

Remind your loved one they're not alone

- Approximately 48 million Americans (20 percent) have some degree of hearing loss.³
- Hearing loss is the third most prevalent health condition in older adults.³
- About 28.8 million adults in the US could benefit from using hearing aids.³
- Half of the individuals with hearing loss in the US are younger than age 65.⁴

³ National Institute on Deafness and Other Communication Disorders (NIDCD)

⁴ Audiology.org



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Hear better. Live better.

Hearing Loss: Talking with a Loved One

*Help those you care about
get the help they need*





You can make a difference

Hearing loss doesn't just affect the person who has it; it also affects spouses, family members and friends. From frustration with having to repeat things again and again, to the heartbreak of seeing a loved one isolate themselves from people and activities they enjoy, the impact of hearing loss casts a wide net.

To get started treating your hearing loss, talk to a hearing care professional

Slow and steady wins the race

Left untreated, hearing loss can affect a person's quality of life in many ways. Yet without even realizing it, you may be making it easier for someone to avoid seeking help.

Well-intentioned efforts such as repeating yourself or "translating" what others say may be preventing your loved one from realizing how much communication they fail to understand or miss completely.

How to help

- Talk to your loved one about their hearing concerns
- Gently remind them of their loss every time you "translate" or repeat something for them
- Recommend they visit a hearing care professional or websites like Hearing-Aid.com to research and get answers to questions
- Offer to schedule and attend a hearing consultation with them
- Remind them they have nothing to lose and potentially much to gain by seeing a hearing professional

Don't be surprised if you get resistance

When someone's vision deteriorates, they tend to act quickly. But with hearing loss, most people wait five to seven years before doing something about it. Below are a few common things people say to postpone treatment, along with suggested responses.

1. My family doctor would have told me if I have hearing loss.

How to respond: Actually, only 23% of adults report getting their hearing screened during physical exams.¹

2. Wearing hearing aids will make my hearing loss obvious.

How to respond: What tends to make hearing loss noticeable is asking others to repeat things all the time. Today's hearing aids are small and packed with advanced technology—some styles are essentially invisible.

3. A little hearing loss is no big deal.

How to respond: The fact is, studies have linked untreated hearing loss to depression, social isolation, increased risk to personal safety, dementia and more.²

¹ hearingreview.com (<https://www.hearingreview.com/practice-building/marketing/introduction-markettrak-ix-new-baseline-hearing-aid-market>)

² American Speech-Language-Hearing Association