

HEARCARE *Newsletter*

WHEN SHOULD YOU UPGRADE?

Like everything we use, our hearing devices have a finite lifespan. You should consider upgrading at certain times, even when everything seems to be working fine.

Typically, they'll last about three to seven years, and for some people, even longer. How long a hearing aid lasts depends on how well it's maintained, the device itself, and general wear and tear.

Most people only start thinking about replacing their hearing aids when they stop working reliably or stop working completely. However, that's not the only reason you should consider upgrading your hearing aid. Here's why:

You're experiencing changes in your hearing

Our hearing tends to worsen as we get older. That means our hearing aids will need to adjust along with us.

WHAT'S IN THIS MONTH'S ISSUE:

- Monthly Article
- Dear Dr. HearCare
- Support Local



If you're not feeling that "like new" performance from your hearing devices, your hearing may have changed beyond the capabilities of your current hearing aids. An upgrade to a new and more powerful platform can give you the boost you need.

You're experiencing changes in your life Starting a new job? New hobby? Moving in with a new roommate or spouse? Changes like this can put demands on your hearing aids – new sounds and social situations to get used to means more demands on your devices. If you were originally fit for hearing aids based on a quieter lifestyle, any of these situations could create a need for hearing aids with more power and new capabilities.

You want more connectivity to the world around you. Advances in hearing technology have introduced a lot of features that weren't available just a few years ago. You may have been waiting for these extras but couldn't get them when you were first fit – well, they're here! Oticon hearing aids are smarter than ever, working with your brain to do a better job of separating conversation from background noise, enhancing comprehension, and reducing fatigue.

Today's advanced hearing aids are more fun, too. Most can connect easily to all the electronic devices around you – TVs, computers, smartphones, audio equipment and more. And there are more options than ever for size and fit: more colors, completely invisible devices, and newer, more comfortable behind-the-ear hearing aids.

Next time you visit your hearing care professional, we urge you to ask, "What's new?" You might be pleasantly surprised by what you find!

Ask us about the latest technology from Oticon!



**APRIL
BIRTHDAYS**

Dr. Sarah Lundstrom has a birthday this month. If you see her, wish her a happy birthday!



Dear Dr. HearCare

HOW GOOD ARE THE NEW OTICON REAL HEARING DEVICES?



Oticon just launched its newest product, the REAL! You are probably wondering, "How good are they?"

Well, we have been asking current hearing devices wearers to test them out and give their feedback. The verdict is in...they're great!

The Oticon Real boasts better wind and handling noise, improved speech clarity, and better comfort in noise without sacrificing speech. Our testers reported there is an improvement in all three categories.

One user even said, "I have never been able to hear my wife when we ride in the convertible with the top down...until now!"

We are thrilled to be able to offer better hearing to more people, even in their most challenging environments.

Schedule an appointment to learn more about the Oticon REAL.

Do you have a question we can answer?

Email Dr. HearCare at:

info@myhearcare.com

Business Spotlight

Support Locally Owned Businesses



Music Compound caters to all ages, any level, and all genres. Lessons are available in person or online. Our goal is to turn your musical dream into reality. Our teaching method is holistic and catered to each student.

Music Compound is performances based and offers its members the opportunity to showcase their skills every month on stage. They also offer songwriting workshops and jam sessions for adults wanting to connect with like-minded individuals.



MUSIC COMPOUND
Inspire Collaborate Educate

Call our studio to learn more. 941.379.9100.
Serving Sarasota and Manatee Counties with two locations.