

HEARING LOSS LINKED TO SEVERAL HEALTH PROBLEMS-POSTPONING TREATMENT COMES WITH RISKS

On average, a person with hearing loss waits 7 to 10 years before visiting a hearing healthcare professional for diagnosis and treatment. However, there are several compelling reasons why you shouldn't wait. Doing so hinders your ability to experience life to its fullest and causes an unnecessary burden on your relationships with friends and family. Taking action early is also good for your overall well-being, as untreated hearing is linked to many other serious health concerns.

According to the Hearing Loss Association of America there are an estimated 50 million people who experience tinnitus which is a often constant ringing in the ears. Roughly 90% of those (45 million) have hearing loss. Yet less than 30% have ever tried hearing aids. Several new studies showing how hearing loss effects overall health may start to change that.

DEMENTIA

In a study that tracked 639 adults for nearly 12 years, Johns Hopkins expert Frank Lin, M.D., Ph.D, and his colleagues found that mild hearing loss doubled dementia risk. Moderate loss tripled risk, and people with a severe hearing impairment were five times more likely to develop dementia.

HEART DISEASE

Can heart disease affect your hearing? The simple answer is yes! It's all about blood flow. Studies have shown that good circulation plays a role in maintaining good hearing health. Conversely, inadequate blood flow and trauma to the blood vessels of the inner ear can contribute to hearing loss.

That's because the delicate hair cells in the cochlea, which play an important role in translating the noise your ears collect into electrical impulses for the brain to interpret as recognizable sound, rely on good circulation. Poor circulation robs these hair cells of adequate oxygen, causing damage or destruction. Because these hair cells do not regenerate, it results in permanent hearing loss.

DEPRESSION

Untreated hearing loss has serious emotional and social consequences for older persons, according to a major new study by The National Council on Aging (NCOA). The study was conducted by the Seniors Research Group, an alliance between NCOA and Market Strategies, Inc.

"This study debunks the myth that untreated hearing loss in older persons is a harmless condition," said James Firman, EdD, president and CEO of The National Council on Aging. The survey of 2,300 hearing

impaired adults age 50 and older found that those with untreated hearing loss were more likely to report depression, anxiety, and paranoia and were less likely to participate in organized social activities, compared to those who wear hearing aids.

AUDITORY DEPRIVATION

When hearing loss is ignored and left untreated, the auditory system is deprived of sound. Depriving the hearing system of sound results in atrophy of the auditory nerves and speech processing areas of the brain. This atrophy is called Auditory Deprivation. Once auditory deprivation has taken place, restoring hearing through the use of hearing aids becomes much more difficult.

Auditory deprivation leads to increased difficulty understanding words and processing speech. Individuals with hearing loss often report they hear people speaking but they can't understand what they're saying - the words are not clear. The good news is that when identified early and treated quickly, individuals with hearing loss have better success with hearing devices and preserve better hearing sensitivity across their lifespan. The bottom line is that it's a use it or lose it scenario.

WHY YOU SHOULD VISIT SELECTIVE HEARING CENTERS

More Than Just Another Option for Hearing Aids

At Selective Hearing Centers we understand hearing loss and the effects it has on relationships, health, and overall quality of life. We're here to help. Selective Hearing Centers is Kenosha's only family-owned hearing healthcare facility that works with multiple hearing aid manufacturers to provide our patients with the best options for better hearing. We don't just run a business here, we live, serve, and worship in the Kenosha community as well.

In your search for better hearing, you will have many things to consider including cost, appearance, comfort and most important of all, results. At Selective Hearing Centers we'll draw from our 23 years of fitting experience helping people just like you, to ensure all of your questions and hearing needs are satisfied.

We Make Sure the Hearing Aids Are Doing What They Should

You have lots of choices when it comes to addressing your hearing loss. From big box stores to chain stores like Miracle Ear, Avada, Hearing Life and Beltone to over the counter personal sound amplifiers

you can buy at a drugstore. There are a lot of places that will sell you hearing aids. At Selective Hearing Centers we do far more than just sell you a hearing aid. We partner with you to find the best solution for your situation.

At Selective Hearing Centers we start with an initial consultation at our hearing aid clinic to gather important information about your hearing history and current hearing challenges followed by an inspection of your ear canals. It might just be wax. Next, we complete a thorough battery of tests to find out why you're having difficulty hearing and if hearing aids will help. If hearing aids are the best solution, together we will pick out a level of technology that fits your budget and lifestyle. At the fitting we will run a verification test called Real Ear Measurement. In regard to a successful fitting this is probably the most important test we will do. Real Ear verifies that the hearing aids are meeting your hearing loss prescription and yet less than 30% of hearing healthcare providers perform Real Ear. Additionally, we can perform Real Ear Measurements on your current hearing aids even if you purchased them somewhere else.

We Offer the Best Prices on Hearing Aids & Service

At Selective Hearing Centers we work with multiple hearing aid manufacturers so that we can offer our patients the best hearing aids at the lowest prices. Our manufactures include Starkey, Oticon, Phonak, Unirton, Resound, Widex, Signia, and more. We have several levels of hearing aid technology starting at \$899 per hearing aid. We strive to offer hearing aids for every lifestyle and budget. For those who can't afford the upfront cost of hearing aids we offer 12-18 months 0% financing w.a.c. We guarantee the best price for the exact same hearing aid and services while providing industry leading care.

Beyond the Fitting

The fitting is just the beginning. We spend the first month making adjustments and helping our patients make the transition to a life with hearing aids. Then when you are satisfied and have decided to keep the hearing aids, (We offer a 30 money back adjustment period), we will set a 4-6 month follow up to perform regular maintenance. This often includes replacing domes, filters, and dessicants as well as a thorough cleaning of microphone and speaker openings. Every 2 years we will retest your hearing and make the necessary programming adjustments. All of this is included for the life of your hearing aids.

The Selective Hearing Family of Hearing Professionals

"We look forward to putting our 26 years of experience to work helping you hear clearly again!"



Jeffrey J. Johnston,
BC-HIS, Owner
Board Member of the Wisconsin
Alliance of Hearing Professionals

"Our prayer is that you feel right at home and leave feeling completely satisfied with your hearing"



Cheryl Ann Johnston
Owner
Patient Care Coordinator

IN THE WORDS OF OUR SATISFIED PATIENTS



★★★

I was really nervous about getting hearing aids but Jeff took time to address all my concerns. I really appreciate his no pressure approach and continued care after my fitting. If you think you might have hearing loss, go talk to Jeff & Cheryl at Selective Hearing Centers. They really care about helping people hear better.

- CAROL S.

Best experience ever. I couldn't give them a higher recommendation. From test to fittings, everything was professional and hassle-free.

- J. KOZIOL



★★★

I tried hearing aids before and really felt like they were not worth the little help they gave me. It just made everything louder but not clearer. I went to several places until I found a person I was comfortable with. Jeff at Selective Hearing Centers was great! He patiently worked with me (even when I was grumpy) to get the hearing aids set right. He did a test that showed just how well I was hearing. Now I love how I hear! Today's hearing aids are great but Jeff really took the time to make sure I was doing the best I could. I am glad I didn't give up.

- SANDRA G.



★★★

Selective Hearing Centers gave me back my life. They had the best prices and great service. Their coffee is good too!

- STEVE F.

The experience was life changing. I'm calmer, and more comfortable than I ever imagined. I would recommend Selective Hearing to anyone struggling with hearing loss. The Johnston's are the friendliest, and most professional owners I've ever met.

- R. WILLIAMS



★★★

Our experience with Selective Hearing Center - Kenosha has been unparalleled. We have been customers for many years and they have always exceeded our expectations. We are 100% satisfied with their approach and expertise. It is extremely rare to find a business that is this professional in their approach but at the same time is compassionate and thoughtful in their way of dealing with customers. We are extremely happy they are back in our community and are gratified that the hearing aspect of our health is in great hands. Our support of them is without question.

- D. PERSINGER



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Kenosha Family Owned & Operated

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