

UPSTATE HEARING
INSTRUMENTS™

Sound Advice Since 1968.



Our Mission

To help people hear to the best of their ability. Providing excellent service and supporting individual needs are our primary concerns. UpState Hearing Instruments will make available the latest technology combined with integrity, quality follow-up care, and education.



Don't let your hearing loss shut you out from FAMILY, FRIENDS, AND LIFE.



What to expect from us

We want to be your most valuable resource along the way – to help you understand your hearing needs, recommend the most appropriate hearing solution, adapt your hearing instruments for your personal hearing profile, and provide suggestions and support.

We recognize that seeking better hearing help can be a daunting task. Our commitment is to listen to you and your concerns. We strive to build long-term relationships with our patients based on honesty, integrity, and service. Our goal is to ensure that you don't miss out on any of life's precious moments.

We will help you learn about your new hearing instruments, how to use them, and appreciate all they can do to help you. An adjustment period is normal in the beginning. As you get accustomed to using your hearing instruments you will notice that you are having new communication successes in situations where you used to have difficulty.

Your success is based on three things: Appropriate hearing solutions that give you what you need, the expertise and support you will receive from us, and your commitment to sticking with your hearing care program.

Your sense of hearing is precious.

**REDISCOVER your hearing
and reconnect with the important things you might
have been missing.**



Hearing contributes to personal safety, emotional well-being, and independence. Through your hearing you are able to communicate directly with others and experience the sounds in your environment.

Hearing changes often do not result in an overall loss of volume. Some sounds may remain as audible as they always were yet others become harder to hear and some conversations require more attentiveness. You might notice that words just don't sound clear. Why is clarity affected? Many people with hearing loss find it especially difficult to hear certain sounds because their hearing loss affects a certain range of pitches. In typical hearing loss, softer, higher-pitched sounds become harder to hear, particularly from a distance.

Because hearing loss occurs so gradually, its effects are sometimes not immediately obvious. It's typically not easy to recognize a change in one's own hearing. Often it's a friend, co-worker, or family member that points it out.

But often it's hard to believe that it's happening to you.

**Your sense of hearing is a vital link to your world – a source of pleasure,
information, and communication.**

If you have never visited a hearing care professional you probably don't know what to expect. You are in for a pleasant experience that is interesting, informative, and a great start on your path to better hearing.

During your visit, you will have the opportunity to discuss your personal hearing needs, ask and answer questions, and receive a hearing evaluation. If you have hearing that is out of range, you will receive recommendations about actions you can take.

Bring someone with you.

Because the sense of hearing is of such great social importance, the decision to seek hearing help is very often a family event. Communicating with your friends and family is often the most important reason you are going forward with a hearing solution. You will benefit from having a spouse, friend, or family member join you in the consultation and fitting process. If hearing instruments are recommended, it is helpful to have someone present who would be involved in that decision process, and participate in the consultation. Instructions and decisions can be shared and others will have a better understanding of the process. You will typically get more out of your visit if someone close to you can share in the experience.

You may wish to ask someone close to you whether they are aware of any difficulties you may be having, and how it is affecting them.

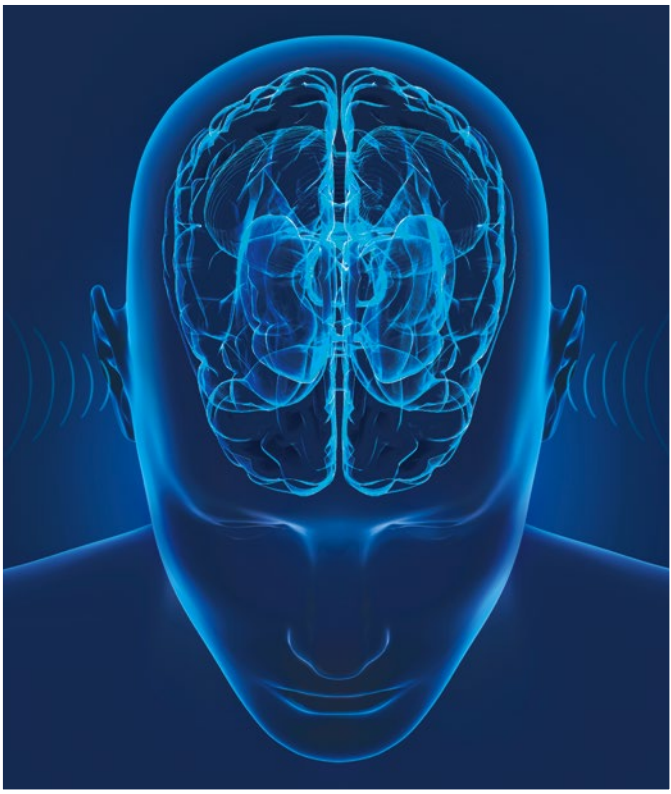
Complete Hearing Profile

We will conduct a thorough assessment of your hearing in a sound controlled setting. This hearing profile will reveal whether you have some speech sounds that are currently outside of your hearing range, its extent and type.

We will discuss your hearing history to understand what factors have influenced your hearing, and also to get more information on your personal hearing needs.

- How do you think you are doing in different situations?
- What are you doing to deal with hearing issues in your everyday life?
- Your hearing “wish list” – in what situations do you need improvement?

As your appointment approaches, it is a good idea to start thinking about these questions. Your spouse or family member can give important feedback. Often it is the other people you live and work with that can tell when you are having some difficulties.



If you're like most people, you're used to thinking of hearing as something that happens in your ears. What people often don't think about is what happens between their ears, in the hearing part of their brain. That's where sound becomes information that has meaning. Your brain has to work hard to make this happen.

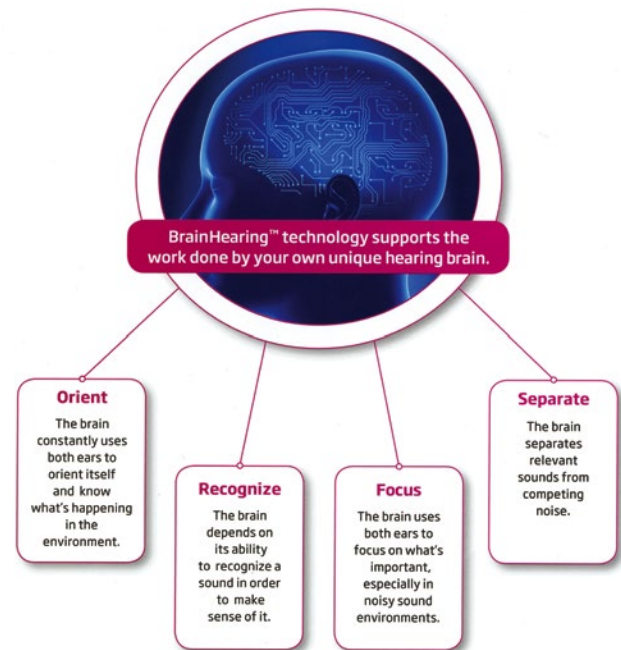
When the sound signals from your ears are steadily compromised, your brain has to work even harder to fill in the gaps. This extra effort can take its toll. In fact, studies have shown that, over time, hearing loss can lead to isolation and depression.

That's why it makes sense to take care of your hearing health the same way you care about the rest of your health: *There's a lot more riding on it than just your hearing.*

What happens when you have a hearing challenge?

- The natural relationship between your ears and brain is disrupted.
- It takes more effort to follow what is being said.
- You feel more tired at the end of the day.

Your ears and your brain work together as a system, with your brain doing most of the heavy lifting. Your brain is what uses the information from your two ears to **orient** you by figuring out which direction sound is coming from. It's in the brain that sound waves become sounds that you **recognize**. And your brain is what helps you **focus** in on a conversation and **separate** out unwanted noise. Right now, all four of these tasks are happening simultaneously and continuously inside your brain.



**It's your brain that hears.
Not your ears.**

YOUR NEW LIFE STARTS NOW

Today's hearing instruments are more effective than ever and can help you maintain important activities and relationships and a greater sense of belonging.

Your ideal solution will address your unique hearing needs as well as your personal preferences.



How to know what's right for you.

Choosing your hearing instrument is the first step to success. You are going to make this decision with expert advice. Together we will arrive at a solution that is best for you. As your hearing care professionals, we will determine the exact degree and type of your hearing loss and recommend the solution that's best for your individual needs. There are 3 basic elements to this decision:

- Your hearing loss and hearing abilities.
- Your hearing solution must first address your hearing loss. We will guide you to the models that are appropriate for you.
- Your communication needs and lifestyle.

Here are a few key facts about hearing instruments to help you off to a successful start.

It's a whole new world. The past few years have witnessed a transformation in the performance and appearance of hearing instruments. State-of-the-art microchip technology and sophisticated electronic design allow hearing instruments to work better than ever and help you DO more. Design advancements have also changed hearing instruments in a positive way. Today they are more attractive, stylish, and designed to match your needs and lifestyle. People enjoy solutions that fit and perform well and help them feel comfortable both physically and emotionally. Thanks to these major strides in the field of hearing care, life can change for the better.

Hearing instruments are as individual as you are.

The path to better hearing starts with your positive decision to take ACTION.

Please write down any questions you have about your hearing.

Would your spouse, family member, or friend like to make any comment(s)?

Notes