

New Products at The Hearing Place

We have just added the Oticon line of hearing aids at The Hearing Place. As I attended conferences around the country, I'd ask audiologists and dispensers what they fit and what brands they liked. Oticon came up a lot. I decided to investigate. Well, to say the least we have been impressed. These aids are simple to operate, produce high fidelity sound and are an excellent value. When you're ready to look at something new take a look at these. We think you'll be impressed also.

TV Systems On Display



Loop System that works with most hearing aids

We now have six different TV systems in our office for demonstration. Five of those systems turn hearing aids into headphones. These are especially effective in helping people to hear the TV without running others out of the room. We also have a set of inexpensive TV ears to try out. If you have problems hearing the TV, come in and see what the latest technology is up to.



TV ears



Transmitters and steamers from Oticon and Phonak

IDEALISESM
 1301 11th Ave S Great Falls, MT. 59405
THE HEARING PLACE



SERVICE CENTERS IN YOUR AREA

October

Oct 5...Glasgow Nemont Manor.....1-3pm
 Oct 6...Hi-line.....All Day
 Oct 12..Havre Northern Mt. Hospital.....10 noon
 Oct 14..Shelby Senior Center.....10-noon
 Oct 18..Great Falls Eagles Manor.....10-noon
 Oct 19..Lewistown Community Center.....10-noon
 Oct 21..FT Benton Sunrise Bluff.....10-noon
 Oct 26..Chinook Senior Center.....10-noon
 Oct 28..Conrad Pondera Medical.....10-noon

November

Nov 2...Wolf Point Senior Center.....1-3pm
 Nov 3...Hi-line (Malta).....All Day
 Nov 9..Havre Northern Mt. Hospital.....10 noon
 Nov 12..Cut Bank Northern Medical.....10-noon
 Nov 15..Great Falls Eagles Manor.....10-noon
 Nov 16..Lewistown Community Center.....10-noon
 Nov 18..Chester Sweet Grass Lodge.....10-noon
 Nov 23..Chinook Senior Center10-noon
 Nov 25 and 26..Closed for Thanksgiving.....All Day
 Nov 30..Conrad Pondera Medical.....10-noon

December

Dec 7...Glasgow Nemont Manor.....1-3pm
 Dec 8...Hi-line.....All Day
 Dec 9...Shelby Senior Center.....10 noon
 Dec 14..Havre Northern Mt. Hospital.....10-noon
 Dec 16..Conrad Pondera Medical.....10-noon
 Dec 20..Great Falls Eagles Manor.....10-noon
 Dec 22..Chinook Senior Center10-noon
 Dec 24..Closed for Christmas.....All Day
 Dec 31..Closed for New Years.....All Day

Happy Holidays



Pat Fournier BC HIS

- FREE HEARING TESTS
- FREE demos of hearing aids
- FREE service, all hearing aids

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Hearing in Background Noise

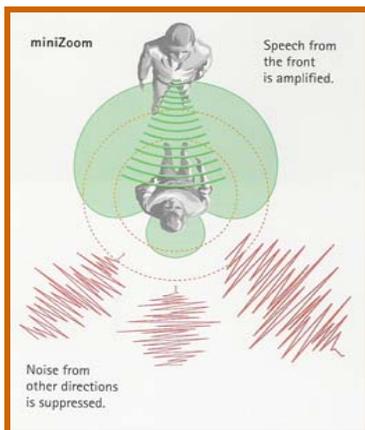


By Pat Fournier BC-HIS

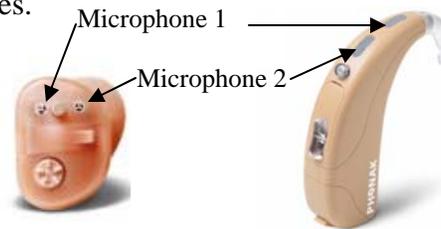
People innately know that they hear better in a quiet place than a noisy place. It used to be that hearing aids made matters worse when things got noisy. Frustrated, people had to take their hearing aids out when they got to a place where they needed to hear the most, a noisy place. Today, inexpensive hearing aids and mail order “personal amplifiers” suffer from the same problem.

Every year hearing aid manufacturers are getting better at attacking background noise. Bear in mind that nothing is better than normal hearing. Yet, the noise algorithms that the new digital hearing aids employ are getting better all the time. The goal of all these systems is to make *desired speech more understandable, not just make things louder*. I’d like to highlight some of the advances for you.

Directional microphones are becoming more effective and more adaptive. Not only is the DI (Directional Index) better, but a hearing aid’s onboard computer can determine what direction a noise is coming from and then automatically point the directional microphone away from a noise source.



We have one hearing aid where you can direct the hearing aid to pick up speech in the back seat while driving. Directional microphones are installed on BTE (Behind-The-Ear) to canal type hearing aids or virtually any hearing aid that has 3mm spacing between two microphones.



Great advances are also being achieved with a technology called “noise canceling. Noise canceling works digitally to identify machine noise (steady state sound) and produce an opposite signal to cancel it. Starkey’s OtoLens uses an advanced formula that along with its deep placement in the ear canal (accentuating the ear’s natural abilities) is especially effective in noise without using a directional microphone.

Also, we employ frequency response shift, compression, auto gain control and expansion. What a mouthful! All this is too much to explain here. Nonetheless, when we apply these ingredients together then we have wonderful tools to battle background noise.

Here are two examples of success. We just fit an operating room nurse with an advanced set of hearing aids. She is able to hear through the machine noise (She needs to hear very well in this situation!) even as the Docs and nurses wear surgical masks.

We fit a man who works in a room full of computers. His other hearings aids made everything too loud. Not only did he not hear in noise but the wrong sounds were amplified, and he was tired at the end of the day from sound fatigue. His new aids from us make things clearer not **louder**. He hardly knows they’re in his ears, *and he hears people through the noise*. That’s the whole point!



How do you hear when you’re here?

Our Philosophy

We are one of the very few hearing aid dealers in the entire Pacific Northwest that handles seven brands of hearing aids. This is not easy to do with all the changing technology. However, this allows us to do is find the best hearing aid for you. Each brand is fighting to beat out the others. Each brand has a fitting philosophy that works differently. What works for one person does not necessarily work for another. We work for you! Sometimes we have to fight for every decibel in order for you to hear. Our goal is to fit you with the most effective and highest value hearing aid.