



SIEMENS

The information in this document contains general descriptions of the technical options available, which do not always have to be present in individual cases and are subject to change without prior notice.

The required features should therefore be specified in each individual case at the time of conclusion of the respective contract.

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Hear better and live life to the fullest.

Hearing impairments and the possible impacts.



Life sounds brilliant.

Hearing – makes sense of life.



A grandchild's first words, the rustle of leaves in the wind, the clinking of glasses at the table or whispered secrets from a best friend: these are the moments we hold dear. Hearing enables us to understand our fellow human beings and to interact with the world around us. These are all things that can be taken away by hearing loss.

Deteriorating hearing makes it increasingly difficult for us to converse with other people. We mishear things with greater frequency and have to keep asking people to repeat things. Outsiders can often react with miscomprehension. All this eats away at our self-confidence and can have a negative impact on our general well-being and our quality of life as a whole.

Hearing loss is not something to be taken lightly. It is important to do something about it, sooner rather than later – to maximize the enjoyment of life.

Possible impacts of hearing loss:

- Decreased attention
- Diminished understanding of speech
- Trouble communicating with others
- Diminished memory⁽¹⁾
- Less willing to embrace the unknown
- Declining job performance⁽²⁾
- Lack of acknowledgement by others
- Irritability, stress, depression⁽³⁾
- Withdrawal from social life, isolation⁽³⁾

Sources:

- (1) Arthur Wingfield et al., Brandeis-Universität, Waltham, Current Directions in Psychological Science, Bd. 14, Nr. 2
- (2) Psychological Profile and Social Behaviour of Working Adults with Mild or Moderate Hearing Loss, Acta Otorhinolaryngol Ital., April 2008
- (3) Ear and Hearing 2009, 30, 302–312, Lippincott Williams & Wilkins



Information
for hearing
impaired people

How to recognize the first signs of hearing loss.



Hearing loss generally develops slowly over many years; the effects become apparent only gradually. This makes it difficult for those affected to recognize that they are actually suffering from a hearing impairment. Relatives, friends or colleagues are often the first to realize that something is wrong.

However, there are clear signs that your hearing is not entirely as it should be. Perhaps you find it difficult to understand the phone conversation clearly? Does your family complain about the volume when you are listening to the radio or television? Do you find it difficult to follow a conversation in a restaurant or when there is a lot of noise in the street around you? Do you often feel exhausted after family celebrations because listening is such an effort? Do you hear better when you are able to look at the person talking to you?

All these are typical signs of a hearing impairment. But don't worry; hearing loss is not something simply to be endured. You can – and should – do something about it.



If you are uncertain whether you are suffering from hearing loss, just take the Quick Test on page 11 of this brochure.

Information
for hearing
impaired people



Only old people have poor hearing? Not true!



It is not only older people who suffer from hearing loss. Poor hearing is widespread across all age groups. Today, young people increasingly have hearing impairments too – excessively loud music listened to via headphones, at concerts and discos is having a major impact. Construction workers, ambulance drivers, DJs and factory workers: these are all examples of professions where loud noise can have a lasting and damaging impact.

Hearing loss can, of course, also be caused by medical, genetic or simply unknown factors.

However, one thing is clear: you are not alone in suffering from a hearing impairment. Today, one in six people have some degree of hearing impairment.

Sources:

- (1) Better Hearing Institute
- (2) Global Burden of Hearing Loss in the Year 2000, World Health Organization (WHO, 2003); Deafness and Hearing Impairment, World Health Organization (WHO, 2006)
- (3) Better Hearing Institute
- (4) American Johns Hopkins University in Baltimore, Maryland
- (5) hear-it.org



Only 35% of all people with hearing loss are over the age of 64.⁽¹⁾

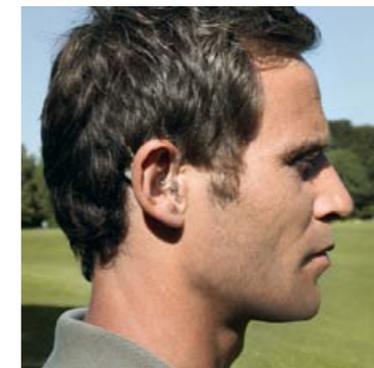


More than 700 million people around the world have a hearing impairment.⁽²⁾



Facts about hearing

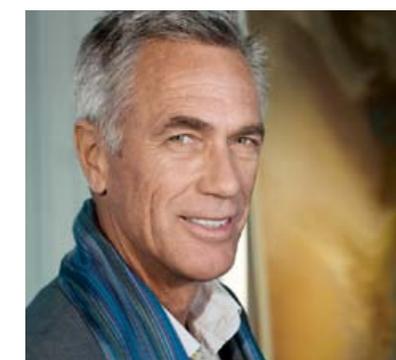
Only 5–10% of all cases of hearing loss in adults can be treated medically or surgically.⁽³⁾



Worldwide 8,5% of all people between the age of 20 and 30 suffer from hearing loss.⁽⁴⁾



Many people with hearing loss wait as long as 10 years before they do something about it.⁽⁵⁾



Hearing loss also affects friends and relatives.



Hearing loss is not only a problem for the hearing impaired individual, but also for friends and relatives. During conversations, they often receive incorrect responses or even no response at all. They feel ignored or that they are being deliberately misunderstood. This has a negative impact on the home environment and can lead to a bad atmosphere and conflict.

Even though hearing impaired individuals might not want to admit it, ignoring hearing loss and not doing anything about it is not going to solve anything. After all, poor hearing has far-reaching consequences – both for the individual affected and for the people around him/her.

For example, the hearing impaired individual might not hear phone calls or the door bell, missing a chance to enjoy family or friends. Or they might not be able to fulfil work requirements because they did not understand the task instructions, causing trouble in their job.⁽¹⁾

What can you do if a family member or friend is suffering from hearing loss? Encourage them to do something about it and take a hearing test. And remember the rules for communicating with a hearing impaired individual.

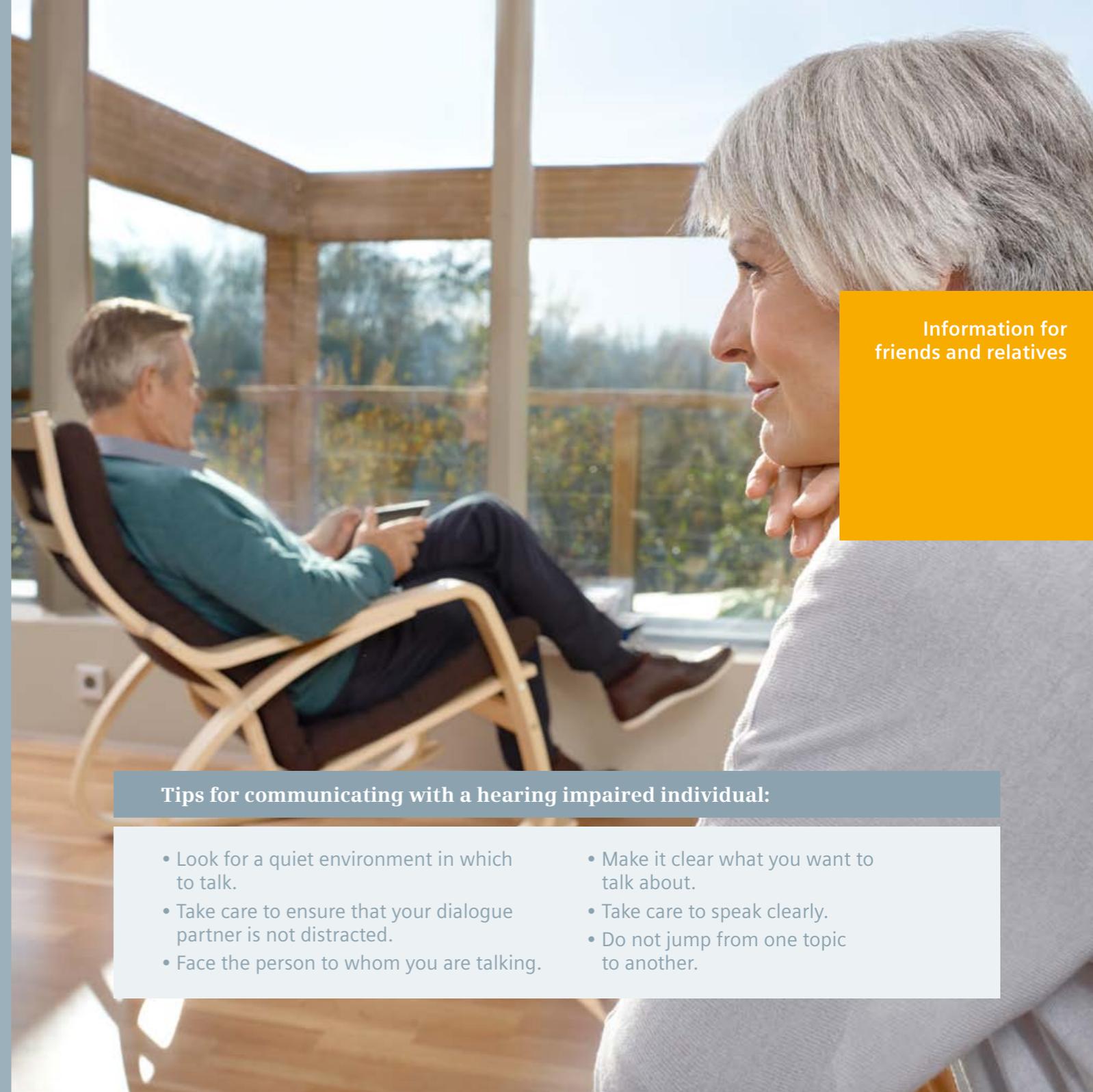
Information for friends and relatives

Tips for communicating with a hearing impaired individual:

- Look for a quiet environment in which to talk.
- Take care to ensure that your dialogue partner is not distracted.
- Face the person to whom you are talking.
- Make it clear what you want to talk about.
- Take care to speak clearly.
- Do not jump from one topic to another.

Sources:

(1) Psychological Profile and Social Behaviour of Working Adults with Mild or Moderate Hearing Loss, Acta Otorhinolaryngol Ital., April 2008





How good is your hearing?



We are often unaware of how well or poorly we hear on an everyday basis.

If you want to know how good your hearing is, simply answer the adjacent questions. And in the next few days, pay particular attention to the everyday situations described.

You can also test your hearing by taking our online hearing test at www.siemens.com/hearing or via the smartphone app.

Ten questions to assess your hearing:	YES	NO
Do the people around you seem to mumble and not speak clearly?	<input type="checkbox"/>	<input type="checkbox"/>
Has anyone ever told you that they often have to repeat things for you?	<input type="checkbox"/>	<input type="checkbox"/>
Do you find it hard to understand when someone talks to you from behind or from the side?	<input type="checkbox"/>	<input type="checkbox"/>
Do you find it an effort if someone talks quietly or whispers?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have trouble hearing high-pitched tones (music, birdsong, children's voices, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you find it difficult to follow conversations in loud environments, for example, in restaurants?	<input type="checkbox"/>	<input type="checkbox"/>
Are you going out less because you find it hard to follow other people's conversations?	<input type="checkbox"/>	<input type="checkbox"/>
Has anyone ever asked you to turn down the volume of your television or radio?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have difficulties hearing someone at the other end of the telephone?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have trouble recognizing the direction from which a car, for example, is approaching?	<input type="checkbox"/>	<input type="checkbox"/>



Quick Test

If you have ticked "YES" four or more times, we recommend you contact a Hearing Care Professional or otolaryngologist.

Only a professional hearing test can assess your hearing correctly.



Are you uncertain whether you have a hearing impairment? Do you want to have your hearing tested by a professional, just to make sure? If you answer "YES" to either of these questions, you should contact a Hearing Care Professional or otolaryngologist (ENT).

A hearing test examines your hearing – it is quick and painless and comes with no obligation whatsoever. It determines whether you are suffering from hearing loss and to what extent. It also carefully examines the ear to ascertain the possible reason for the hearing impairment.

If there is a medical cause, the otolaryngologist will treat the hearing loss accordingly. If a hearing instrument is necessary, then you should contact a Hearing Care Professional, who will offer you detailed advice and help you choose the best hearing instrument for your individual needs.

After careful adjustment of the hearing instrument and a brief adaptation period, you will enjoy all the sounds you've missed again.



Your Hearing
Care Professional

Hearing instruments help you hear well again.



Many people find it hard to come to terms with the idea of wearing a hearing instrument. They put off the decision and only do something about it when the problems associated with poor hearing simply becomes too much for them.

However, the earlier you do something about hearing loss, the better. Even when hearing is just starting to deteriorate, a hearing instrument helps to maintain neural pathways in your brain responsible for hearing all the sounds around you. The longer you put off hearing instruments, the harder it will be for you to get used to them when you do finally wear them, and more importantly, the more you'll miss out in life.

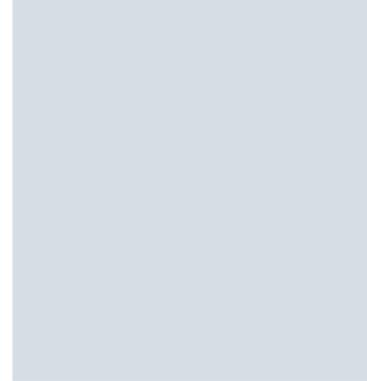
After all, hearing is no different to any other part of the human body: it requires exercise and stimulation. Hearing stimulates and trains the brain. If this stimulus is taken away, hearing not only gets progressively worse but the understanding of speech will also start to deteriorate at some point.

Last but not least, hearing instruments enhance quality of life. Wearers can again hear the positive sounds of life: the voice of the grandchild, birdsong, the rustling of leaves...

The technology of hearing instruments has advanced rapidly. Today's devices are capable of so much more than they were just ten years ago. Ask your Hearing Care Professional to show you the latest Siemens hearing instruments and you'll be surprised by their size, power, sophistication and design.



You will find more information about hearing in general and about hearing instruments in particular in our brochure "What you need to know about hearing".



Hearing instruments are unattractive?

Fact: Hearing instruments are available today in countless fashionable colors and attractive designs.

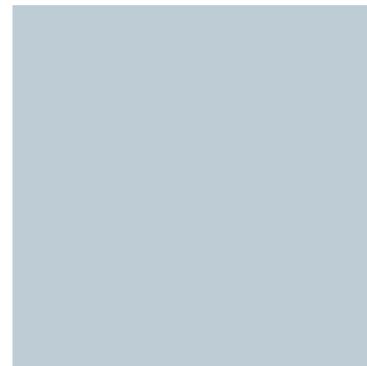


Hearing instruments are large and clumsy?

Fact: Some hearing instruments today are so small and discreet so that they go almost unnoticed.



Facts and misconceptions



Hearing instruments are delicate?

Fact: Some hearing instruments are not only very robust but also waterproof.



Hearing instruments are complicated?

Fact: Modern hearing instruments are intelligent and automatically adapt to different hearing situations.

