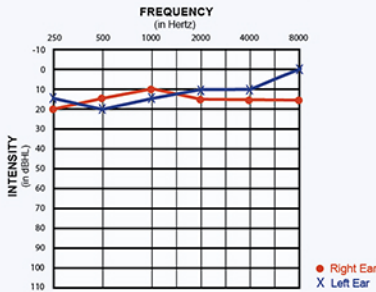




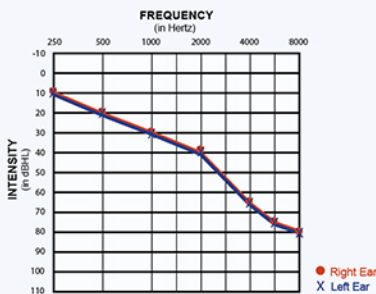
Hear the **FACTS** about **PRESBYCUSIS**

Diagnosis and Treatment

NORMAL HEARING

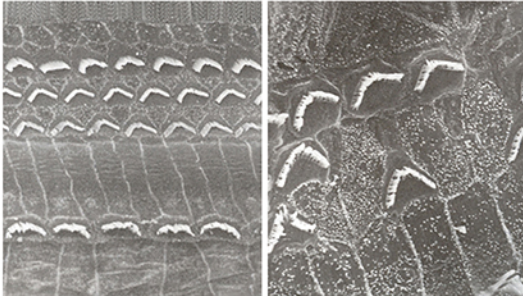


PRESBYCUSIS HEARING LOSS



NORMAL INNER EAR

PRESBYCUSIS INNER EAR



What is Presbycusis?

- A gradual reduction in hearing as we get older, typically affecting both ears equally
- Common in men and women, with men typically having greater hearing loss than women of the same age
- Typically a greater hearing loss for high frequency sounds than for low frequency sounds
- A treatable condition that can benefit greatly from technological advances in various amplification or hearing assistance devices, along with counseling on effective communication strategies

What Causes Presbycusis?

- Family history or hereditary factors
- Changes in the inner ear blood supply related to heart disease, diabetes, high blood pressure and smoking

Symptoms:

- A loss of sound sensitivity from cumulative exposure to loud sounds
- Frequently asking people to repeat what they say, especially in “difficult listening places”
- Ability to hear lower-pitched men’s voices easier than higher-pitched women’s or children’s voices
- People complaining that the TV is being played too loud
- Tinnitus, also known as “head noise”, which produces buzzing or ringing sounds in the ear

Diagnosis:

- Talk honestly with your Audiologist about daily hearing problems
- Allow your Audiologist to professionally evaluate the type and severity of your hearing loss

How can an Audiologist improve **YOUR** quality of life?

»»»» Hearing Aid Styles



»»»» Hearing Assistive Technology



»»»» Counseling

