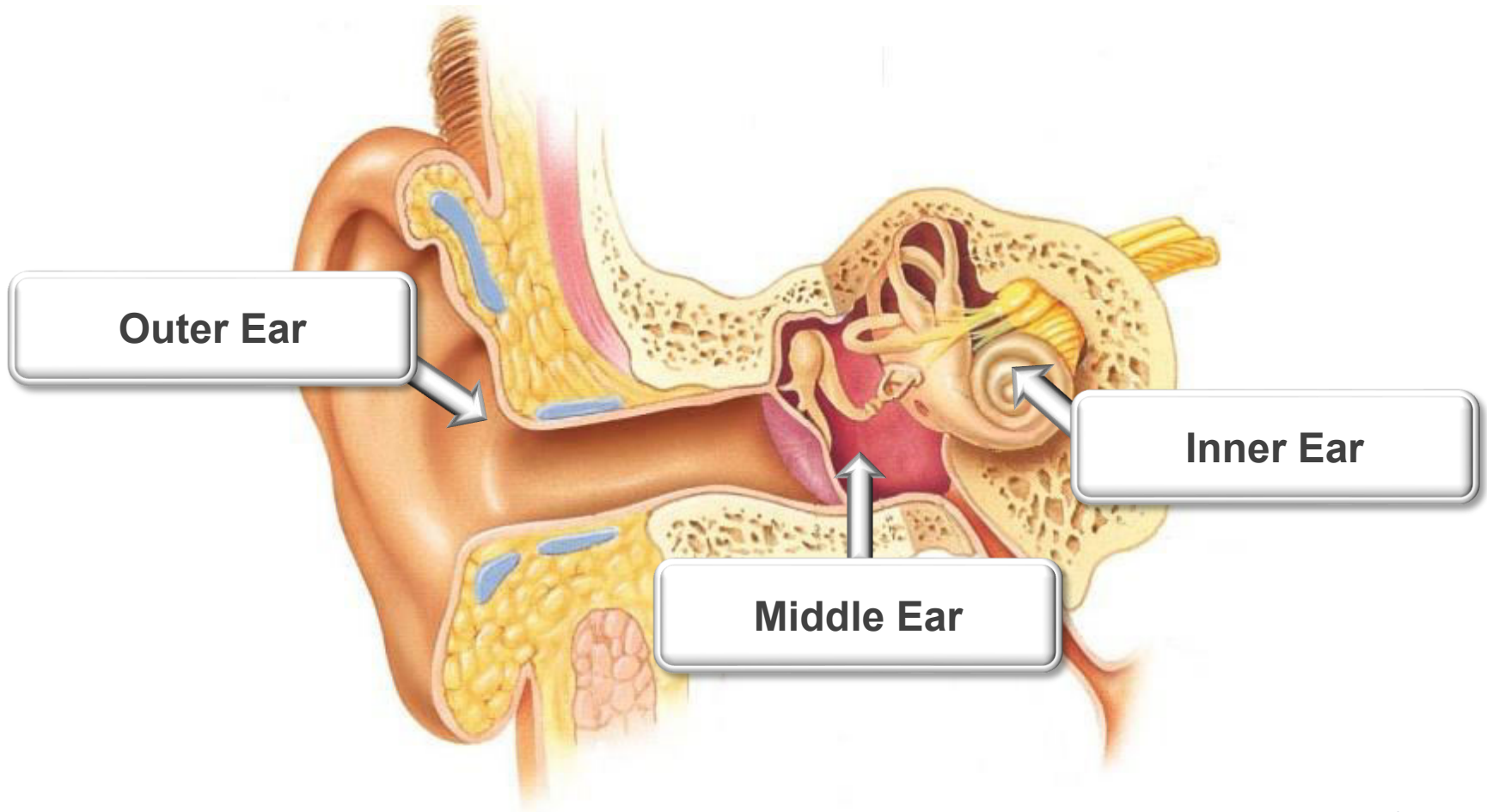
**Who can
help?**

**Available
options**

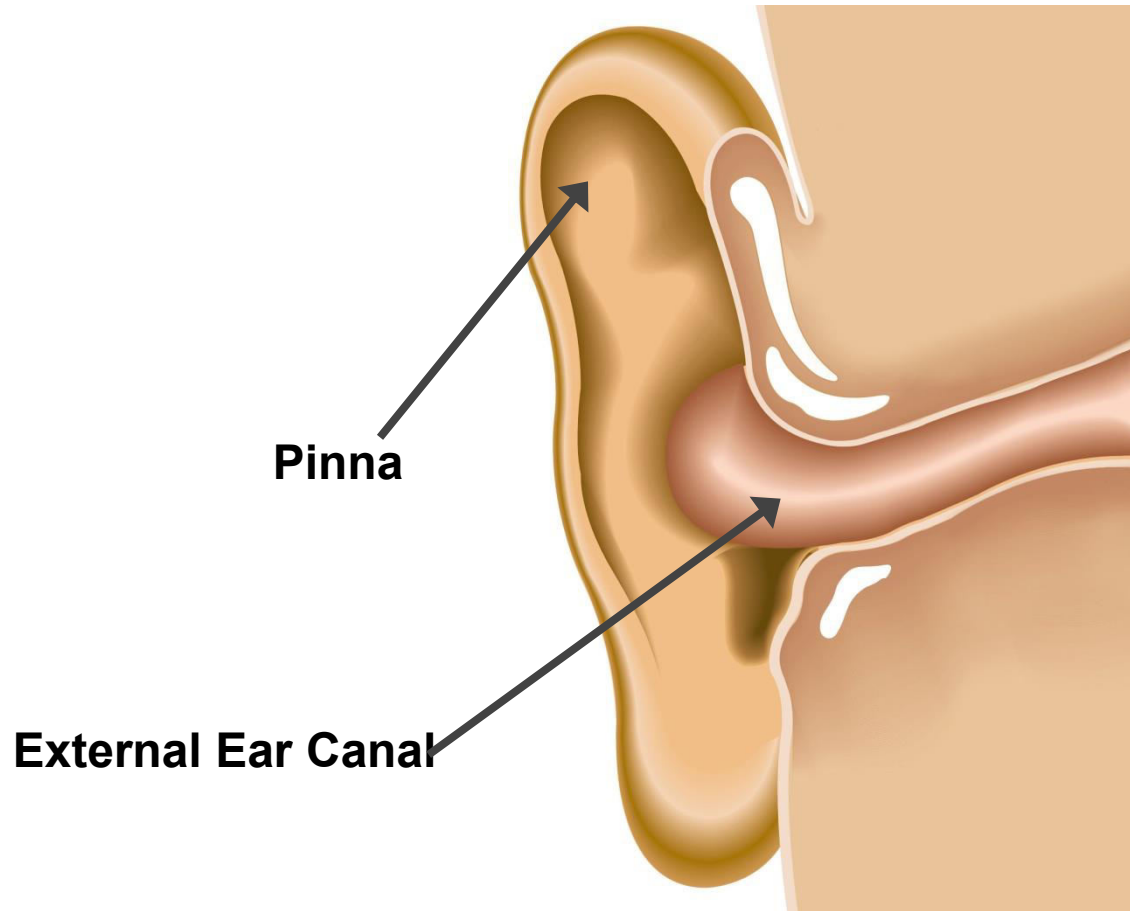
**What's
the next
step?**



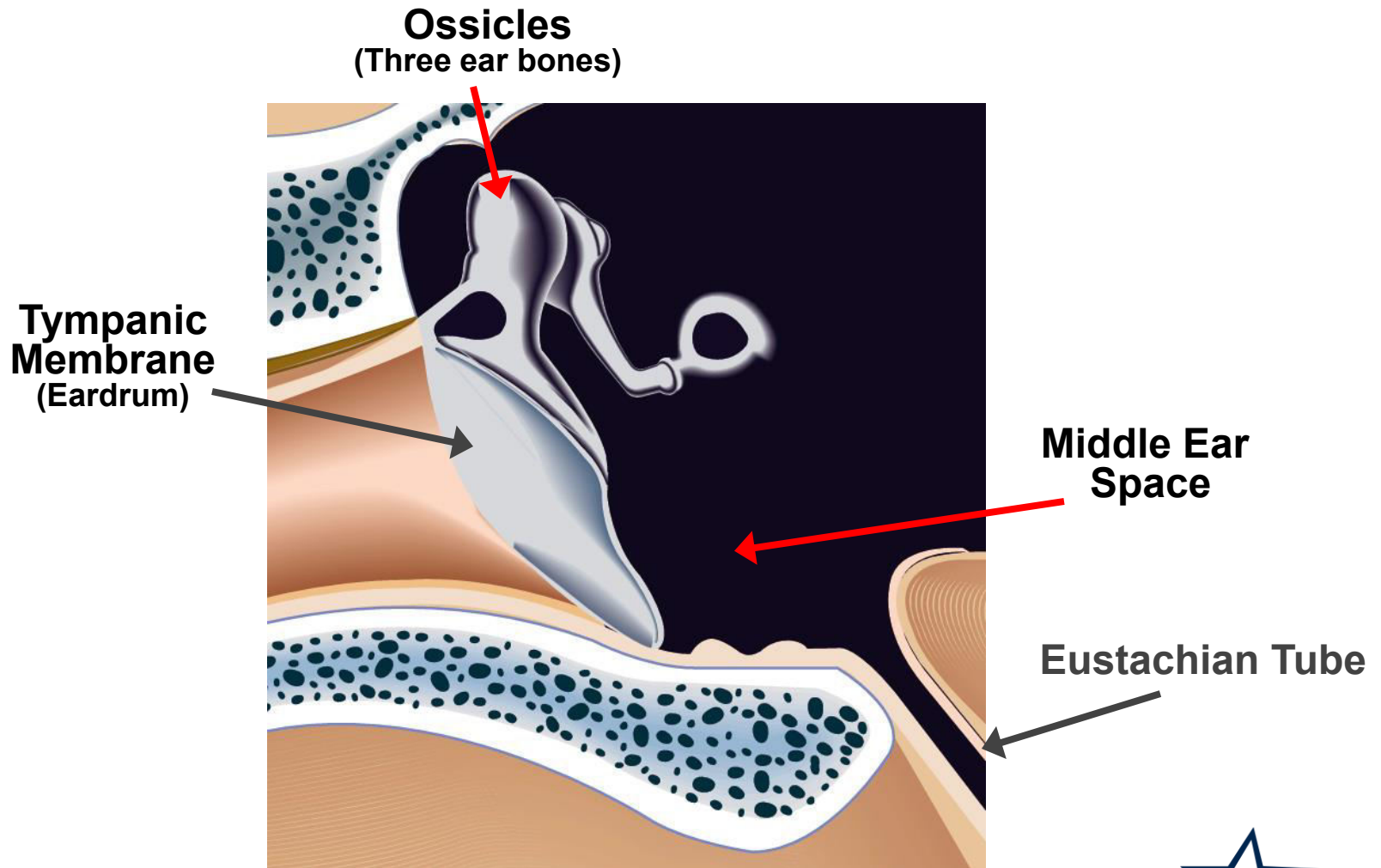
Basic Ear Anatomy



Outer Ear Anatomy



Middle Ear Anatomy



Inner Ear Anatomy

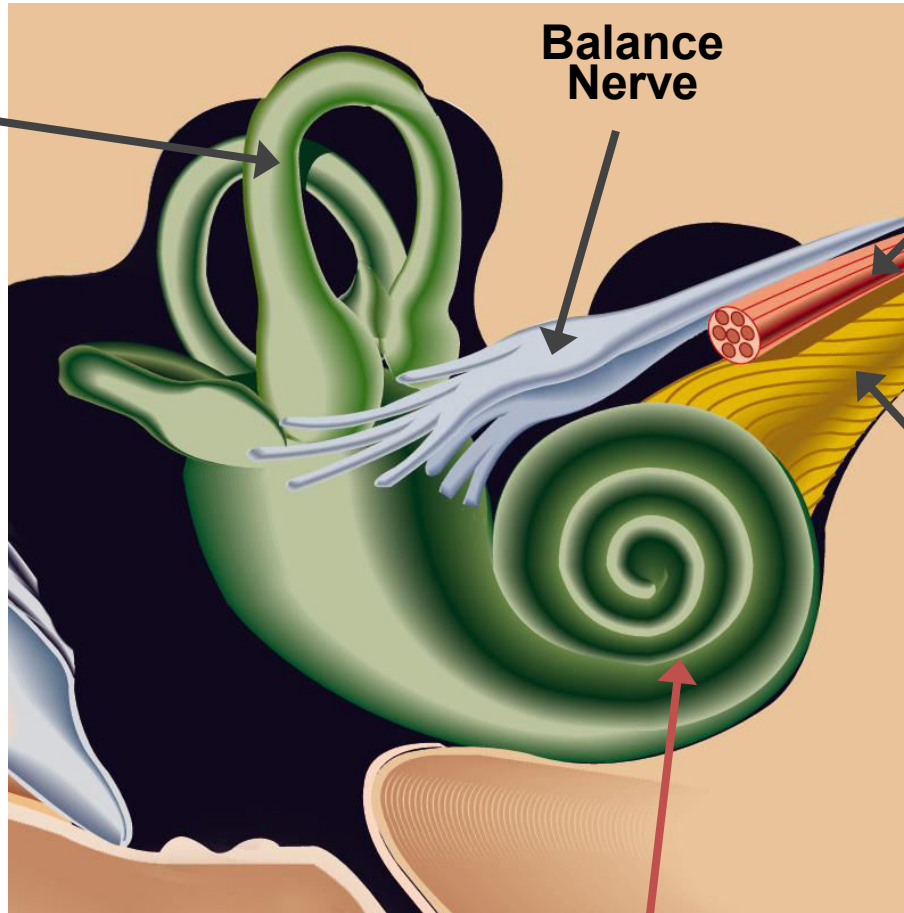
Labyrinth
(Balance Canals)

**Balance
Nerve**

**Facial
Nerve**

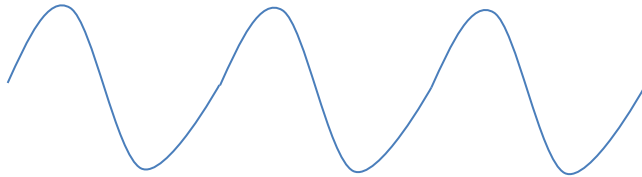
**Hearing
Nerve**

Cochlea
(Hearing Canal)

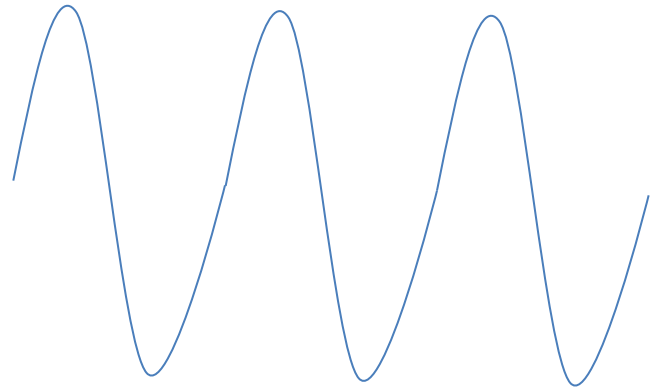


Conductive Hearing Loss

**Outer Ear
collects the
sound waves**



**Middle Ear
increases the
sound
pressure**



Sensorineural Hearing Loss

**Better Speech
Understanding**

**Better Speech
Understanding**

**Better Speech
Understanding**

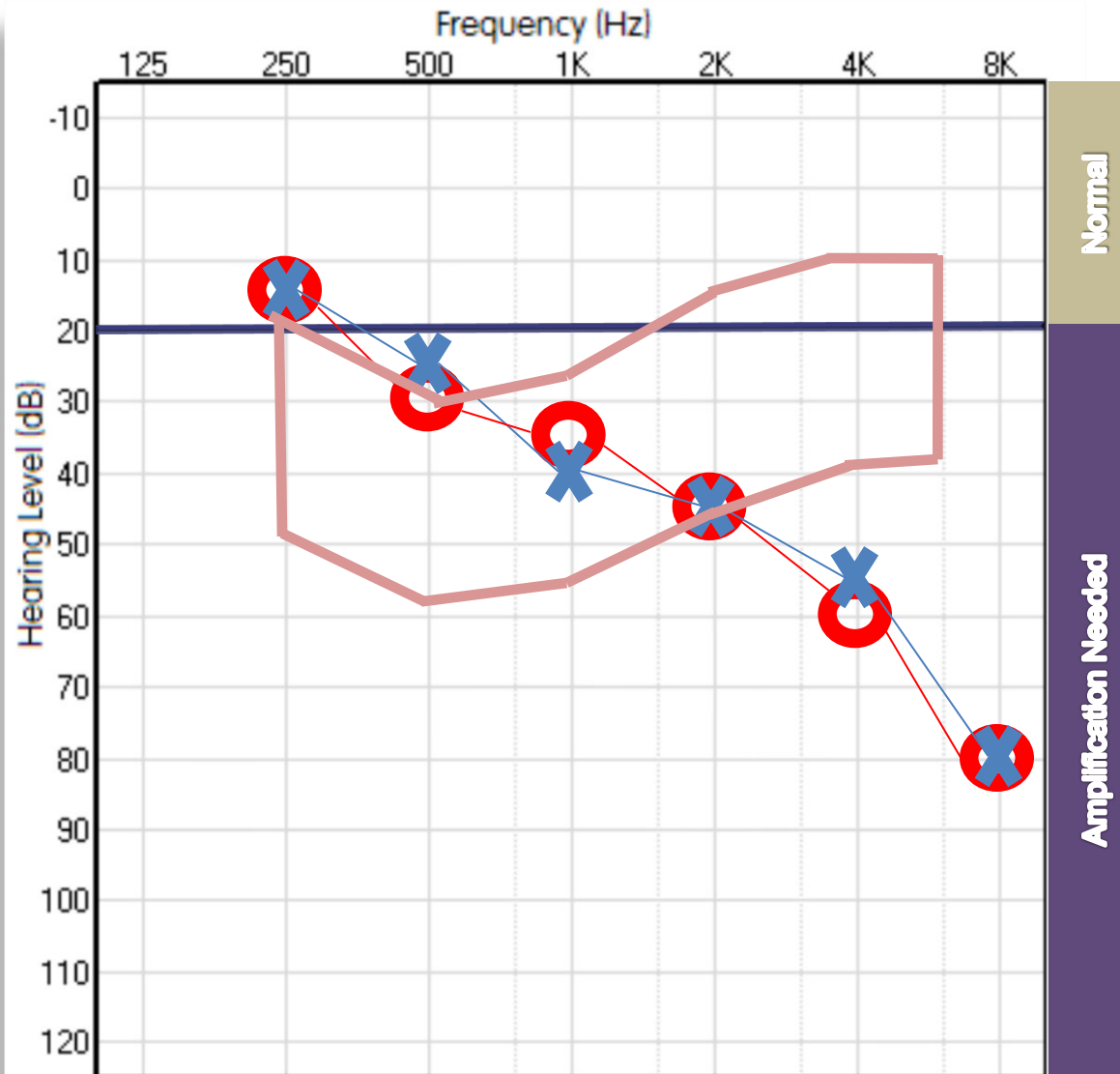
Normal Hearing

**High Frequency
Loss**

**High Frequency
Loss Hearing in
Noise**

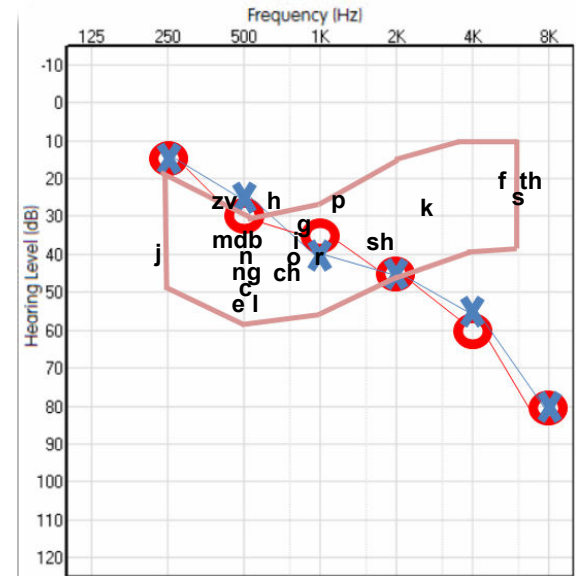


Audiogram



Physical Impact

- Impact on communication
 - Difficulty hearing and listening
 - Conversation is difficult
 - Loss of discrimination
 - “I can’t hear you.”
 - “If people wouldn’t mumble...”
 - Others complain that you turn the TV up too loud
 - Easily tire from having to listen harder
- Increased likelihood of falling
- Cognitive Decline



Social-Emotional Impact

- Feelings of isolation
- May display as:
 - Anger
 - Frustration
 - Embarrassment
- Tend to withdraw from activities
- Depression is common



There are many potential causes of hearing loss

- Age Related
- Noise Induced
- Genetic
- Drug Related
- Illnesses
- In most cases there is not a single cause for hearing loss, but it results from a combination of factors.



Presbycusis (Age-Related Hearing Loss)

- Result of aging process or extended exposure to environmental noise factors throughout a lifetime
- Permanent change in inner ear



Sociocusis (Noise-Induced Hearing Loss)

- Results from exposure to harmful levels of noise
- Damage to hair cells and cochlea
- Gradual onset and painless



Congenital (Genetic Hearing Loss)

- Results from a family history of hearing loss or predisposition



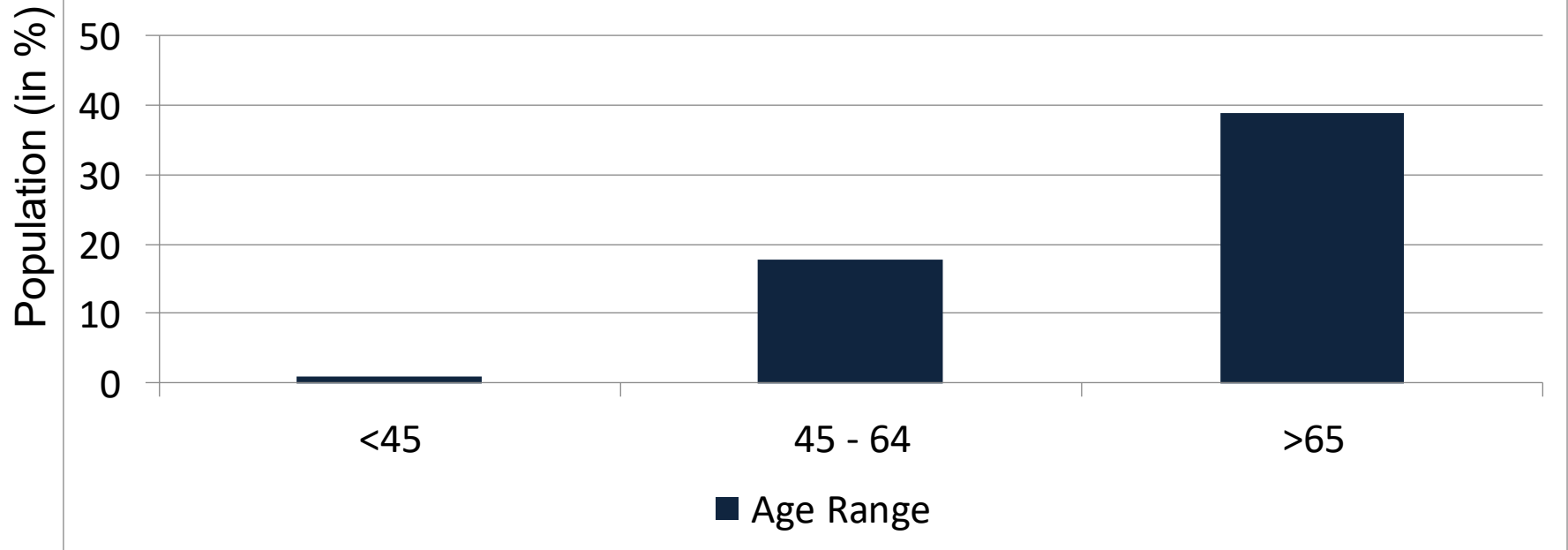
Ototoxicity (Drug-Related Hearing Loss)

- Results from the use of certain medications
 - Mycin Drugs
 - Aspirin
 - Cancer Treatment Drugs
 - Over 200 Known Drugs



Prevalence of Hearing Loss

**2006 NCHS Prevalence of trouble hearing
Reports of “a little trouble” and “a lot of trouble”**



Prevalence of Hearing Loss

- 10% of the world population
- Approximately 36 million in the United States



Who or What Can Help

- Hearing Healthcare Providers
- Medical Professionals
- Online resources
- Close Captioning TV or Telephones
- Assistive Listening Devices



Our Services

- We offer free hearing screenings
- If hearing loss is detected, we can give a complete hearing examination
- A complete line of hearing aids
- Medical referrals when necessary
- We can offer other solutions for hearing in other problem areas



The latest in hearing technology

- All hearing aids provided by Prescott Hearing are designed to provide the ultimate in patient:

Performance



Comfort



Personalization



Fitting Process – What to Expect

- Hearing Analysis
- Video scope of your ear
- Lifestyle Discussion
- Acoustic Analysis
- Speech Demonstration



Better Hearing Begins With You

- Today you have taken the first step to better hearing
- Call our office if you would like to make an appointment to evaluate your hearing
- We will work to find the best hearing solution for you



Thank you for joining us.

PRESCOTT HEARING CENTER

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