A lot of information that passes for knowledge today about hearing loss and hearing devices is based on outdated or incorrect information. Before you consider making any significant decisions about hearing loss and its treatment for yourself or a loved one, check out the truth behind the myths.

1. **Myth:** Hearing loss only affects “old people” and is just a sign of aging.
   **FACT:** Only 33% of people with hearing loss are over the age of 60. There are an estimated six million people in the U.S. between the ages of 18 and 44 with hearing loss, and more than one million are school aged. Hearing loss affects ALL age groups.

2. **Myth:** If I had a hearing loss, I would know it.
   **FACT:** Most hearing loss happens gradually and goes unnoticed. We adapt and compensate without realizing how much information we are truly missing. If you’re having difficulty hearing female and children’s voices, that is well over 50% of the population you are struggling to hear.

3. **Myth:** Surely my family doctor would tell me if I had hearing loss.
   **FACT:** Less than 15% of physicians routinely screen for hearing loss. Since most people hear well when communicating one-on-one in a quiet environment, like a doctor’s office, it can be very difficult for your physician to recognize the extent of your problem. All patients should have their hearing screened at age 50, or sooner if your medical or family history indicate a higher risk or incidence of hearing loss.

4. **Myth:** My hearing loss is normal for my age.
   **FACT:** Hearing loss at any age is not normal. It is like telling an overweight person that is normal to have high blood pressure but not treating it. Hearing loss should be diagnosed and rehabilitation options should be given.
Myth: Most hearing losses cannot be helped.

FACT: Maybe 40 years ago that statement held some weight. Today, however, 90% of hearing losses respond very successfully to hearing devices due to the modern advancements in hearing aid technology. With computer aided digital technology, your hearing devices are now Bluetooth wireless like your cell phone, and are able to process speech and noise by two separate processors, thus preserving the fidelity of speech.

Myth: I can get by — my hearing loss is not bad enough that it affects me.

FACT: Your hearing loss is MORE noticeable when you are not wearing a hearing device. Asking people to repeat themselves, missing the punchline, or responding inappropriately may have people questioning your ability to effectively communicate. Even a mild hearing loss can affect the nuances of speech resulting in frustration and exhaustion. Untreated hearing loss has been linked to withdrawal, depression, anxiety, and dementia.

Myth: Hearing Devices are noticeable and will make me look incompetent.

FACT: The goal of a hearing device is to help you function like a normal hearing person. This stigma is removed when you are able to communicate effectively. Hearing device manufacturers are aware of the importance of cosmetics and have made them virtually unseen.

Myth: Good hearing devices are not affordable.

FACT: Better hearing is available in all price ranges. The real issue is quality of life and what it is worth to you. Hearing aids range in price from $1000 to $3500 per ear. Over the lifetime of the devices that is about $3 per day. Investing in better hearing is no different than investing in your vision.

Let us help you make the right decision for your hearing needs.

Myth: My friends have hearing aids and don’t like them.

FACT: Nothing will replace your natural hearing. You can expect 30–60 days of transition as your brain adjusts and filters the new information. It is important to establish realistic expectations, to wear your devices daily, and communicate with your provider your questions or concerns as they arise.