



# Hearing Aid Buyer's Guide

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## Hear better, live better

Whether you're the type who's always on-the-go or someone who prefers to spend spare time relaxing with family and friends, there's a hearing aid for just about every preference, budget and lifestyle.

Options range from larger behind-the-ear models to virtually invisible in-the-canal hearing aids, and include a variety of features to give you the clearest possible listening experience.

This detailed hearing aid buyer's guide will help you understand the different types of hearing aids and hearing aid accessories—along with the features, pros and cons of each.

Hearing aid users don't just experience the benefit of clearer hearing. Here's a closer look at the improvements you can expect when you find the right hearing loss treatment.



**78%** of people who wear hearing aids have come to enjoy activities with friends again.



**70%** of people who wear hearing aids agree they can enjoy exercise without a problem.



**68%** of people who wear hearing aids wear them every day or almost every day.



**52%** of people who wear hearing aids say it is easier to get to know new people.



**49%** of people who wear hearing aids wish they'd have gotten them much sooner.



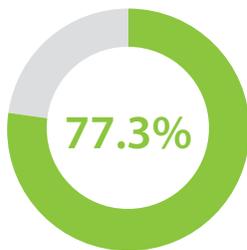
**81%** of partners and spouses are pleased that their partner wears hearing aids.

## Why use hearing aids?

Today's hearing aid users express a higher level of satisfaction with their devices than ever before. According to a study by the Better Hearing Institute, more than 91 percent of those who purchase new hearing aids are highly satisfied with their purchase. What's more, nearly 90 percent of hearing technology users would recommend hearing aids to a friend.

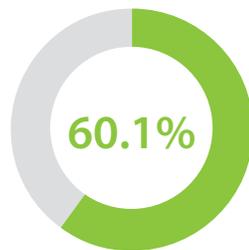
### Hearing aid users report:

Improved confidence



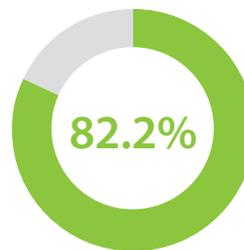
Other people react positively to their hearing aid

Comfortable fit



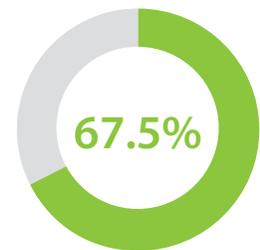
The hearing aid is so natural they forget they're wearing it

Improved quality of life



Overall quality of life has improved

Increased engagement



Relationship with partner has improved



# Find the hearing aid that's best for you

When it comes to choosing a hearing aid, there are three main factors to consider:

## **Lifestyle**

*Do you enjoy being on the go—exercising, traveling, running errands, etc.?  
Or are you more of a homebody?*

## **Dexterity**

*Are you comfortable changing small batteries or handling hearing aids  
with multiple pieces?*

## **Severity/type of hearing loss**

*In which situations—loud rooms, over the phone, group conversations, etc.—  
do you have trouble hearing?*

Answering these questions will help your hearing care professional identify the best solution for your needs.



## Hearing aid features

In addition to a variety of hearing aid types, modern technology offers features that make your listening experience both pleasant and natural. From Bluetooth®-enabled hearing aids to feedback suppression and noise reduction features, these devices are built to ensure ultimate convenience and hearing clarity.

Before determining which type of hearing aid is the best fit for your needs, take a quick look at some of the features many models offer.



### Telecoil

Many modern hearing aids have a telecoil, a small sensor or copper wire inside the device. When connected with the telecoil system inside a telecoil-enabled building, your hearing aid wirelessly picks up signals from hearing aid-compatible telephones and public address systems—including those in theaters, opera houses, taxis and even public transportation such as subway trains—and transmits the sound directly into your device so you can hear the speaker easily.



## Hearing aid features *(cont'd)*



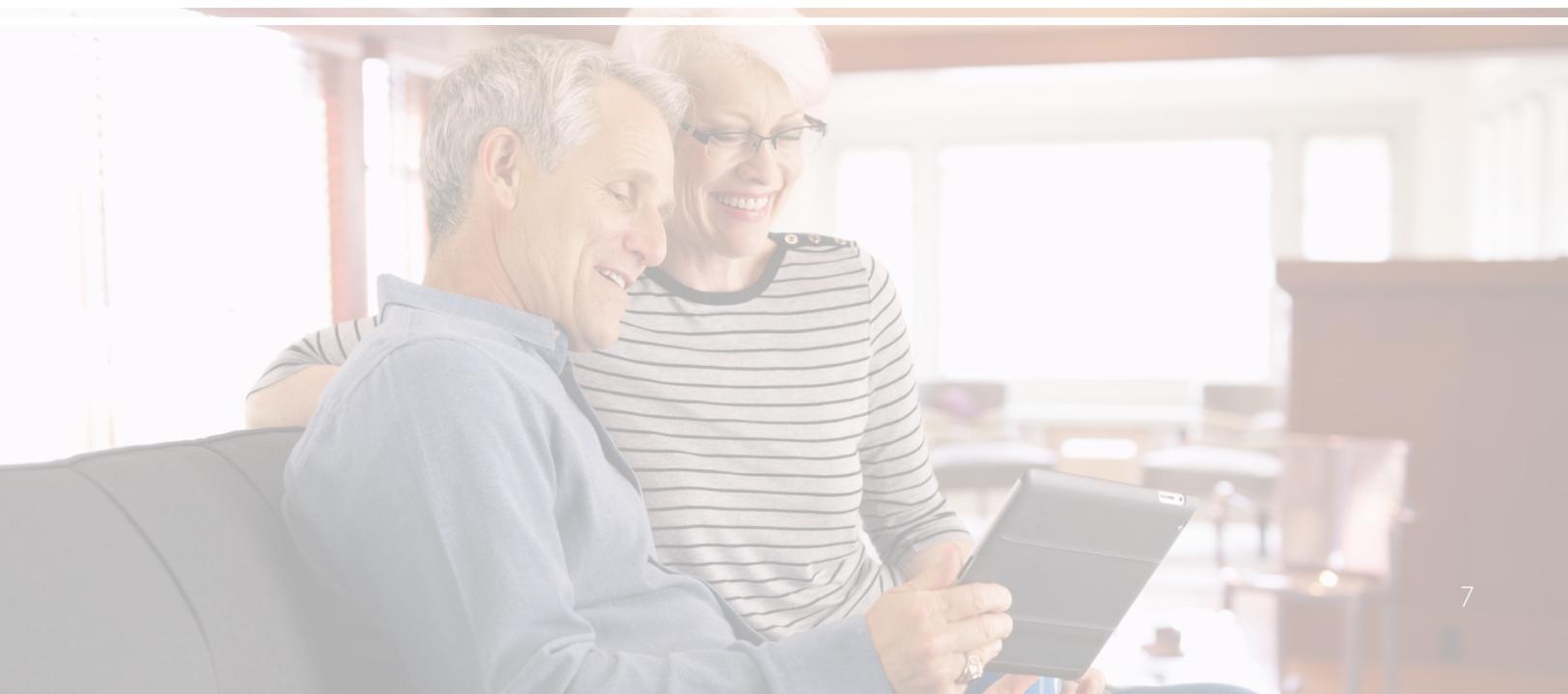
### Bluetooth®

An increasing number of today's hearing aid models are Bluetooth-enabled. This feature allows you to easily turn your hearing aids into a pair of wireless headphones by streaming sound directly into your devices from your mobile phone, television, computer or other Bluetooth-enabled accessories.



### Directional microphone

This feature allows you to converse more easily in noisy environments by making the audio signal in front of you louder than the noise behind or to the side of you. Most hearing aids with this feature automatically switch from directional to omnidirectional settings based on your listening environment. While these types of microphones are more prone to picking up wind noise, advanced versions can pick up sound both behind and to the side of the listener, creating a more natural and seamless listening experience.



## Hearing aid features *(cont'd)*



### Feedback suppression

Sometimes hearing aid users complain about a “whistling” noise known as feedback. While feedback can often be minimized with a proper fit, the feedback suppression feature helps suppress high-pitched whistling sounds experienced by some hearing aid users, and can provide better sound quality if you do not have a low-frequency hearing deficit. It also minimizes feedback if you’re too close to the telephone or if your hearing aid becomes loose.



### Digital noise reduction

Digital noise reduction is a basic feature that automatically helps improve hearing aid user comfort and communication in the presence of background noise. While it’s not a fix for every situation, digital noise reduction makes it easier to hear and interpret speech.



## Hearing aid features *(cont'd)*



### Additional hearing aid features

Most of today's hearing aid models come equipped with a variety of features. Newer models boast:

- **Automatic and manual volume control**
- **Wireless connectivity between devices**
- **"Low battery" indicators**
- **Smart technology that adapts to your listening preferences**

Additionally, many devices come equipped with a memory of your listening preferences for certain surroundings and volume levels.



# Types of hearing aids

Hearing aids come in six major types, depending on where on the ear they are worn. In this section, you'll learn the main advantages and disadvantages of each type of hearing aid, as well as which lifestyle and level of hearing loss they are best suited for.

## A brief look at the six types of hearing aids

<p><b>In-the-ear (ITE)</b></p>	<ul style="list-style-type: none"> <li>• Easy to handle and insert into the ear</li> <li>• Long-lasting battery life</li> <li>• Available in a variety of flesh tones</li> </ul>
<p><b>In-the-canal (ITC)</b></p>	<ul style="list-style-type: none"> <li>• Discreet</li> <li>• Natural hearing experience</li> <li>• Cuts down on feedback</li> </ul>
<p><b>Completely-in-canal (CIC)</b></p>	<ul style="list-style-type: none"> <li>• Very discreet</li> <li>• Low feedback due to placement</li> <li>• Stays in place</li> </ul>
<p><b>Behind-the-ear (BTE)</b></p>	<ul style="list-style-type: none"> <li>• Easy to handle</li> <li>• Easy to adjust</li> <li>• Larger batteries for longer battery life</li> </ul>
<p><b>Receiver-in-the-canal (RIC)</b></p>	<ul style="list-style-type: none"> <li>• No “plugged up” feeling</li> <li>• Minimizes sounds of your own voice by allowing sounds to escape ear canal</li> <li>• Small, virtually unnoticeable casings</li> </ul>
<p><b>Invisible-in-canal (IIC)</b></p>	<ul style="list-style-type: none"> <li>• Least noticeable hearing aid</li> <li>• Placement produces natural sound localization</li> <li>• Reduced occlusion</li> </ul>

## Types of hearing aids

### In-the-ear (ITE)

In-the-ear (ITE) hearing aids are a good option if you want an easy-to-handle device. ITE hearing aids come in different sizes, and are typically worn fully inside the ear or ear canal. These types of hearing aids can house many electronic features within one single case, providing room for more features including a telecoil, multiple directional microphones and more.



#### PROS

- Greater amplification
- Fits comfortably in the ear
- Easy to handle and insert into ear
- Convenient controls
- Long battery life
- Available in a variety of flesh tones

#### CONS

- Somewhat conspicuous
- Can create “plugged up” feeling
- Susceptible to moisture problems



#### Hearing loss:



**Mild to profound hearing loss**



#### Lifestyle:



**Less active to moderately active**

## Types of hearing aids

### In-the-canal (ITC)

If you want a discreet hearing aid and are comfortable handling smaller devices, an in-the-canal (ITC) hearing aid is a great choice to consider. ITC hearing aids fit directly into the ear canal, but are smaller than ITE hearing aids. Like ITEs, ITC hearing aids house plenty of important features, including a telecoil and Bluetooth®-enabled technology.



#### PROS

- Provides a natural hearing experience
- Cuts down on feedback due to placement
- Discreet
- Stays in place
- Available in a variety of flesh tones

#### CONS

- Shorter battery life
- Prone to moisture and earwax buildup
- Fewer features than larger models



#### Hearing loss:



**Mild to profound hearing loss**



#### Lifestyle:



**Less active to moderately active**

## Types of hearing aids

# Completely-in-canal (CIC)

Completely-in-the-canal (CIC) hearing aids are perfect if you lead an active lifestyle—or if you want a hearing aid that’s virtually invisible to others. CICs are placed directly into the ear canal, making them one of the most discreet devices on the market. Because of their smaller size, they may not have as many advanced features as other, larger models. The close placement of the microphone to the eardrum provides a more natural listening experience without feedback, whistling or a “plugged up” feeling.



### PROS

- Very discreet
- Custom fit
- Natural hearing experience
- Low feedback due to placement
- Stays in place

### CONS

- Shortened average battery life due to small batteries
- More difficult to insert into ear than larger styles of hearing aids
- Prone to moisture and earwax buildup
- Fewer features than larger models



### Hearing loss:



**Mild to severe hearing loss**



### Lifestyle:



**Moderately active to heavily active**

## Types of hearing aids

# Behind-the-ear (BTE)

Behind-the-ear (BTE) hearing aids are versatile devices suitable for a wide range of hearing loss, and are available in various sizes. The smaller BTE options are virtually “invisible” as they disappear behind the ear.

With the BTE models, sound is transmitted into the ear through a very discreet tube, which leads into a customized earmold. Because they are larger, BTE models have more space for electronic components than other types of hearing aids, giving them more room to house additional features and deliver advanced performance for a wider range of hearing loss types. Additionally, BTEs are comfortable, easy to mold, and easy for caretakers to assist with and maneuver.



### PROS

- Easy to handle, insert and adjust
- Suitable for all levels of hearing loss
- Can house a large number of features
- Larger batteries for longer battery life

### CONS

- More visible than smaller models
- More sensitive to wind noise



### Hearing loss:



**Mild to profound hearing loss**



### Lifestyle:



**Less active to moderately active**

## Types of hearing aids

# Receiver-in-the-canal (RIC)

Receiver-in-the-canal (RIC) hearing aids—also referred to as receiver-in-the-ear (RITE) or canal receiver technology (CRT)—are smaller than standard BTE models, but are easy to maneuver and can still house a variety of features. Like standard BTEs, they can be worn comfortably behind the ear. However, unlike regular BTE hearing aids, the RIC’s loudspeaker or “receiver” is located outside the housing and positioned at the end of a thin earwire, placed near the ear drum. Since generated sound only has to travel a very short distance with lower transmission loss, less sound energy (and battery power) is required to produce a superior listening experience.



### PROS

- No “plugged up” feeling
- Minimizes sounds of your own voice by allowing sounds to escape ear canal
- Small, virtually unnoticeable casings
- Nearly invisible tubing
- Larger batteries for longer battery life

### CONS

- The receiver end is vulnerable to moisture
- Less intrusive placement than other hearing aid styles means it can be easy to lose them and not notice



### Hearing loss:



Mild to severe hearing loss



### Lifestyle:



Less active to moderately active

## Types of hearing aids

# Invisible-in-canal (IIC)

Invisible-in-the-canal (IIC) hearing aids are worn deep in the ear canal. IICs are inserted directly into the ear canal and can be easily removed with a string. These hearing aids are a good choice if you lead a moderately to heavily active lifestyle—or if you do not want your hearing aids to be visible to others. While they are popular among hearing aid wearers, IICs may not be the best choice for users with more severe or profound hearing loss, since these hearing aids do not provide the same amount of power that other, larger models do.



### PROS

- Least noticeable hearing aid
- Placement produces natural sound localization
- Reduced occlusion

### CONS

- Short battery life due to small battery size
- Too small for directional microphones
- More vulnerable to moisture



### Hearing loss:



**Mild to severe hearing loss**



### Lifestyle:



**Moderately active to heavily active**

# Hearing aid accessories

There are a number of hearing aid accessories that both complement hearing aids and supplement a treatment plan—guaranteeing you a clearer hearing experience with ultimate convenience.



## Hearing aid-compatible phone

- Connects automatically and wirelessly to your hearing aids
- Can be used just like a normal phone



## Remote control

- Easily changes your hearing aid's programs and volume with the touch of a button
- Creates ultimate comfort in noisy situations



## Audio streamer

- Provides stereo sound quality for a rich audio experience
- Prevents TV and radio volume from being set too loud for other individuals



## Hearing aid recharging station

*(rechargeable hearing aid models only)*

- Rest it on a dresser or night stand and plug hearing aids into slots to recharge
- Effortlessly charges certain types of hearing aids in a matter of hours



## Microphones

- Small, intuitive microphones give you improved listening power for longer distances
  - Some models can be clipped onto a speaker's clothing
  - Certain models can be handheld or placed in the pocket of a conversation partner for clearer hearing
- Wireless tabletop microphones help you understand better in small & large meetings
  - Omni-directional mode captures sound from all participants around the table

Additional information on the accessories we offer can be found at [ConnectHearing.com/Accessories](http://ConnectHearing.com/Accessories).

## Try the technology firsthand

Only hearing care that truly fits your lifestyle has the power to change it for the better. At Connect Hearing, our knowledgeable Hearing Care Professionals go above and beyond to match you with the right solution. Our wide selection of hearing technology delivers unbeatable performance, clarity, durability and ease of use.

Additionally, we offer affordable options and free financing, and we will even look for ways to help you maximize your available insurance benefits. What's more, your no-risk, no-obligation hearing evaluation is always completely FREE.

Schedule a free consultation today, and start your journey to better hearing with a risk-free trial of our latest hearing aids.

**Schedule your FREE hearing evaluation today.**

**1-855-795-4853**

**Request appointment online**

**at [ConnectHearing.com](https://www.ConnectHearing.com)**

Support Center  
215 Shuman Blvd. #401  
Naperville, IL 60563

