

## New Oticon More™ Includes Groundbreaking Technology that Could Help You Hear More

**Y**ou hear with your brain, not your ears. Now there's a revolutionary new hearing aid, Oticon More, that makes it easier for your brain to hear. The result? Better speech understanding with less effort and a greater ability to remember what is said.

### Why is the brain so important in hearing?

Sounds enter through your ears, but it is your brain that processes, filters and amplifies them. Oticon More with BrainHearing™ works with your brain, giving it more of what it needs to make sense of sounds.

### What is the new technology in Oticon More?

Developers went outside the lab to record 12 million sounds from real life. Then they used those sounds in developing the world's first Deep Neural Network (DNN) embedded on a chip in a hearing aid. They trained the DNN to decipher the intricacies of real sounds in a way that is similar to how the brain performs those functions. Instead of using algorithms written and developed by engineers, Oticon More processes sounds using this highly intelligent network that learned sounds like the brain does – through experience.

### How does this translate into better hearing?

The sounds you encounter in your daily life are constantly changing. A motorcycle passes. A dog barks. A car honks. The advanced technology in Oticon More helps your brain handle the complexity of all the sounds in your environment, processing and balancing them so they sound more natural. That makes it easier for you to hear the world around you, engage in conversation – and get more out of life.

### Is Oticon More right for you?

Schedule an appointment to experience the life-changing difference Oticon More could make in your hearing.



 Oticon More scans the full sound scene around you 500 times per second in order to organize and balance the sounds you are hearing. The result is a more precise and natural representation of sounds.

 New

### Oticon More Turn Hearing Loss into Hearing Gain

- Recognizes virtually all sounds, thanks to its training with 12 million real-life sounds
- Offers better speech understanding with less effort
- Equipped with MoreSound Intelligence™ that constantly analyzes and balances sound
- Rechargeable for worry-free convenience
- Offers direct streaming to your favorite devices and a wide range of connectivity options

# ● ● ● YOUR HEARING

## Hearing Aid or Sound Amplifier? The Difference is Clear

**Y**ou probably have seen ads for personal sound amplifying products (PSAPs), which promise to make it easier to hear TV shows and conversations. You may have wondered: Could they possibly help people with hearing loss?

The U.S. Food and Drug Administration (FDA) says an emphatic no: "PSAPs are not intended to be used as hearing aids to compensate for hearing impairment."<sup>1</sup> Instead, the FDA says PSAPs are for non-hearing-impaired people who want to hear sounds more loudly for recreational purposes, such as bird-watching.

If you have hearing loss, it's important to have a hearing evaluation to pinpoint the cause. If treatable medical conditions such as wax accumulation or a tumor are ruled out, a hearing aid is the only medical device approved by the FDA to treat hearing loss.



Our goal is to help you hear all the sounds of life. When you visit our office, your audiologist performs a detailed hearing test, recommends a hearing aid if needed, and provides personalized calibration and follow-up for that aid – benefits that don't come with PSAPs or other devices purchased online.

1. [www.fda.gov/medical-devices/hearing-aids/other-products-and-devices-improve-hearing](http://www.fda.gov/medical-devices/hearing-aids/other-products-and-devices-improve-hearing)

## RECIPE

for Better Hearing

## PRIZE-WINNING BANANA BREAD FROM KARRI PERRY [blueribbonkitchen.blogspot.com](http://blueribbonkitchen.blogspot.com)



### Did you know?

One banana packs 9% of the recommended daily amount of potassium. This nutrient helps regulate fluid levels in your inner ear, which can decline as you age, contributing to hearing loss.

#### INGREDIENTS:

- 2 cups all-purpose flour
- $\frac{3}{4}$  teaspoon baking soda
- $\frac{1}{2}$  teaspoon salt
- 1 cup granulated sugar
- 3 very ripe bananas  
mashed well  
(1  $\frac{3}{4}$  cup)
- 8 tablespoons melted  
butter, slightly cooled
- 2 large eggs, lightly beaten
- $\frac{1}{4}$  cup sour cream
- 2 teaspoons vanilla extract
- 1 cup chopped toasted  
walnuts, OPTIONAL  
(Toast them first for  
best flavor)

#### DIRECTIONS:

Combine flour, baking soda and salt, and set aside. Combine sugar, mashed bananas, eggs, butter, sour cream and vanilla extract. This wet mixture will be lumpy and not entirely smooth. That's okay. Add flour mixture to banana mixture. Combine gently but well. Do not overmix. Fold in toasted nuts if using. Pour into a 9-inch loaf pan, sprayed with vegetable oil spray. Bake at 350 degrees on the center oven rack until golden brown (50-55 minutes), or until a tester comes out clean. Let loaf cool in pan for 5 minutes; turn out onto a cooling rack.



Hearing and brain health are linked. Exercise your brain by finding the following hearing-related words in the grid below. We've done the first one for you:

ear	drum	incus
hammer	stirrup	
auditory	echo	
cochlea	aid	
stapes	lobe	
ototoxic	wax	
volume	audio	
acoustic	tinnitus	
	presbycusis	

mk**leardrum**eitvmliv  
 biminihaidrvbertnlm  
 qevolumewpiytfvjfx  
 ffictiauditorycizxmin  
 oluptastinnituscpmi  
 mknhammeroiluptui  
 vbdpr dewacousticc  
 piuincusitispmtriuslt  
 kigfpqyrototoxicmd  
 xvwaxmnylsepnczv  
 ruptestirrupmydofib  
 mdpresbycusisiopu  
 ivcochleaminbmrklt  
 bulobensgijlleqwo  
 oqrcxifknaudiovcdu  
 fdhunewastapesnki  
 gtyechonkmfrqspui

# Ask the Audiologist



**LESLIE P. SOILES, AU.D.**  
 Chief Audiologist  
 HearingLife

**Q Why is it so much harder for me to understand people when they wear a face mask? Is there anything that can be done about this?**

**A** The pandemic has required us to utilize face masks with everyone except those in our “bubble.” We all know that face mask use has decreased speech understanding ability for people with hearing loss, as well as for people with normal hearing. In fact, a recent study<sup>1</sup> indicates that face mask use can cause up to 30% more communication difficulties for people with normal hearing. The obvious challenge is that nonverbal cues provided through facial expressions and lip reading are no longer visible.

The less obvious consideration is that the speech signal becomes reduced and degraded as it passes through the cloth or paper in the mask. Face masks create a barrier that causes speech sounds to be more muffled. The amount of loudness reduction depends on the type of face mask being used. For instance, an N95 mask can reduce the loudness of speech sounds by up to 12 decibels (dB)! A paper mask can reduce sounds by 3-4 dB. The speech sounds that are most reduced are consonant sounds, such as /s/, /t/, /k/, /th/ and /f/. These sounds are very prevalent in the English language.

To address this issue, audiologists can create a “Face Mask” program in hearing aids for wearers to utilize in situations where it is difficult to understand someone using a face mask. This program provides a boost in the tones that are most compromised by face masks. Ask your audiologist to add this program if this sounds like something that would provide benefit to you.

1. Goldin A, Weinstein BE, Shiman N. How do medical masks degrade speech perception? *Hearing Review*. 2020;27(5):8-9.

## Make TV Watching Enjoyable Again!

**Do you struggle to hear the TV unless you turn the volume so high it bothers others? The Oticon TV Adapter can help.**

Just connect it to your home entertainment system, radio or other audio device, and you can stream programs directly into your hearing aids at a volume level that is comfortable for you. It also connects to popular streaming options, such as Amazon Fire TV and Netflix.

**Pass along the word:**

The TV Adapter makes a great gift for Mother’s Day or Father’s Day! Stop by or call our office for more information.



\*The purpose of this hearing assessment and/or demonstration is for hearing wellness and to determine if the consumer may benefit from using hearing aids, which may include selling and fitting hearing aids. Products demonstrated may differ from products sold. Assessment conclusion is not a medical diagnosis and further testing may be required to diagnose hearing loss. The use of any hearing aid may not fully restore normal hearing and does not prevent future hearing loss. Hearing instruments may not meet the needs of all hearing-impaired individuals.



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## Tips for Wearing a Mask with Hearing Aids

If you wear hearing aids, you may have difficulty wearing a protective mask around your ears. **Here are some simple ideas to get the elastic off your ears.**



Wearing a mask that goes around your head, instead of over your ears, is the easiest solution.



If your hair can be put in a bun, wrap the mask's elastic around the bun.



Sew two buttons onto a piece of ribbon to wear on the back of your head. Attach the mask's elastic to the buttons.



Sew two buttons onto a fabric headband above your ears and hook the mask's elastic onto the buttons.

**ASK US FOR YOUR COMPLIMENTARY MASK EAR SAVER<sup>†</sup>** †While supplies last