



DILWORTH HEARING

The right treatment makes all the difference

2011

No two ears are the same

As hearing specialists, it is essential for us to recognise that no two ears are the same and that every hearing loss is one of a kind.

The effects of hearing loss are unique for every individual and the impact on each person's life is completely different. Therefore, Dilworth Hearing's clinicians make a two-fold assessment: firstly based on the results

of a full diagnostic hearing test and secondly, on discussion from a personalised needs assessment. The first measure is objective and tells us the extent and the nature of the loss, the second is subjective and focuses on how the specific hearing loss is affecting the person. Effective hearing treatment must be customised – there is no such thing as a 'one size fits all' hearing solution.

It is this philosophy which forms the basis of the Dilworth Hearing difference. We understand that not everyone with a hearing loss will struggle in the same situations, or will suit a particular brand or style of hearing aid. In line with our philosophy, research now suggests that it is the quality of any pre-assessments which may affect the success of hearing aid fittings.

No two ears are the same, not even yours.
There's no 'off the shelf' solution to hearing loss. In fact, the quality of professional services is the determining factor in the success of hearing treatment.

Because every ear is different, so is our treatment.
There's no 'off the shelf' solution to hearing loss. In fact, the quality of professional services is the determining factor in the success of hearing treatment.
That's why, at Dilworth Hearing, we have the largest team of MNZAS Audiologists working alongside dedicated Ear, Nose and Throat Specialists to ensure the correct diagnosis and treatment is matched to your specific hearing condition.
In some cases a hearing aid could be the last thing needed! Come talk to one of our Clinicians and benefit from more than 50 years of clinical excellence in hearing care. So resist free checks or discounted hearing aid offers. Get the best treatment at Dilworth Hearing, and be pleasantly surprised by our prices.
Experience the difference – call us to make an appointment today.

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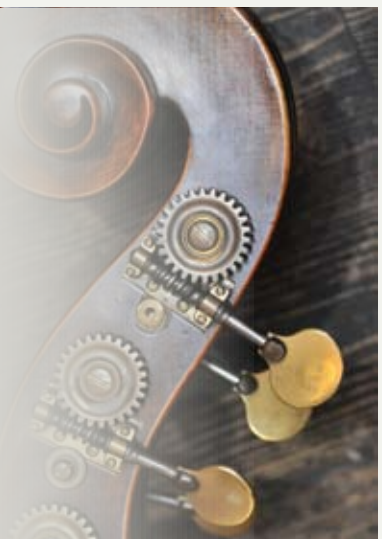
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What a difference

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You may have seen these advertisements in the press.

The Dilworth Hearing difference

- The pioneers in audiology services in New Zealand with a reputation of clinical excellence in hearing care for 50 years.
- We partner with the medical profession to provide medical-focused audiology.
- We have the largest team of MNZAS Audiologists (members of the New Zealand Audiological Society) working alongside leading ENT Specialists. This membership requires a Masters degree in Audiology, one-year in-clinic supervision, as well as ongoing education and peer review. MNZAS Audiologists are the only ones able to administer the government subsidy for hearing aids and apply for other funding options such as ACC, Veterans' Affairs and Enable.
- We have modern, purpose-built facilities with the latest equipment.
- We don't offer free hearing checks as they are usually just screening tests and do not provide the information required for the complete diagnosis and treatment of hearing problems.



Look for “full” not for “free”

Why choose a full diagnostic hearing test over a free hearing check?

A free hearing screening answers one question only: do you have a hearing loss? However, you may already suspect that your hearing is not perfect. Therefore, very little new information is gained from a screening.

A full diagnostic hearing test provides far more information than a free hearing check and is the test recommended by doctors.

It not only tells us the extent of hearing loss but also whether it is permanent or temporary and where the loss is located (e.g. in the inner ear, the ear canal or the middle ear). The test will include an assessment of eardrum movement and also of hearing for speech.

A full diagnostic test is the only way to accurately assess whether hearing aids are the best choice or whether the hearing loss can be treated medically, or simply monitored.

It is like any other medical test which doctors use to help form a diagnosis and should be the first step taken before any treatment is considered.

At Dilworth Hearing, we only perform full diagnostic hearing tests to ensure that our standard of care is optimal from the outset.



Hear what our clients are saying

“...I noticed a big difference straightaway. We went out to dinner and it was noisy and I could hear everyone speaking, even at the far end of the table. My wife was delighted too that we could talk all the way home in the car – it’s usually too noisy and I have had trouble hearing with car and road noise. No one at work has even noticed my hearing aids. And my eldest son had to be right up close to even see them. So I am very pleased with them and also with Dilworth Hearing’s help – very professional. I can hear the wind now, birds in trees, my dog snoring, people coming up behind me; so life seems better too.”

T Johnson, 56 years

“I was tremendously pleased with the result... The first thing was the bird life – I had no idea there were that many birds in the urban environment. At a function I was standing in a group of five people and having a cross-conversation with the person opposite me while the others were talking. More importantly, I’ve been able to look into people’s eyes when they are talking. This has been amazing, as previously I had to look at their lips...”

Music has been another big revelation. One sunny afternoon I spotted a musician in Freyberg Square. Well, when he played, the sound was amazing. I had NEVER heard anything like it before... I was hearing something beautiful. Fortunately I was wearing sunglasses because I was quite emotional about it.

The care I receive from my hearing professional at Dilworth Hearing is always great and the service friendly, professional and caring. I especially appreciate how the receptionists make sure that they speak clearly and carefully, in contrast to many other places...”

C Dempsey, 41 years

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Getting rid of the myths

Advances in hearing aid technology have progressed by leaps and bounds, yet myths still circulate about problems with hearing devices. We wish to outline the new advances and dispel at least some of these urban legends.

Myth 1: “Hearing aids never stop whistling”

Nowadays there is no excuse for continually whistling aids. Hearing aids use complex calculations to identify feedback and eliminate the whistling without reducing the volume for hearing speech.

Myth 2: “Hearing aids make your own voice sound echoey and unnatural”

Open-fitting hearing aids have allowed the ear canal to be less blocked so that the sound of the wearer’s own voice is more natural. Venting for in-the-ear hearing aids has been improved also, to help lessen own-voice hollowness.

Myth 3: “Hearing aids are no good when there is background noise”

Today’s hearing aids tackle noise in two ways. Firstly, hearing aids constantly monitor incoming sound; speech is highly varied whereas noise is quite flat. Hearing aids divide the frequency range into a number of segments; so when noise is identified in a segment, noise reduction can be applied specifically without compromising the speech sounds in the other segments. Secondly, modern hearing aids use directional microphones to reduce noise from beside and behind the wearer.

Myth 4: “Hearing aids make everything louder”

Modern hearing aids are digital and generally set up using a system called compression which means that the amplification given to a sound is dependent on the original volume of the sound. So, soft and medium sounds (i.e. speech) are given sufficient gain to be audible while loud sounds are minimised to comfortable levels.

Myth 5: “Hearing aids are not that good for severe or profound hearing losses”

Until recently, there was limited research

and development focusing on severe and profound hearing aid wearers but now there is little need to compromise on features when power is also required.

Myth 6: “Hearing aids are no good on the phone”

With the development of Bluetooth technology, hearing aid wearers can be as tech-savvy as anyone allowing connections to their mobiles, landlines, MP3 players and TVs.

Myth 7: “Hearing aids are all big and they are all beige”

Hearing aids are being treated more like glasses now, with varied colours and shapes which allow them to be as discreet or funky as the wearer chooses.

Myth 8: “Hearing aids will be too expensive”

Hearing aids range in technology and there is a wide choice of prices depending on how advanced their features are. The best way to find the most appropriate aid is to have a comprehensive needs assessment with a qualified audiologist. At Dilworth Hearing there is no cost for this assessment and you will receive a complimentary demonstration of aids in the clinic too.



Are you listening to your hearing?

You probably have an annual health check but have you checked if your hearing has changed over time? Answer the questions below to see if your hearing is as good as it could be. Select No, Sometimes, or Yes in response to each question. If you do not engage in a particular activity, respond according to the way you feel you would respond in that situation.



Special reader's offer

We invite you to experience the Dilworth Hearing difference. Book a personalised assessment and benefit from a full diagnostic hearing test, hearing needs assessment and in-clinic demonstration of today's hearing aid technology.

This appointment is valued at

\$180

but is offered to our newsletter readers at

\$90

Don't let hearing loss detract from your lifestyle any longer.

1. Does a hearing problem cause you to feel embarrassed when you meet new people?

No Sometimes Yes

2. Does a hearing problem cause you to feel frustrated when talking to members of your family?

No Sometimes Yes

3. Do you have difficulty hearing or understanding co-workers, clients or customers?

No Sometimes Yes

4. Do you feel handicapped by a hearing problem?

No Sometimes Yes

5. Does a hearing problem cause you difficulty when visiting friends, relatives or neighbours?

No Sometimes Yes

6. Does a hearing problem cause you difficulty in the movies or at the theatre?

No Sometimes Yes

7. Does a hearing problem cause you to have arguments with family members?

No Sometimes Yes

8. Does a hearing problem cause you difficulty when listening to TV or radio?

No Sometimes Yes

9. Do you feel that any difficulty with your hearing limits or hampers your personal or social life?

No Sometimes Yes

10. Does a hearing problem cause you difficulty when in a restaurant with relatives or friends?

No Sometimes Yes

If you've ticked more than 3 Yes boxes we recommend you have your hearing reassessed. Mention this newsletter and receive a priority booking with one of our specialist MNZAS Audiologists. **Call one of our clinics today for an appointment.**

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