

CHICO HEARING AID CENTER

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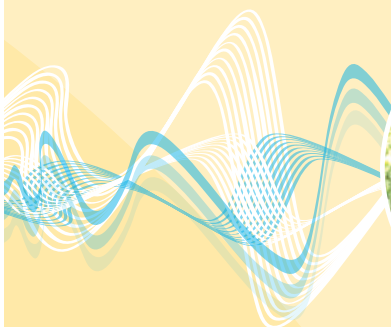
Get a **FREE** hearing evaluation ... [Pg. 8](#)

Keep. Hearing What Matters

STAY CONNECTED TO THE THINGS
YOU LOVE WITH HEARING AIDS



BETTER HEARING, BETTER LIFE



Charles Munoz

Charles Munoz, 63, was tired of constantly asking people to repeat themselves. His struggle with hearing loss was more than just a nuisance, it was hindering his relationships with his family and made doing business as a licensed contractor very difficult.

"I was hesitant to initiate conversations or ask questions because I was afraid I wasn't going to hear their answers," Munoz says.

When he finally decided to get hearing aids, Munoz noticed a big difference in his ability to communicate with his loved ones and business contacts. Anytime Munoz needs help with his hearing aids, he always goes to Chico Hearing Aid Center.

Munoz recalls a time when his hearing aids needed repair. While Chico Hearing Aid Center was making the repairs, they provided him with a pair on loan to use until they finished. He says the service was beyond his expectations.

"They're great people," Munoz says. "They're very accommodating and very helpful."

The Journey to Better Hearing Starts Here

RECONNECTING YOU TO
THE WORLD OF SOUND

by Brittany Wesely

If you realized you were having difficulty seeing, you wouldn't hesitate to get glasses or contact lenses, right? Like vision problems, hearing loss isn't something that you should have to tolerate.

People who struggle with hearing loss often feel isolated and disconnected from the world around them. Their loved ones and work colleagues seem to stutter and can be difficult to understand, so they might smile and play along, or avoid social situations all together.

Hearing loss hurts, but the struggle isn't limited to the person with the condition. Family and friends easily get frustrated with constantly repeating themselves and are saddened to see their loved ones isolate themselves from the people and activities they enjoy.

While one of the world's most common health problems, hearing loss is also one of the most ignored. But the sooner you recognize the problem and start using hearing aids, the quicker you, and the people around you, will begin to reap the benefits.

IMPROVED QUALITY OF LIFE

Often the onset of hearing loss is so gradual that you might not be aware of it until someone else points it out to you. The realization of this — the notion that you are no longer as connected as you thought, that you are perhaps missing out on the things and people you love — can cause you to be withdrawn and depressed. Hearing aids hold great power to influence positive change, improving your emotional stability, physical health and sense of control over your life.

ENHANCED COMMUNICATION

Technological advancements have made vast improvements to the effectiveness of hearing aids. The use of hearing aids will not only allow you to better understand speech, but the enhanced ability to communicate with the people around you will improve your relationships and keep you active in the workforce longer.

SAFETY

Untreated hearing loss can cause you to miss the important signals that notify you of emergencies and danger: the sound of an ambulance siren, the ring of a smoke alarm or even a loud knock on the door. Hearing aids will allow you to rely on your hearing to keep you alert and safe.

If you or a loved one is struggling with hearing loss, Chico Hearing Aid Center can help. Family owned and operated, Chico Hearing Aid Center has been serving the Chico community for more than 65 years. With two licensed hearing aid dispensers and a full staff trained to assist you, Chico Hearing Aid Center is ready to reconnect you to the people you love and the work you enjoy.



READ ON TO LEARN
MORE ABOUT HEARING
AID TECHNOLOGY AND
AFFORDABILITY, AND HOW
TO PREVENT HEARING LOSS.

The Sound of Silence

by Mike Blount



**LOCAL MUSICIAN
USES HEARING AID
TO KEEP ROCKING**

Local musician Jim Williford turned to hearing aids to help him keep making music when he suffered hearing loss.

PHOTO BY PAULA SCHULTZ

When Jim Williford received his first guitar at age 15, he knew what he wanted to do with his life. He learned how to play by listening to songs by the Rolling Stones and the Beatles while his father was stationed at an Army base in Germany. When his family moved back to the United States when he was 17, he expanded his palette to include country, jazz and other genres.

"In those days, we didn't have instructional videos, so I was mainly going to stores to purchase 33s and 45s [vinyl records] and learning how to play them," Williford says. "At one point, my guitar only had two strings, but I was still learning how to play melodies by instrumental groups like the Ventures."

Williford hit the road to play music around the country, gigging in Oregon, Illinois and Texas before settling down in Chico in 1970 — all the while, honing his craft.

He continued to travel and play guitar in bands until 1988, but the birth of his second child caused him to refocus his career closer to home.

Over the next 20 years, Williford continued to perform locally in Chico. But the music was taking a toll on his hearing. By 2011, it had become a problem for him in both his personal and professional life.

"People kept telling me that my hearing wasn't good, but I would argue

with them," Williford says. "I just thought they were mumbling. But when I started having to play louder to hear myself on stage, my hearing loss became more obvious to me. I spent years having my ears banged by loud amplifiers."

Ideally, he wanted his guitar to blend with the rest of the musicians he was playing with. But having to strain to hear what he was playing caused him to turn up the volume on his amplifier.

Williford went to Chico Hearing Aid Center and had his hearing tested. Not only did staff get him fitted with a hearing aid that he could adjust to different situations — including playing guitar on stage — they tailored the settings to make the music he was hearing sound better.

"Hearing aids tend to raise the high frequencies by default, making them sound almost brittle," Williford says. "But they were able to adjust it so there is more

lows in what I'm hearing, and it makes everyone in the band sound better. It gave me the ability to complement the mix better."

Today, 65-year-old Williford continues to play guitar in local bands, including the Latin rock outfit Los Caballitos de la Canción. But the hearing aid has also been a boon to his life off stage.

"Just being able to hear my wife without asking her to repeat herself has improved communication between us," Williford says. "The hearing aid has just really improved my life and given me perspective I didn't have before."

**"I spent years
having my ears
banged by loud
amplifiers."**

Jim Williford
Musician

PREVENTING HEARING LOSS

Whether you've rocked hard since Woodstock or you've never been to a concert at all, it is important to protect your hearing at all times. Here are a few tips that can help prevent hearing loss:

- **Limit your exposure to loud noises** like using headphones with the volume up. Avoiding loud noises will decrease the risk of noise-induced hearing loss.
- **Wear protective equipment**, such as earplugs or earmuffs, to decrease your exposure to excessive noise in loud environments like construction sites or rock concerts.
- **Try to enforce lower noise levels** in your home. Use hearing protection when using the vacuum, power tools and other noisy appliances.
- **Stop smoking.** Tobacco has been linked in research studies to an increased risk of hearing loss.
- **Check medication for hearing loss risks.** Nearly 200 prescription medications can potentially damage hearing, including some antibiotics and cancer-fighting drugs.
- **Have your hearing tested regularly.** If you show signs of hearing loss, you could potentially benefit from using hearing aids.

How Does Hearing Loss Happen?

by Mike Blount

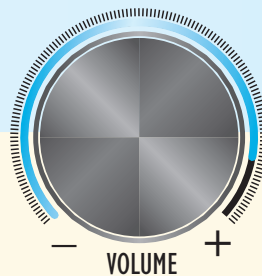


“When your hearing is affecting your life, you have to be mentally open to getting hearing aids.”

Angela Munoz
Hearing aid dispenser

Angela Munoz is a hearing aid dispenser at Chico Hearing Aid Center.
PHOTO BY PAULA SCHULTZ

Hearing loss can happen at any age and be caused by a number of different factors. The two most common types of hearing loss are noise-induced and hereditary. Angela Munoz, a hearing aid dispenser at Chico Hearing Aid Center, explains how each type occurs and what you can do to prevent it.



NOISE-INDUCED HEARING LOSS

Noise-induced hearing loss is what happens when your ears are exposed to loud noises over a period of time. The Better Hearing Institute estimates that 10 million Americans have already suffered irreversible hearing damage from noise, while 30 to 50 million more are exposed to dangerous noise levels each day. Munoz says the best way to prevent noise-induced hearing loss is to avoid being around loud noises. If you work in a loud environment, such as construction or as a professional musician, she suggests wearing protective earplugs.

“Sometimes, you can’t avoid being around loud noises, but wearing earplugs that are specifically fitted for your ears can greatly reduce the trauma you would receive over time from being in that environment every day,” Munoz says.



HEREDITARY HEARING LOSS

For many, the predisposition for hearing loss is a genetic condition carried in the DNA since birth. According to Harvard Medical School, nearly 75 to 80 percent of all cases of hereditary hearing loss are caused by recessive genes passed on by parents to their children. The progressive loss of the ability to hear high frequencies can appear as early as age 25 for men and age 30 for women. Munoz says the best way to prevent further hereditary hearing loss is to protect the hearing you have. Getting fitted for hearing aids will allow you to continue to hear frequencies your brain might otherwise forget.

“When your hearing is affecting your life, you have to be mentally open to getting hearing aids,” Munoz says. “Just because someone tells you your hearing is bad, it doesn’t mean you’re going to be ready to take that step. You have to want to do something about it.”

HEARING AID TECHNOLOGY



MODELS — WHAT THEY LOOK LIKE ON THE OUTSIDE

Today’s hearing aids are much different than those of years past. They’re digital, discreet and convenient, allowing the hearing aid wearer to hear in all sorts of environments. Chico Hearing Aid Center will help you choose the model and technology that fit your needs, budget and lifestyle.



Receiver-in-canal

The most common type of hearing aid style, this model is appropriate for people of all ages and is used for all types of hearing loss, from mild to severe.

Top Signs of Hearing Loss

by Mike Blount

Hearing loss may not be obvious to you at first, but here are a few signs to help you determine if you need to have your hearing evaluated by a professional:

You have trouble hearing your alarm clock or microwave beeping.

Your hearing causes you to feel embarrassed when you meet new people.

You have difficulty hearing your friends or family when there is background noise, such as at a busy restaurant or farmers market.

Your hearing causes problems communicating with coworkers and clients in a professional environment.

Group conversations are difficult for you to participate in.

You think others are mumbling when they talk.

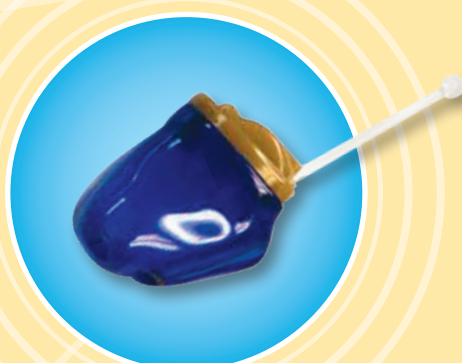
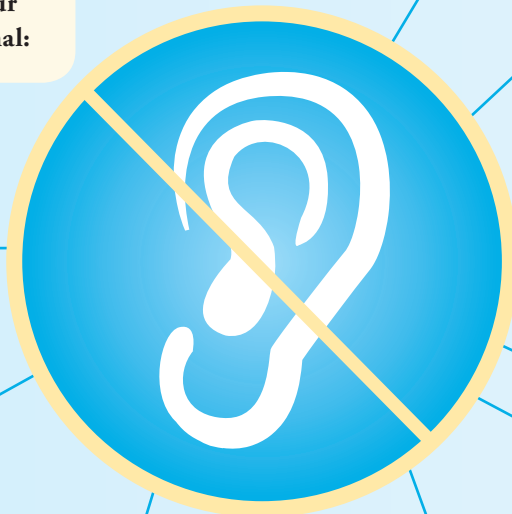
You have difficulty hearing the TV or radio and have been gradually turning up the volume on both.

You are starting to isolate yourself socially because you want to avoid conversation.

You ask people to repeat themselves often.

You become frustrated talking to people.

You often pretend to understand what others are saying.



In-the-ear

In-the-ear hearing aids come in two styles — one that fills most of the bowl-shaped area of the ear, and a smaller model that is completely hidden in the lower part of the ear canal, called a completely-in-canal (CIC) model.

Both models insert into the ear with ease and feature volume control. The CIC is less visible, while the larger in-the-ear model has long-lasting batteries and directional microphones for focusing on speech.

TECHNOLOGY — HOW THEY WORK ON THE INSIDE

Once you've decided on a model, a hearing aid dispenser will help you identify the technology level best suited to you.



Hearing aids with basic technology will reduce some background noise and will help you focus on a single speaker who is directly in front of you.



Advanced technology in hearing aids allows for focusing on multiple sources of speech, while reducing sources of noise.



Hearing aids with premium technology offer a more natural hearing experience, allowing the hearing-aid user to focus on multiple points of speech coming from various directions.



Denai Rubio says her husband, Tony, and daughters Catalina and Aida are thrilled that she got the hearing aids she needed.
PHOTO BY PAULA SCHULTZ

Finally Hearing What Matters

HEARING AIDS
CONNECT MOM
TO THE SOUNDS
SHE LOVES

by Brittany Wesely

“[Hearing aids] are an investment in my quality of life and the quality of life for the people around me. I really can’t put a price on that.”

Denai Rubio

Before Denai Rubio, 32, got her first pair of hearing aids, her hearing loss upset every aspect of her daily life. Working in the hospitality industry, Rubio was often in large rooms with loud music and crowds of people, which made it difficult for her to hear. In her previous job as a waitress, Rubio says she often had to ask people to repeat their requests. At times she even had to ask other waitresses to help figure out what customers were asking.

“People don’t like to repeat themselves,” Rubio says. “They think it’s a lack of attention, but I just couldn’t hear them at all.”

Rubio is now able to look back and see how her hearing loss impacted her, but at the time she didn’t realize she had a problem.

“In all honesty, it didn’t affect my life as much as it did the lives of the people around me,” Rubio says.

Rubio’s two young daughters, now ages 3 and 6, were used to repeating themselves. “They knew they needed to stand in front of me if they wanted me to hear them,” Rubio says.

After years of struggling to be heard, Rubio’s husband begged her to seek help. And she did. Rubio visited a nearby hearing aid center a number of times over the next three years, but never actually got hearing aids because the dispenser at that center only suggested the most expensive models.

When Rubio visited Chico Hearing Aid Center, she finally felt like she had options. The hearing aid dispenser at Chico Hearing Aid Center took note of Rubio’s ideal price range and gave her a variety of choices that suited her budget and lifestyle.

“I got to try out the hearing aids before I ever pulled the trigger. That’s what really sealed the deal for me,” Rubio says. “I didn’t know how bad my hearing was until I actually stuck a hearing aid in my ear.”

Rubio took home many different models that she was able to test out for six weeks before making a decision. Being so young, Rubio wanted a pair that could grow with her, but that wouldn’t be easy to see. She decided on the Unitron Moxi behind-the-ear models, and she says she loves them.

“They are very hidden and don’t affect me when I want to dress up. At this point, they’re an extension of

me,” Rubio says. “But they’ve made such a difference in my life, I honestly couldn’t care what they look like.”

Having hearing aids has made a big difference in Rubio’s professional and personal life. She says she is now able to understand what people say the first time they speak.

“If I didn’t have the experience that I had at Chico Hearing Aid Center, I would not have bought hearing aids,” Rubio says. “Don’t get me wrong; they’re an investment. But they are an investment in my quality of life and the quality of life for the people around me. I really can’t put a price on that.”

BETTER HEARING COSTS LESS THAN YOU THINK

Purchasing hearing aids is a long-term investment in your overall health. Chico Hearing Aid Center offers a variety of payment and financing options that make life-changing hearing aids easy to attain.

- Chico Hearing Aid Center accepts all major credit cards, CareCredit and Wells Fargo Health Advantage.
- Some insurance companies will help cover the costs of hearing aids.
- Short-term, in-house financing is available. After making your initial deposit, Chico Hearing Aid Center lets you divide your balance into three easy, monthly payments.



To find out more about payment and financing options, call Chico Hearing Aid Center at 888-407-1103.

Frequently Asked Questions

• • • • • Q & A WITH DEANNA MCCOY, OWNER OF CHICO HEARING AID CENTER • • • by Mike Blount

Can hearing aids restore hearing to normal, just like an eyeglass prescription can restore vision to 20/20?

No. Hearing is based on perception, and hearing aids are adjusted to amplify certain sounds to give you the best hearing based on your perception. When we program a hearing aid, we are using our expertise to give you the best hearing that your brain can tolerate.

If I only have trouble hearing certain sounds, do I still need a hearing aid?

The most common area of hearing loss is high frequencies. If left untreated, you could have a harder time with word recognition. Consonant sounds, in particular, become harder to make out when you have high-frequency hearing loss.

What's wrong with buying a hearing aid online?

First and foremost, buying online doesn't allow you to get tests to see if there's a medical reason for your hearing loss. There are also different prescriptions for different kinds of hearing loss. Because there are different hearing aids for specific needs, buying them online cannot match your specific needs. They also cannot be adjusted to be more comfortable to you.

Will hearing aids damage your hearing over time?

Absolutely not. Hearing aids only bring back sounds your ears are missing to a level that is more normal. By design, they have a limiter that will keep loud sounds at comfortable levels and below any level that will damage your hearing.

Are hearing aids necessary for a milder hearing loss?

Untreated hearing loss — even if it is mild — can be detrimental. When the brain forgets certain sounds, they can become garbled to you. That can lead to diminished word recognition. You might try to avoid conversation or interaction with people because you can't understand them. You also may increase the risk of Alzheimer's disease and dementia because parts of your brain are not as active.

When do I need to get a hearing aid?

When you, or others around you, notice you're not hearing as you should be. People of all ages can have hearing loss. Noise-induced hearing loss is becoming more prevalent in teenagers. There are studies that estimate 15 percent of teens have noise-induced hearing loss. That loss can come from blasting music through a set of earbuds or attending a loud concert. We live in a noisy world. Even the sound of a vacuum cleaner or lawn mower can cause hearing loss. If you have hereditary hearing loss, that can start as early as age 30.

Can I just wear one hearing aid instead of two?

You actually have four times better hearing with two ears instead of one. Ears work together, so the best way to filter out background noise is to use both. When you only use one hearing aid, hearing becomes worse in the ear that isn't aided. Eventually, you could get to a point when a hearing aid wouldn't be able to help your unaided ear because the sounds wouldn't be recognized anymore.

Are the invisible hearing aid models the best ones to purchase?

Not necessarily. They come in all shapes and sizes. You need to go with the model that works best for you. Sometimes, that will be something more visible. If you need more power and flexibility in the amplification, you may need to go with something a little more visible.

Are hearing aids comfortable to wear?

Most hearing aid models you will forget are in your ear after five minutes. They are designed to be comfortable, no matter the model.

"When we program a hearing aid, we are trying to give you the best hearing that your brain can tolerate."

Deanna McCoy
Owner of Chico Hearing
Aid Center

PHOTO BY
PAULA SCHULTZ





READY TO HEAR BETTER?

CHICO HEARING AID CENTER CAN HELP

When you can't hear what's going on around you, every aspect of your life can be negatively affected — your relationships, your work and your overall happiness. It's never easy to admit you need help. But why miss out on hearing your favorite sounds when a solution is available?

If you or a loved one is ready to take the first step, call Chico Hearing Aid Center today to schedule your hearing assessment and reconnect to the sounds you love to hear.

Chico Hearing Aid Center

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888-407-1103
www.ChicoHearingAidCenter.com

THE CARE YOU DESERVE:

Chico Hearing Aid Center is dedicated to providing you with high-quality service and the latest technological innovations in hearing health. There you'll be paired with customized solutions to fit your needs, and outstanding support thereafter. Some of the services provided by Chico Hearing Aid Center include:

- Free hearing aid evaluations and video otoscopy
- Personalized hearing aid fittings
- Routine hearing evaluations and hearing aid adjustments
- Regular cleanings and maintenance
- Pediatric services
- Minor in-house repairs for most hearing aids and factory repairs as needed
- Custom earmold impressions for hearing protectors
- In-house financing options
- Free, monthly seminars to teach hearing-aid users how to get the most out of their hearing aids

EXAM 101

Here's what you can expect at your hearing evaluation:*

1

A hearing aid dispenser will discuss your lifestyle and medical history in order to gain some insight on the causes of hearing loss.

2

The hearing aid dispenser will conduct video otoscopy — a quick and painless examination of your ear canals and eardrums with a special light called an otoscope.

3

Your levels of hearing will then be measured with two different exams that are done in a sound-treated test booth. In the tone test, a series of tones in different pitches will be played through ear inserts that you'll wear. You will be asked to respond to the signals by pushing a button.

4

For the speech test, you will be asked to repeat the words that you hear.

5

After the tests, the hearing aid dispenser will discuss the results with you and make recommendations for treatment, if necessary.

6

The hearing aid dispenser will help you decide which hearing aid best suits your hearing loss and lifestyle.

Call Chico Hearing Aid Center today to book your **FREE hearing evaluation!**