

Due to popular demand our office in Helena is open for business. We are looking forward to offering the Helena residents the same great service and product as we have in Great Falls for the last twelve years.



If you are in Helena please stop in and say Hi. We would love to see you as we miss you all. It has been one of the hardest parts of this newest adventure is not seeing and talking to you.



Here's our Helena Crew (Pat, Sue and Rob)


**THE HEARING PLACE**  
 IDEALICS<sup>®</sup> Latest Technology - Old Fashioned Care  
**2646 Winne Ave**  
**Helena, MT**  
**406-502-2021**  
[www.hearingplacemt.com](http://www.hearingplacemt.com)

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 2646 Winne Ave Helena, MT. 59601



## SERVICE CENTERS IN YOUR AREA

### January

- Jan 6...Wolf Point Senior Center.....1-3pm
- Jan 7...Glasgow Nemont Manor.....10-noon
- Jan 8...Malta Senior Center.....10-noon
- Jan 13..Havre Northern Mt. Hospital.....10-noon
- Jan 14..Shelby Senior Center.....10-noon
- Jan 19..Great Falls Eagles Manor.....10-noon
- Jan 20..Lewistown Community Center.....10-noon
- Jan 21..Choteau Senior Center.....10-noon
- Jan 22..Ft Benton Sunrise Bluff.....10-noon
- Jan 27..Chinook Senior Center.....10-noon
- Jan 28..Havre Northern Mt. Hospital.....10-noon
- Jan 29..Conrad Pondera Medical.....10-noon

### February

- Feb 3...Wolf Point Senior Center.....1-3pm
- Feb 4...Glasgow Nemont Manor.....10-noon
- Feb 5...Malta Senior Center.....10-noon
- Feb 10..Havre Northern Mt. Hospital.....10-noon
- Feb 12..Cut Bank Northern Hospital.....10-noon
- Feb 16..Great Falls Eagles Manor.....10-noon
- Feb 17..Lewistown Community Center.....10-noon
- Feb 18..Choteau Senior Center.....10-noon
- Feb 19..Chester Sweet Grass Lodge.....10-noon
- Feb 24 ..Chinook Senior Center.....10-noon
- Feb 25..Havre Northern Mt. Hospital.....10-noon
- Feb 26..Conrad Pondera Medical.....10-noon

### March

- Mar 3...Wolf Point Senior Center.....1-3pm
- Mar 4...Glasgow Nemont Manor.....10-noon
- Mar 5...Malta Senior Center.....10-noon
- Mar 10..Havre Northern Mt. Hospital.....10-noon
- Mar 12..Shelby Senior Center.....10-noon
- Mar 16..Great Falls Eagles Manor.....10-noon
- Mar 17..Lewistown Community Center.....10-noon
- Mar 18..Choteau Senior Center.....10-noon
- Mar 19..Chester Sweet Grass Lodge.....10-noon
- Mar 24 ..Chinook Senior Center.....10-noon
- Mar 25..Havre Northern Mt. Hospital.....10-noon
- Mar 26..Conrad Pondera Medical.....10-noon

**Great Falls 1301 11th Ave S. 452-2437**  
**Helena 2646 Winne Ave 406-502-2021**

# Brain Does the Heavy Lifting

## Hearing affects everything between your ears.

If you're like most people, you're used to thinking of hearing as something that happens in your ears. What people often don't think about is what happens *between* their ears, in the hearing part of their brain. That's where sound becomes information that has meaning. Your brain has to work hard to make this happen. When the sound signals from your ears are compromised, your brain has to work even harder to fill in the gaps. This extra effort can take its toll. In fact, studies have shown that, over time, hearing loss can lead to isolation and depression.

## Hearing care is health care.

That's why it makes sense to take care of your hearing health the same way you care about the rest of your health: There's a lot more riding on it than just your hearing.

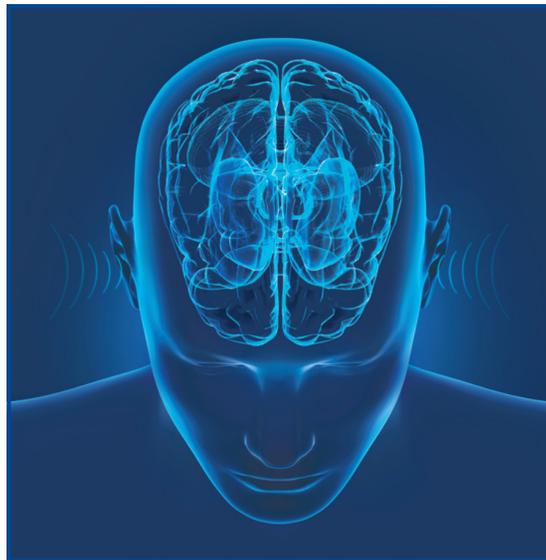
## It's your brain that hears. Not your ears.

When you listen to a conversation, your ears and your brain work together as a system, with your brain doing most of the heavy lifting. Your brain is what uses the information from your two ears to *orient* you by figuring out which direction sound is coming from. It's in the brain that sound waves become sounds that you *recognize*. And your brain is what helps you *focus* in on a conversation and *separate* out unwanted noise.

Right now, all four of these tasks are happening simultaneously and continuously inside your brain.

## How can technology help your brain hear more naturally?

With so much of your hearing happening in your brain, it's important that when your hearing is compromised, your brain gets the support it needs. That's the idea behind the BrainHearing™ technology built into Oticon hearing instruments. BrainHearing™ technology preserves the important details in speech, so your brain doesn't have to fill in the gaps. It enables your hearing instruments to work together as a system to help you locate sound. And it reduces the effort involved in listening to conversations.



## Give your brain exactly what it needs to hear.

BrainHearing™ technology enables Oticon hearing instruments to be finely tuned to match your unique hearing profile and personal sound preferences. Then deliver sound with the clearest, purest signal possible in the way your brain is best able to understand it. The result is a more natural, effortless listening experience. Anywhere. Anytime.

## Oticon's BrainHearing™ technology:

**Helps** both ears work together

**Recognizes** and preserves natural speech

**Separates** speech from background noise

**Coordinates** how sound is best understood by your brain.

AltaDesign: Stylish outside, BrainHearing™ technology inside. If style matters as much to you as comfort and performance, chances are you'll love the new AltaDesign hearing instruments from Oticon.

At The Hearing Place we understand the way hearing aids work with the brain. As you know, nothing is better than natural hearing. The personal attention from our competent, caring clinicians helps you and your brain get used to sound again. Laughter, song and communication are wonderful elements of life. Treat yourself to the world of sound. You'll be glad you did.