



WITH AGING'S INFLUENCE ON VISION AND HEARING, IT IS ESTIMATED THAT BY 2030, AS MANY AS **14 MILLION** OLDER U.S. ADULTS WILL DEVELOP **DUAL SENSORY LOSS**.<sup>[1]</sup>

## DID YOU KNOW?

Dual sensory loss can reduce quality of life in terms of physical, emotional and social function.

Research indicates those with both vision and hearing loss often have greater:

Difficulty in performing activities of daily living.<sup>[2]</sup>



Challenges with interactive daily communication.



Risk of social isolation and depression.<sup>[3]</sup>



Risk of falls and related hospitalization.



## HEAR BETTER, SEE BETTER.



TALK TO YOUR EXPERT HEARING AND VISION PROFESSIONALS ABOUT:

- Why annual diagnostic screenings are a healthy habit.<sup>[4]</sup>
- How best corrected hearing and visual abilities can help improve quality of life.

To learn more, please visit: [www.nidcd.nih.gov](http://www.nidcd.nih.gov) and [www.nei.nih.gov](http://www.nei.nih.gov)



**Sound  
Advice**  
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# Our Focus on 20/20 Hearing



Right now is the best time to decide what your future will sound like.

Testing and fitting hearing aids is similar to an eye exam. There's unaided, some improvement or ideally, best possible results. This requires precise sound and listening measurements during our personalized fitting process.

## UNAIDED

20/200	<b>E</b>	1
20/100	<b>F P</b>	2
20/70	<b>T O Z</b>	3
20/50	<b>L P E D</b>	4
20/40	<b>P E C F D</b>	5
20/30	<b>E D F C Z P</b>	6
20/25	<b>F E L O P D</b>	7
20/20	<b>D E F P O T E C</b>	8



## FIRST FIT

20/200	<b>E</b>	1
20/100	<b>F P</b>	2
20/70	<b>T O Z</b>	3
20/50	<b>L P E D</b>	4
20/40	<b>P E C F D</b>	5
20/30	<b>E D F C Z P</b>	6
20/25	<b>F E L O P D</b>	7
20/20	<b>D E F P O T E C</b>	8
20/15	<b>A B C D E F G H I</b>	9



## PERSONALIZED FIT

20/200	<b>E</b>	1
20/100	<b>F P</b>	2
20/70	<b>T O Z</b>	3
20/50	<b>L P E D</b>	4
20/40	<b>P E C F D</b>	5
20/30	<b>E D F C Z P</b>	6
20/25	<b>F E L O P Z D</b>	7
20/20	<b>D E F P O T E C</b>	8
20/15	<b>L E F O D F C T</b>	9
20/12	<b>A B C D E F G H I</b>	10



OUR EXPERTISE & YOUR BEST FIT. HEAR THE DIFFERENCE.

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