

Our Guide Through the Jungle of Hearing Aids

By Pat Fournier BC-HIS

Shopping for hearing aids can seem like being lost in a jungle. But if you learn just three basics -- the level of hearing aid you need, the style you want, and the right brand for you -- you can get through the jungle with confidence. It is our goal to help you find the best and the most cost effective hearing aid that just fits you.

What LEVEL of hearing aid do you need?

A little hearing aid has a lot of technology inside. What you want to find out is how much technology you need to hear the way you want to. And the amount of technology you need is tied to the price of that hearing aid, too. The technology levels are defined as **basic, business, advanced and premium.**

- **Basic** level hearing aids deliver high quality technology for amplification but they don't have a lot of extra special features.
- **Business** level hearing aids have directional microphones and some background noise suppressors. There is a lot of value at this level and it is very popular.
- **Advanced** level hearing aids automate some of their features and work smoothly without user operation.
- **Premium** hearing aids have all the highest fidelity components plus automatic features plus all the latest innovations.

Pricing

Basic	\$600 + each
Business	\$1100 to \$2000 each
Advanced	\$1700 to \$2500 each
Premium	\$2400 + each

What STYLE suits you best?

The style of the hearing aid is what people see when they look at you. Any level of technology can be placed into any style of hearing aid. Some users want very small hearing aids. Others like the 'open fit', because they are also small and allow sound to enter and leave the ear naturally. This gives open fits a natural sound. Usually, the style of hearing aid you choose relates to your *personal preference*. The style of a hearing aid has just a minor effect on the price.



Which BRAND should you choose?

Hearing aid manufacturers have consolidated over the past ten years, because research and development in digital technology is so costly. Highly marketed brands typically cost more. Different brands from the same manufacturer are virtually the same. In the end, brand names still exist mainly for marketing purposes. Each of the different brands have some unique technologies and are constantly trying to improve comfortability and improve programming. You may already have heard of

PHONAK hearing systems Phonak's slogan is "Life is on". It represents providing clients with the confidence to live a full and active life with better hearing.



Unitron is a sister company of Phonak. They strive to deliver solutions offering the most features with best values.



also manufactures, Audibel, NuEar, and MicroTech brands, which all are virtually identical to each other! **Starkey** features one of the best feedback controls.



ReSound produces hearing aids under the names of **Resound**, Interton, and Beltone. Their philosophy is that technological innovations make sense only if they deliver actual user benefit.



also manufactures Electone and Rexton. We carry **Siemens** and **Rexton**. They both offer a rechargeable hearing aid and are constantly developing high quality, reliable and affordable solutions for the hearing impaired.



Why should you choose The Hearing Place?

We are the only business in North Central Montana to offer hearing aids from all the major manufacturers. Each manufacturer does something better than its competitors, so our approach allows us to give you the best technology available for your particular hearing need.

You will also love our prices. But the most important aspect of buying a hearing aid isn't the technology *or* the price. It's really about how competent we are at fitting you, and how conscientiously we serve you from your very first visit.

We hope you are ready now for us to help guide you out of the jungle as you shop for hearing aids. For more information, visit our new website at

www.hearingplacemt.com