

HEARING AIDS

Your Guide to
Value and Price



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Do you know how important good hearing is to stay in touch with the people you care about and the world around you? Like the vast majority of people, you probably don't. However, it's likely that you're already feeling the effects of your actions. It's estimated that over 48 million Americans or one in every seven citizens-suffer from some degree of hearing loss. To clear up any confusion, hearing loss does not mean you can't hear at all. It just means you have difficulty understanding what people are saying because of a lack of clarity in their communication.

Untreated hearing loss has been linked to a host of undesirable outcomes, including cognitive decline, health problems, strained personal relationships, decreased earnings, and a lowered self-esteem.

The digital revolution in hearing technology has led to incredible advancements, both the hardware and software in today's hearing aids have progressed to the point where they're mini-supercomputers. Hearing aids have evolved throughout the years, becoming smaller, smarter, and more effective. Not only can they be the size of a coffee bean but they are also capable of delivering real-time amplification that keeps up with the speed of what your ears can hear without any delay.

They can scan the environment 10,000 times per second and process over a billion operations a second to deliver amazing speech understanding. Put another way, it's 100,000 times more powerful than the computer used to land the Apollo 11 spacecraft on the moon, and 2.5 times more powerful than the original Apple iPhone.

When hearing aids are equipped with this technology, they may run more complex algorithms to provide users with a natural and comfortable listening experience even in the most difficult listening situations.

If you think you have hearing loss, it can be overwhelming to figure out what to do next. There's a lot of information, too many options, and even more opinions (many of which are outdated or incorrect).

Here at SoundBright we've helped thousands of people on their path to better hearing. From our customers' stories of success, we know today's hearing aids deliver life-changing benefits. Imagine effortlessly connecting with the people you care about or taking in the subtle sounds of nature or getting that promotion because you're still on top of your game. There's a reason why most customers say, "I wish I would've done this sooner."

Since we truly believe it's essential for everyone to hear well to live well, we've pulled together the most important information you need to know. Hopefully, this demonstrates how serious the problem is and why it's important to take action now.

01. YOUR HEARING IS ESSENTIAL

No matter where you are or what you're doing, the brain relies on your ability to hear to keep you engaged with the world around you throughout the day. When you have hearing loss, your brain needs to fill in the gaps to compensate for what your hearing is missing. As a result, other brain functions are taxed, making it more difficult to pay attention, formulate smart responses, and ask thoughtful inquiries. To catch up when you've fallen behind in a discussion may be both embarrassing and frustrating. It's exhausting and puts you at risk for more serious issues in the future.

Moments like hearing the sounds of nature during a cool fall walk, laughing with friends, or connecting with a new client rely heavily on your ability to hear. Imagine all the moments that are still to come, but you're only able to experience a fraction of it.

For decades, research has been accumulating on hearing loss. The link between untreated hearing loss and decreased quality of life is now well-established. The choice is yours - you can either invest in a solution or pay the price of hearing loss.



HEARING LOSS STRAINS COMMUNICATION

One of the most common things we hear from our customers is “I hear you, but I can't comprehend you.” The reason for this is because people with hearing loss have trouble understanding speech, which is caused by high-pitched sounds. H, K, P, F, S, TH, CH, and SH are examples of consonant sounds. ‘What time is it?’ may be mistaken for ‘what kind is it?’ It's because of this that simple pleasures like watching TV or conversing with your loved ones at the dinner table can become tedious and draining. Hearing aids, on the other hand, amplify only the frequencies or pitches you have difficulty hearing.



HEARING LOSS AFFECTS YOUR WORK AND WAGES

The ability to communicate clearly and quickly is critical for career success, and it has been shown that having hearing loss makes it more difficult to do these things. If you don't reply effectively, you may be viewed as uninterested or unqualified, which can lead to missed opportunities and lesser pay. But when it's easier to understand what someone is saying while you're wearing hearing aids, your brain can put more energy toward critical thinking, communication, creativity, and collaboration — resulting in career success. There has been a 91% improvement at work and a \$44,000 increase in earnings for the remaining working years for those who wear hearing aids, according to EuroTrak's survey of over 175,000 persons since 2009.

HEARING LOSS AFFECTS YOUR HEALTH AND HAPPINESS

Because hearing loss develops gradually and doesn't produce any physical pain you may be blind to its impact on your quality of life. The National Council on Aging (NCOA) conducted a survey of 2,300 persons over the age of 50 and found that untreated hearing loss is not harmless. When people with hearing loss are unable to communicate in social settings because of communication issues including embarrassment or loneliness, they report feeling isolated and unhappy. Another poll found that seven out of ten respondents felt more energized after getting hearing aids, in addition to their relationships. A growing body of research demonstrates that hearing aids improve communication and social interactions and hence reduce the chances of hearing loss.




HEARING LOSS AFFECTS COGNITIVE DECLINE

Hearing loss has been linked to an earlier onset of cognitive decline in a 25-year research conducted by the University of Bordeaux. Furthermore, Dr. Frank Lin's research at Johns Hopkins University shows a link between hearing loss and poor brain health. Untreated hearing loss, even if it is slight, is associated with an increased risk of dementia and cognitive decline. Hearing aid use can help prevent cognitive decline and dementia, which are both linked to hearing loss. Hearing loss requires the brain to expend more energy processing degraded sound, leaving less energy for other functions like memory, thinking, and balance, according to Dr. Lin's explanation. As a result, getting hearing aids as soon as possible is critical to your long term health.

HEARING LOSS IS PROGRESSIVE AND ONLY GETS WORSE

Sensorineural hearing loss is the most frequent type and can be brought on by loud noises, getting older, or a combination of the two. In general, people don't notice hearing loss until their quality of life suffers and others who care about them start bringing it out to them. You may also be aggravating the problem by turning up the volume on your phone, TV, radio, or headphones all the time. Because of this, if left untreated, hearing loss will only become worse. Fortunately, studies have shown that hearing aids are the only proven way to slow down the progression of hearing loss and stimulate brain activity.



Given all of this, don't you think it's time to address your hearing issues?

02. YOU NEED A PERSONALIZED SOLUTION

We understand how critical it is for you to maintain a healthy mental state while still being connected to the people and interests that are important to you. It is much more obvious to others when you ask someone to repeat themselves or do not understand what they are saying than if you wear a hearing aid. Fortunately, modern invention has produced some very remarkable solutions, so you have no excuse for not benefiting from enhanced hearing. Hearing aids, like other consumer electronics, come in a wide range of price points and features. The most essential thing is that you do something since any professional grade medical hearing aids are better than no hearing aids at all.

FOR YOUR HEARING LOSS

Your hearing loss is as unique as your fingerprint. A full hearing evaluation will help you determine the kind and extent of your hearing loss, which should be your first move. You'll also be assessed for any other medical conditions you may have, and the results will assist determine which types of hearing aids are ideal for you. The degree of your hearing loss has no bearing on the price you pay, but it typically does on the styles you can choose from.



FOR YOUR PERSONAL HEARING PREFERENCES

Everyone has a unique way of hearing and prefers a particular type of sound. An easy way to illustrate this is with music. Classical music, hard rock, and techno are all popular genres of music. What some people like leads to a headache in others. While music is an excellent illustration, the principle holds true for many kinds of noises. Sharper noises may be preferred by you, whereas softer sounds may be preferred by someone else. When choosing hearing aids, this must be taken into account in order for you to be satisfied with your hearing. With the help of a qualified hearing professional, you may tailor your hearing aids to suit your own hearing preferences.



FOR YOUR LIFESTYLE

Even if you didn't expect it, the most important consideration in choosing the right hearing aids is your lifestyle. As a general rule, the more active you are, the more value you'll see in higher technology levels. More difficult listening conditions expose you to increasingly background noise, requiring the use of more complex algorithms to separate out what is noise from what is speech. Background noise might interfere with your ability to hear. Asking yourself the following questions can help you figure out what amount of technology you need:

- How active are you? Are you someone who spends most of your time in busy environments like work, restaurants, gatherings, etc? Or do you spend much of your time quietly at home?
- What situations are the most important to you: work, family gatherings, religious services?
- How do you like to spend your quality time: music, grandkids, hiking, community?
- Is there something unique in your lifestyle that requires better hearing? For example, birders need to hear higher pitches and judges need to hear whispers when people approach the bench.

By answering these questions, we can help guide you toward the best hearing aid technology level to make sure that every moment counts.



FOR YOUR STYLE PREFERENCES

You'll also want to consider style, design, and key features. Even five years ago, hearing aids looked a lot different. Many of the smaller, sleeker styles are so subtle that they go unnoticed when worn. People who don't have hearing loss are increasingly using Bluetooth-enabled earbuds like the Apple AirPods to increase the quality of their audio. You should question yourself whether design or discreteness is more important. You want to be able to simply connect your hearing aids to your smartphone or TV? Do you want Bluetooth? Or do you prefer products that can be powered by a power source other than little batteries? Fortunately here at SoundBright we offers a wide range of solutions helps you avoid having to constantly weigh the pros and cons.

FOR YOUR BUDGET

We're frequently asked, "How much should I spend on hearing aids? ". Simply said, "you should invest in the most cutting-edge technology you can afford." So no matter what happens, you'll always be in command and your hearing won't be a hindrance any longer. Even medical-grade hearing aids are preferable to no hearing aids at all, as previously stated. However, you should be aware that a good set of hearing aids will endure for at least five years. To make it more cheap, you should also think about making monthly payments. Hearing aids are priced differently depending on the amount of technology. You can see the yearly, monthly, and daily charges associated with each gadget. See how affordable hearing aids are by looking at this simple graph below. The most important thing is to take care of your hearing today, regardless of how much money you put aside each day.

Cost of hearing care - Traditional vs. SoundBright Prices				
Performance Level	Pair	Per Year	Per Month	Per Day
Traditional	6,500	1,300	108	4
Signia 3X C&G	2,500	912	76	3
Vibe Air	1,500	552	46	2
Vibe Eco	999	360	30	1

03. FACTORS THAT CAN IMPACT YOUR DECISION

Which hearing aid is the best? There isn't a top-of-the-line hearing aid out there. In the words of Consumer Reports, "the best hearing aid for you relies on several aspects, including the type and severity of your hearing loss, your way of life, and your manual dexterity." Even if two people have nearly identical audiograms, a hearing aid that one person enjoys may not work for the other. Because of this, we were able to isolate the two most important success factors. The first is taking advantage of advanced technology to create the most effortless comfortable experience possible. The second is how well your hearing aids can be customized to your personal needs.

ADVANCED TECHNOLOGY

You'll also want to consider style, design, and key features. Hearing aids look nothing like they did even 5 years ago. There are smaller, sleeker designs, many of which won't even be noticed when you're wearing them. And with the surge in Bluetooth enabled devices like Apple AirPods, more and more people - some who don't even have hearing loss - are wearing devices in their ears to improve sound. You'll want to ask yourself, how important is discreteness or design? Do you want the added convenience of Bluetooth, so you can easily connect your hearing aids to your smartphone or TV? Or do you want rechargeable devices to avoid those tiny batteries? There are always trade-offs to make, so it's good to work with a provider that has many options for you to choose from.



ADVANCED TECHNOLOGY

✓ SPEECH ENHANCEMENT

Improved speech understanding is what hearing aids are optimized for. Advanced features incorporate narrow directionality, echo adjustments, and spatial configurators to deliver the highest level of speech clarity in the most challenging environments. For example, HD speech algorithms identify and amplify speech separately from other sounds which gives you more contrast to better understand speech.

✓ BACKGROUND NOISE MANAGEMENT

Background noise makes it difficult to follow a conversation and to understand every word. Higher levels of technology have more sophisticated algorithms that can better identify background noise and filter it out (instead of making it louder). In addition, these algorithms can identify and enhance speech to make it easier for you to understand people in all types of environments.

✓ DIRECTIONAL & OPEN 360° SOUND WITH MOVEMENT

It's critical to determine where sounds are coming from and what you should listen to. Modern hearing aids have acoustic and motion sensors to identify where sounds are coming from in 3D. Then, in a split second, sophisticated programs allow the brain to decide who and what to listen to, and how to switch attention when needed.

✓ OWN VOICE PROCESSING

We hear our own voice differently because of where the sound is produced. Modern hearing aids provide the most natural experience by processing the wearer's own voice instantly and independently from all other voices and sounds.

✓ WIRELESS CONNECTIVITY & RECHARGEABILITY

To make your hearing aids even easier to use, many include the benefits of wireless connectivity and rechargeability. With wireless connectivity, you can stream phone calls, music or a podcast directly to your hearing aids. And fully charged, today's rechargeable devices will last all day and are more energy efficient, environmentally friendly, and easier on your wallet too.

COMPLETE, WORRY-FREE SOLUTION

Having the best suit or outfit in the world doesn't matter if you can't wear it because it doesn't fit. Medical-grade hearing aids are similar, they require personal support to properly program to your unique needs and preferences. If you want to save money in the long run and avoid any unpleasant surprises, the best option is to get a hearing aid package that also provides first-rate customer service.



PROFESSIONAL SERVICES TO PERSONALIZE YOUR HEARING AIDS

There's no substitute for dedicated customer case support to properly program & adjust your hearing aids. It's important to be able to get support as hearing aids require fine-tuning for best performance. That way, you'll get the most out of your new hearing aids. Our packages include services that can cost \$500-\$1,000 on the open market, but we include them for free.

MANUFACTURER'S WARRANTY AGAINST LOSS & DAMAGES

Medical-grade hearing aids are extremely durable, but if you wear them all day, every day (like you should), accidents can happen. Most devices come with a 3-year warranty on loss and damages included at no charge. Similar 3-year warranties can cost over \$1,000, but are included in our packages (ex: AppleCare+ is \$299 for two years on a \$1,000 phone).

SHORTCUTS OFTEN RESULT IN BAD EXPERIENCES

We talk to many customers who bought hearing aids from another company and aren't satisfied for various reasons. In most cases, these consumers were primarily concerned with price, thus they ended up with an inferior solution that couldn't be modified or adjusted over time. "Price is what you pay, value is what you get," says Warren Buffett. There is no getting around the fact that bad hearing is a cost that must be avoided, and so they continue to struggle as their difficulties worsen. Here are some of the most common mistakes to avoid:

Watch out for generic, non-medical-grade amplifiers that simply make all sounds louder. Since they amplify all frequencies by the same amount (even the ones you hear fine), they can actually make your hearing worse. You need a medical-grade hearing aid that is personalized to only amplify the specific frequencies you struggle with and differentiates between speech and background noise.

A recommendation from a hearing care professional helps you make a well-informed decision. But keep in mind, if your hearing aids aren't properly programmed from the start and you can't get them fine-tuned, there's a good chance you'll be frustrated with the end result.

Be wary of the bigger chains. They have limited options, don't always carry the newest inventory, and require you to return to their offices for all follow-up care. Even if they have a professional on site, they can only recommend the products they carry, which may not be the best fit for you.

Beware of buying hearing aids directly online or through mail order without professional hearing care. Medical-grade hearing aids require proper programming & adjustment by trained specialists in order to suit your specific needs and preferences. If medical-grade hearing aids are not sold through a licensed provider, the manufacturer will suspend the warranty for loss and damages. Without the proper professional care it's not different than a generic amplifier.

04. ONE OF THE SMARTEST INVESTMENTS YOU CAN MAKE

Once you find the best solution for you, your hearing aids will be the most-used device you own. You'll wear them from morning 'til night, racking up 12 to 16 hours per day. You'll also use them with other devices like your phone, TV, and radio to improve those experiences as well. With this amount of use, it makes sense to invest accordingly to ensure you are satisfied. If you settle for a cheaper solution to save some money, there's a good chance they won't meet your needs or expectations, and honestly, you won't use them.

COMPARED TO OTHER EXPENSES, HEARING AIDS ARE MORE AFFORDABLE THAN YOU THINK

Hearing aids have an average lifespan of five years. According to a comparison of the costs of hearing aids with those of other common everyday expenses, such as vehicles, entertainment or the gym, they are far less expensive than hearing aids.

Cost of Hearing Care vs Monthly Expenses			
Cost of Living (examples)	Per Year	Per Month	Per Day
Transportation/ Cars	9,282	774	26
Food	5,700	475	16
Health	5,000	417	14
Entertainment	2,482	207	7
Drinks	1,100	92	3
Gym	828	69	2
Hearing Care	552	46	1
Movies	480	40	1

PRESERVE THE HEARING YOU STILL HAVE

Like many others, you may be thinking, “My hearing loss isn’t that bad yet.” This is not a good reason to delay getting hearing aids. Once your hearing has deteriorated, you can never get it back. It’s best to act early to preserve the hearing you have and take advantage of the most discreet designs while you still can. Hearing aids are the only proven way to preserve and protect the hearing you have left.

CONSIDER THE PEOPLE YOU CARE ABOUT

Good communication is essential to your quality of life and the people you care about. It’s critical to understand your spouse, kids, grandkids, clients, and boss — and for them to connect with you. Relationships can suffer when communication is difficult. An investment in your hearing will have an immediate and direct impact on your life, and on the most important people around you.



STAY MENTALLY SHARP AND HEALTHY

As mentioned before, when you’re working harder to hear, you’re paying the price in other ways, which could lead to even bigger problems down the road. To stay mentally sharp and healthy, your brain should be effortlessly gathering information from your senses. This allows you to put your brainpower towards activities like processing, thinking and memory. One study by the American Journal of Audiologists showed that new hearing aid wearers improved working memory, selective attention and brain processing speeds. And additional studies show that hearing aids reduce the risks of cognitive decline and dementia associated with hearing loss - think about it as a fitness program for your brain.

YOU HAVE NOTHING TO LOOSE WITH A NO-RISK TRIAL

The only way to understand what a difference medical-grade hearing aids can have on your life is to “hear it for yourself.” With a no-risk trial, you have 45 days to try the devices for yourself in your everyday life. If you’re like most of our customers after 45 days, you’ll wish you did it sooner. If you’re not satisfied, you can try different hearing aids or you can return them for a full refund.

“Once you find the best solution for you, you’ll wear your hearing aids from morning till night, and they’ll easily be the most-used device you own.”

05. YOUR BEST OUTCOME

We've helped thousands of customers on their path towards better hearing by providing the best hearing aids and professional care for your specific needs, lifestyle, and budget. We make it simple by taking the time to understand your situation and what's most important to you, then guiding you to success. Whether that's improving your performance at work or effortlessly hearing every word your loved ones have to say.



A human approach to hearing care

We put you first, always. We believe everyone should hear well to live well, and we're here to help. Our passion is the key to our success and why our customers are twice as happy as the industry average.



The newest, cutting-edge technology

We work with all the leading manufacturers to ensure you have access to the smallest, smartest, most powerful hearing aids to best suit your needs.



Personalized guidance & support

Hearing aids are medical devices and there is an adjustment period. Our dedicated team & proven support program guarantees you are 100% successful with your new hearing aids.

DON'T WAIT ANOTHER MINUTE

Now that you know the effects hearing loss has on your quality of life and the benefits of today's hearing technology, we hope you see the need to act immediately. There is no reason to needlessly suffer, put yourself at risk, or miss out on opportunities to fully connect with the people and passions you care about. We're here to help you every step of the way because we truly believe that you need to hear well to live well. It's simple to get started. Just fill out this form to speak to one of our caring consultants to get on the path to better hearing, and to start living your best life today.



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