

bring back the sounds you love  
make hearing loss a thing of the past



## Better hearing means better living

Living life without hearing, or having a significant loss, can have devastating effects on people's lives. The loss of hearing can leave people feeling isolated or depressed and as some studies show can lead to serious illnesses such as dementia.

One in six Australians experience hearing loss, at Bay Audio – Hearing Experts, we are committed to help guide and advise you on the best way to stop the deterioration of your hearing and to help you live life at full volume. You won't only be doing yourself a favour by having something done about a hearing loss, it will also make a difference to those you love.

### Hearing tests – a simple, two-stage process

The Bay Audio touch screen hearing check quickly determines whether you have any hearing loss that should be looked into further. If a mild to moderate loss is detected you may need to have a more comprehensive hearing assessment, with a qualified Bay Audio clinician, to identify the type and extent of your hearing loss.

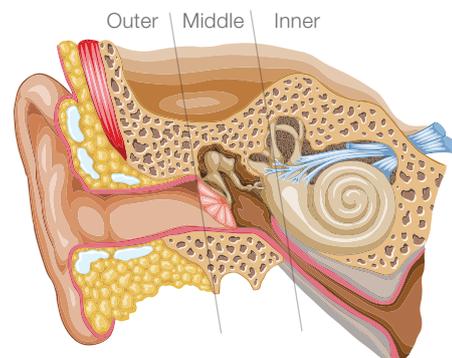
This comprehensive assessment is non-invasive, completely painless and takes less than an hour. Your clinician will ask you a series of questions and have a look into your ear canal, the clinician will also conduct a Basic Pure Tone Test and ask you to respond to the softest tone you can hear, at a limited number of frequencies.

This will give the clinician a general indication of whether or not you could benefit from a hearing device or if there is a medical issue requiring further testing. Your clinician will explain along the way how your results are looking, and whether or not you will need to take a full diagnostic test in a soundproof booth which is in the clinic room. This test is easy and comfortable, following this you will be given a formal report that can also be sent to your Doctor if you wish.

### The art of hearing

The ear is a masterpiece of engineering, designed to bring you all the sounds you know and love. It is divided into the outer ear, middle ear and inner ear.

Sound is gathered by the outer ear and funnelled into the ear canal, causing the eardrum to vibrate. Tiny bones inside the middle ear also vibrate producing pressure in the inner ear. This pressure causes fluid in the inner ear (cochlea) to move, stimulating tiny hair cells, prompting the hearing nerve to send signals to the brain.





## Types of hearing loss

There are three types of hearing loss:

Type of hearing loss	Causes
<b>Conductive hearing loss</b> – a problem in the outer or middle ear prevents sound from getting to the inner ear.	An ear infection, a hole in the ear drum, abnormality of the little bones in the middle ear.
<b>Sensorineural hearing loss</b> – damage to the hair cells in the inner ear or the hearing nerve prevents sound from getting to the brain. Hearing devices are usually very effective at compensating for this type of hearing loss.	Ageing, excessive exposure to noise, a genetic disorder.
<b>Mixed hearing loss</b> – when both conductive and sensorineural hearing loss combine.	As above.

## The next step

If you do need hearing devices, a Bay Audio clinician will help you select the ones that best suit your needs and lifestyle. Choosing the right hearing devices for you depends on the degree of your hearing loss and personal preferences.

Ordering the devices normally takes two to three weeks. Once they arrive, your Bay Audio clinician will program them to suit your hearing loss and teach you how to use them.

Getting the best from your hearing devices takes time and practice, especially while your brain gets used to hearing more. Your clinician will monitor and fine-tune the sound and fitting of your devices for optimum performance.

## Why should I buy hearing devices?

Hearing devices make sounds louder and easier to hear, dramatically improving your awareness of surrounding sounds and voices. The use of hearing devices often leads to improvements in relationships with family and friends, higher self-esteem, better mental health and greater independence and security.

Today's hearing devices can reduce the effects of background noise, minimise whistling and enhance speech clarity. Some models are even bluetooth compatible, so they can link to your mobile phone, stereo, computer and TV.

## Frequently asked questions

What are the most common signs of hearing loss?

- 👂 Increased difficulty hearing high-pitched sounds
- 👂 Missing everyday sounds such as a ringing telephone or the doorbell
- 👂 Difficulty hearing at public gatherings, group conversations and in the presence of background noise
- 👂 Trouble with clarity of speech – it seems like people are mumbling

Why do my ears ring?

Tinnitus is the ringing, hissing or buzzing in the ears that affects up to 15% of Australians. It is generally caused by damage to the inner ear. There are various ways to relieve tinnitus and the good news is it can be greatly helped by hearing devices.

Do I have to see a doctor first?

You don't need to see a doctor before making an appointment with Bay Audio. Just call one of our locations to book an appointment.

Which hearing devices are best for me?

At the end of your comprehensive hearing assessment, your Bay Audio clinician will help you decide which hearing devices are best for you.

Bay Audio provides state-of-the-art hearing solutions that suit your lifestyle and budget. We engage the world's top hearing device manufacturers so we can offer you the latest in hearing technology. Importantly however, we are an independent company which means we can also provide unbiased advice on the best products for your specific needs.

Are two hearing devices better than one?

A hearing test determines the extent of hearing loss in each ear. When both ears are impaired, studies show that two hearing devices improve speech understanding. Generally, the benefits of using two hearing devices outweigh the additional cost.

How much will it cost?

Bay Audio offers the touch screen hearing check free-of-charge. The comprehensive hearing assessment is \$88.

If we determine that you require a hearing device you may be eligible for the Government's Office of Hearing Services Voucher Program or private health insurance and tax rebates.

Further information is available in the enclosed Funding and Finance brochure or visit [www.bayaudio.com.au](http://www.bayaudio.com.au) and click on the **FAQ's** tab to assist with any questions you may have.

### What we do

- 👂 Hearing tests
- 👂 Hearing devices
- 👂 Hearing accessories
- 👂 Hearing loss prevention
- 👂 Hearsavers - custom made ear plugs

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HEARING EXPERTS

## all you need to know about hearing technology

the latest innovations, styles and accessories



## Hearing technology - helping you stay connected

The latest innovations in hearing technology have advanced greatly in recent times, the latest models are incredibly advanced in terms of features, style and size. The range available to wearers has significantly increased and the technology is amazing, with some devices designed to hear the way that hearing naturally works. Please visit [www.bayaudio.com.au](http://www.bayaudio.com.au) and click on the **Technology** tab, to see the latest devices available.

### How hearing devices work

Each part of a hearing device works together to enhance the sounds that enter your ears, by:

-  the microphone changing complex sound waves into electrical or digital signals
-  the signals passing through the amplifier where they are made louder and clearer
-  the receiver converting these signals back into sound waves and sending them into your ear.

### Digital versus analogue

As in the world of radio and TV, digital technology has revolutionised the way hearing devices process sound. The result is superior listening comfort with improved speech clarity and user control. You will be pleasantly surprised at how non-intrusive the new generation of hearing devices are and what a difference they will make to your life, including the lives of those around you.

### Noise and feedback reduction

Modern devices identify certain irritating noises (like wind noise, banging and speech babble) and reduce their effects for clearer speech understanding.

Today's devices can detect and virtually eliminate the feedback or whistle often experienced when using telephones.

### Thin tube technology

A thin tube connects the behind-the-ear devices to a small, open soft-plastic 'dome' in the ear canal. This technology significantly reduces the sensation of echo or tunnel-like sound.

### Directional microphones

Perfect for noisy environments, this feature emphasises sound in front of the listener whilst reducing the noise from other directions.

### Ear-to-ear technology

The left and right hearing devices communicate with each other to function as one hearing system, creating enhanced synchronisation for the wearer.

### Automatic environment selection and learning devices

New technology allows the recognition of the type of sound environment you are in and adjusts accordingly. Some devices can even 'learn' the adjustments you make (for example, changes to volume) and automatically make those changes when you encounter similar listening situations. This means you enjoy optimum hearing in all conditions.

### Receiver-in-the-canal technology

The receiver is separated from the microphone and placed in the ear canal. By improving amplification and reducing feedback, excellent sound quality is achieved.



## Bluetooth capability

Some hearing devices are now bluetooth compatible, allowing signals from an external device (such as mobile phone, TV, stereo, mp3 and computer) to be streamed directly to the hearing device.

## Miniaturisation

Hearing devices are getting smaller, making them less visible and more cosmetically acceptable.

## Independent advice

Bay Audio provides state-of-the-art hearing solutions that suit your lifestyle and budget. We engage the world's top hearing device manufacturers so we can offer you the latest in hearing technology. Importantly however, we are an independent company which means we can also provide unbiased advice on the best products for your specific needs.

## Battery club

Join our battery club to enjoy half-price on your hearing device batteries.

## Accessories

To help you get the most out of your hearing devices, we stock a full range of accessories, including:

- ☞ maintenance products to maximise the life of your hearing devices
- ☞ wax guards to stop earwax clogging your hearing devices
- ☞ open fit tubes, speakers and domes to provide clearer, stronger hearing
- ☞ a variety of hearing device batteries, including rechargeable options
- ☞ ear care products and lubricants to assist with fitting your hearing devices
- ☞ cordless, vibrating and flashing telephones with large buttons for ease of use
- ☞ personal amplifiers, infrared receivers and hands-free communication devices to assist with hearing around the home.



## The right hearing device for you

Our hearing device providers continually seek ways to improve their products for our customers. Your Bay Audio clinician will assist you to select the best device for your needs.

### Behind-The-Ear (BTE)

BTE is the traditional hearing device design. Easy to operate, strong and robust, it sits comfortably around the ear. The receiver sits in the BTE portion of the device, channelling sound into the ear canal through a transparent tube and custom-made ear mould.



### Receiver-In-The-Ear-Canal (RITC)

RITC devices deliver sound right to where it is needed. The receiver is separated from the microphone and placed in the ear canal. They are smaller and less conspicuous than other hearing devices due to thin tube technology.



### Open-Ear-Fitting (OEF)

These ultra-small devices are the benchmark in comfort and natural sound quality. They do not block the outer ear, so you will hardly even know you are wearing it.



### In-The-Ear (ITE)

This easy to operate device is housed in a custom-made shell that fits comfortably inside each ear, delivering sound directly to the ear.



### In-The-Canal (ITC)

Barely visible, these devices are housed in a custom-made shell that fits comfortably in each ear canal, delivering sound directly to the ear. Though small, ITC devices are still very easy to operate.



### Completely-In-Canal (CIC)

Custom-made and practically invisible, these hearing devices sit right inside the ear canal. Perfect if you prefer a discreet option.



 Live life at full volume 

## What we do

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## Good news for your hearing

Bay Audio is committed to helping you discover a better quality of life by providing solutions and advice about your hearing loss. With that in mind, we offer a number of funding and finance options to help you live life at full volume including Bay Solutions, 2 years interest free\* and the option of 3 Years Instalment Interest Free\* (with Latitude Financial Services) - exclusive to Bay Audio\*! You may also be eligible for the Australian Government's Hearing Services Program or private health insurance and tax rebates.

### Australian Government Hearing Services Program

If you are eligible, the Australian Government's Office of Hearing Services will pay all of the costs of your hearing assessment, hearing rehabilitation, hearing device fitting and follow-up services, plus the cost of selected basic hearing devices. You will also be covered for many of the costs associated with maintaining your hearing devices and the cost of your batteries. Please note that conditions do apply.

If you are eligible, this payment from the Australian Government could give you the opportunity to add additional funds and upgrade from the paid for basic devices to a device with additional features and advanced technology, please talk to your clinician about the more advanced devices that may suit your lifestyle better.





## Australian Government Hearing Services Program

### Am I eligible?

You may be eligible to apply for a Hearing Services Voucher, which entitles you to a free hearing test, if you are an Australian Citizen or permanent resident 21 years or older and you hold one of the following concessions:

-  Pensioner Concession Card
-  Centrelink Sickness Allowance
-  DVA Gold Repatriation Health Card (DVA)
-  DVA White Repatriation Health Card (DVA) issued for conditions that including hearing loss
-  A dependent of a person in one of the above categories

You may also be eligible if you are a current member of the Australian Defence Force or undergoing an Australian Government funded vocational rehabilitation service.

- Step 1** One of our Bay Audio team members will have provided you with a Medical Practitioner Referral form, please check that the details are correct.
- Step 2** Visit your doctor and have them sign the form for you.
- Step 3** Return the signed form to your local Bay Audio store you first visited.
- Step 4** Your friendly Bay Audio team member will then complete your application and provide you with your Hearing Services Voucher.

From here we can book your first appointment and help take care of your hearing health.

### Private health insurance

If you are not eligible for government funding and are buying your hearing devices privately, you may be eligible for a rebate from your private health insurer. Check with your insurer to see if your Extras cover entitles you to a rebate for the cost of hearing devices.

## Finance for hearing devices

The Bay Audio team will explore your funding options to ensure you can maximise your access to the best hearing technology and minimise your out-of-pocket expenses.

### Interest free payment options

At Bay Audio we provide a range of flexible customer payment plans for healthcare expenses. These allow you to purchase your hearing devices now and pay for them interest free over a selected period of time. These interest free funding options can give you the opportunity to upgrade the type of device you are thinking of selecting.

These funding options are available to approved applicants and conditions do apply.

### Bay Solutions

The latest hearing health technology is even more accessible through our funding and finance packages of 2 years interest free\* or the option of 3 Years Instalment Interest Free\*



Contact Bay Audio on 1800 229 283 for more information on funding and finance options.



ASK US ABOUT OUR

**2** YEARS INTEREST FREE

**3** YEARS INSTALMENT INTEREST FREE

\* Conditions apply. See in store for full details.



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## Supporting someone with hearing loss

If someone close to you is suffering from hearing loss, encourage them to have a hearing screening and offer to be their support person.

Hearing loss treated with hearing devices can help decrease fatigue, irritability, risk to personal safety and withdrawal from social situations. Hearing device use can make a significant difference to the wearer's enjoyment and quality of life.

When a loss occurs, certain sounds are not heard and the brain can tend to "go to sleep". Hearing devices help stimulate brain activity including hearing those lost sounds, this in turn can help hearing loss from deteriorating any further.

They say two heads are better than one and that is certainly true when it comes to hearing loss. For this reason, Bay Audio encourages customers to bring a 'support person' along to all appointments including hearing tests, device fittings and annual reviews.

A support member may be a family member, partner or friend. Bringing them along will ensure that the customer has a person who understands what is happening to them and what they are going through, this also helps them to feel involved in the process. It is always valuable to have help when taking in all of the information that will be given during this exciting new stage in life. Please visit [www.bayaudio.com.au](http://www.bayaudio.com.au) and click on the **Free Hearing Test** tab to view the process for improving your hearing health at your next clinical visit.





## Adjusting to new hearing devices

If you are supporting someone with their hearing loss, how you deal with things will have a big effect on how they adjust to this change.

Hearing devices reintroduce the user to a world of sound. Some people will adjust quickly, while others may take longer to become accustomed to the new sounds. It is important to maintain realistic expectations during the first few weeks following the introduction of hearing devices. The longer the hearing devices are worn, the faster the wearer will adjust to using them. Your Bay Audio clinician will discuss with you what to expect when adjusting to these new sounds and how a support person can assist.

During this time, the support of family and friends can be just as important as learning to live with hearing devices themselves.

## Other helpful tips

Other ways you can assist, especially during the adjustment phase, include:

- ☞ talking to the wearer of a new hearing device to help them distinguish between different sound patterns
- ☞ set the television and other sound generating devices to a comfortable volume
- ☞ encourage the wearer to be patient while they adjust to new hearing devices
- ☞ checking the function of the hearing device regularly
- ☞ being patient and understanding if the person becomes frustrated.

## Communication tips

- for those without a hearing device

When communicating with people with hearing loss, it can be helpful to:

- ☞ reduce or avoid background noise
- ☞ gain the listener's attention before beginning a conversation
- ☞ have face-to-face conversations where possible as body language can assist in understanding what is said
- ☞ speak slowly and clearly without shouting
- ☞ be patient by rephrasing what is said if the listener does not understand in the first instance.

These simple tips will assist you to effectively communicate with a person with hearing loss. Remember that many of the techniques may not be necessary once your loved one is fitted with hearing devices.

If you would like to talk to a Bay Audio clinician, or make an appointment for a family member or loved one, visit [www.bayaudio.com.au](http://www.bayaudio.com.au) or call **1800 BAY AUDIO (1800 229 283)**.

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