



# THE BETTER HEARING GUIDE

What you need to know about hearing, related health conditions, and solutions to empower you to live life to the fullest with improved hearing.

Sound of the **New Age**

[HearUSA.com](https://www.hearusa.com)

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# Why hearing health matters more than ever

Hearing is more than just sound — it's how we connect, share stories, laugh with loved ones, and stay present in everyday moments. But when your hearing isn't as sharp as it once was, it can quietly chip away at your confidence, independence, and relationships. Conversations become harder to follow, social events feel more draining, and it's easy to start withdrawing without even realizing it.

The truth is that hearing loss doesn't just affect your ears. In fact, it affects how you show up in the world. That's why protecting and supporting your hearing health is more important than ever.

Many people come to us because their hearing is changing and they're missing moments in their life. It may be family or social situations, work or volunteering, or a medical reason that's prompting

them to see a hearing care professional.

It's important to treat hearing loss as soon as you notice it, because over time, untreated hearing loss has been linked to other issues and health concerns, such as isolation, depression, and even cognitive decline, just to name a few.<sup>1</sup> The good news is protecting and supporting your hearing can improve your mood, boost your mental sharpness, and help you stay active and engaged.<sup>2</sup> Hearing well isn't just about sound — it's about staying fully connected to life and the people around you.

When you care for your hearing health, it is possible to hear well for life. We're here to answer your questions and give you the information needed to make your hearing health a priority.



## The benefits of better hearing:

- Social and mental wellbeing
- Connection with others
- Keeping your brain healthy
- Reducing your chances of dementia and Alzheimer's disease<sup>3</sup>
- Success at work
- Enjoying the activities that you love
- Personal safety

***Do you feel like your hearing is changing?  
Are you concerned about a friend or loved one?***

**||** Hearing well is extremely vital to your overall well-being. But it goes beyond just 'better hearing.'

It's about staying connected and engaged in daily life to the people and things you love. **||**

***~ Audiologist Stephanie Jaffe, Au.D.***

1. American Academy of Audiology. (n.d.). Untreated Hearing Loss Linked to Depression, Social Isolation in Seniors. Retrieved from <https://www.audiology.org/practice-guideline/untreated-hearing-loss-linked-to-depression-social-isolation-in-seniors/>  
2. Mimita Kara Health. (n.d.). The Impact of Hearing Aids on Cognitive Function and Mental Health. Retrieved from <https://mimitakarahealth.com/blogs/hearing-well-being/impact-hearing-aids-cognitive-health>  
3. Johns Hopkins Bloomberg School of Public Health. (2023, July 21). Hearing Aids May Slow Dementia Onset. Retrieved from <https://publichealth.jhu.edu/2023/hearing-aids-may-slow-dementia-onset/>

# Is your hearing changing?

Hearing changes over time for a variety of reasons. The change is almost always gradual, usually occurring over a period of years. Often those closest to the person with untreated hearing loss will notice it first.

## Hearing can change for many reasons:

- Genetics
- Inner/middle ear diseases
- Head trauma
- Too loud or prolonged noise exposure
- Medications that are toxic to the ear (ototoxic)
- Ear infections
- Buildup of earwax



**Because hearing changes gradually, it takes an average of 7 years for a person to acknowledge hearing loss is affecting their ability to communicate.<sup>4</sup>**

## 5 signs that your hearing may be changing:

1. It sounds like others are mumbling
2. It's hard to hear children's voices
3. Asking other people to repeat themselves
4. Difficulty following a conversation
5. It's hard to hold a conversation with competing background noise



**Everyone's hearing changes. Paying attention to your hearing health is important to maintaining quality of life and connection to the people and sounds around you.**

4. Hearing Centers of America. (2025, June 5). Acknowledging Hearing Loss: Why Taking Action Matters. Retrieved from <https://myhearingcenters.com/blog/acknowledging-hearing-loss-why-taking-action-matters/> My Hearing Centers

# Types of hearing loss

**Most types of hearing loss develop slowly over time, making it easy to miss the early signs. Some common signs are asking people to repeat themselves, turning up the TV volume when others can hear it just fine, or thinking everyone is mumbling.**

At first, you may dismiss the signs since you can manage OK in quiet, one-on-one conversations. But as hearing loss progresses, everyday situations become more challenging, such as participating in discussions during family dinners, keeping up in team meetings, or watching TV when others are in the room. Background noise, overlapping voices, and poor acoustics can all

make it harder to catch what's being said.

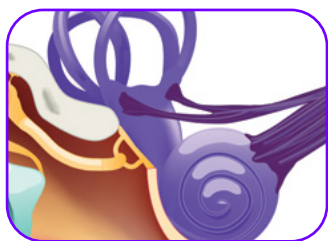
To cope and "get by," you may unconsciously start relying on lip-reading, continue to ask people repeat themselves, or even step back from conversations altogether. Over time, this constant effort can lead to fatigue, frustration, social withdrawal and ultimately other health issues<sup>5</sup> — reasons why it's so important to recognize and address hearing changes early.

Because hearing loss can show up in different ways and affect people differently, it's helpful to understand the main types of hearing loss and how each one can impact your daily life.

## There are three types of hearing loss:

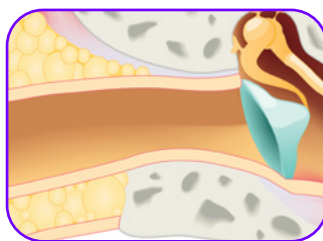
### 1 Sensorineural

- The most common type of hearing loss
- Damage to the hair cells in the inner ear
- Can be helped by hearing aids



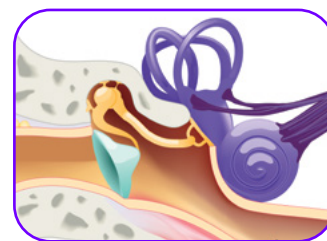
### 2 Conductive

- Sound is blocked from moving through the ear
- Some types can be treated with hearing aids; other types require surgery



### 3 Mixed

- An issue in the outer or middle ear and the inner ear
- A combination of treatments may be required



***Make an appointment if you have never had a hearing test or it has been more than 2 years since your last test.***

**||** I would 100% recommend HearUSA to anybody who is serious about their hearing health or has concerns about their hearing health. My experience here was nothing but fantastic, everybody from the front desk receptionist all the way through to my audiologist was friendly, they were courteous, so I would 100% recommend HearUSA. **||**

*~ Kevin English, client*

5. Johns Hopkins Medicine. (2025, August 28). The Hidden Risks of Hearing Loss. Retrieved from <https://www.hopkinsmedicine.org/health/wellness-and-prevention/the-hidden-risks-of-hearing-loss>

# Hearing loss and your overall health

Hearing loss can appear along with other health conditions. And while other health conditions may not cause hearing loss, studies have shown that symptoms such as reduced blood flow or medications used to treat primary diseases can negatively impact the auditory system.<sup>6</sup>

Here are the most common comorbid (occurring at the same time) conditions:



## Diabetes

High blood sugar associated with prediabetes, type 1 and type 2 diabetes may damage nerves and blood vessels in the ears. People with diabetes are twice as likely to have hearing loss.<sup>11</sup>



## Depression

Hearing loss may worsen depression by making it harder to communicate with friends, family or at work, cause anxiety in social situations, and create feelings of isolation from others.<sup>10</sup>



## Arthritis

Arthritis can damage the cochlea, small bones, joints, and cartilage of the inner ear. Long-term use of the drugs used to treat arthritis can also cause hearing loss.<sup>7</sup>



## Dementia

Older adults with hearing loss appear more likely to develop dementia and Alzheimer's disease. For every 10 decibels of hearing loss, the risk of developing dementia increases by 20%<sup>3</sup>



## Cardiovascular Disease

If circulation is poor or blood flow is restricted, the inner ear can be damaged because it is sensitive to changes in blood pressure.<sup>8</sup>



## Balance Problems

Although people with hearing loss don't always have balance problems, two health conditions – Meniere's disease and labyrinthitis – can affect balance and cause hearing loss.<sup>9</sup>

**// The state of hearing care has advanced dramatically through consistent improvements in hearing aid technologies and increased knowledge of the progressive nature of hearing loss and its relation to both depression and cognitive impairment.**

**~ HearUSA Audiologist Dan Troast, Au.D.**

**//**

6. Affordable Audiology. (2024, February 15). The Link Between Hearing and Cardiovascular Health. Retrieved from <https://affordableaudiology.com/the-link-between-hearing-and-cardiovascular-health/affordableaudiology.com>

7. Arthritis Foundation. (n.d.). Arthritis and Hearing Loss. Retrieved from <https://www.arthritis.org/health-wellness/about-arthritis/related-conditions/other-diseases/arthritis-and-hearing-loss>

8. Affordable Audiology. (2024, February 15). The Link Between Hearing and Cardiovascular Health. Retrieved from <https://affordableaudiology.com/the-link-between-hearing-and-cardiovascular-health/affordableaudiology.com>

9. Southern California Ear, Nose & Throat Medical Group. (2021, December 16). The Connection Between Balance And Hearing Loss. Retrieved from <https://www.soclearnosethroat.com/posts/ear/the-connection-between-balance-and-hearing-loss/>

10. Wei, Z., Li, J., & Gui, S. (2024). Association of Hearing Loss and Risk of Depression: A Systematic Review and Meta-Analysis. *Frontiers in Public Health*, 11, 1281689. <https://doi.org/10.3389/fpubh.2023.1281689>

11. Centers for Disease Control and Prevention. (2025, August 28). Promoting Ear Health | Diabetes. Retrieved from <https://www.cdc.gov/diabetes/hcp/clinical-guidance/how-to-promote-ear-health-for-people-with-diabetes.html>

# Tinnitus: causes, relief options & the latest research

Tinnitus (pronounced ti-NIGHT-us) is when a noise is heard, but there is no external source for that sound. If your ears have been ringing for hours after spending time in loud noise, such as a music concert, you have experienced tinnitus.

For most people, tinnitus is temporary and is not serious. However, for about 2 million Americans, tinnitus is a chronic condition that can negatively impact quality of life.

## What can cause tinnitus?<sup>12</sup>

- Exposure to noise
- Head or neck injury
- Medication that is toxic to the ear (ototoxic)
- Ear infection
- Hearing loss

## Who is at risk for tinnitus?

- Men more than women
- Adults, with a peak in the 60-69 age group
- Caucasians more than other ethnic groups
- People who work in loud jobs
- People with hobbies involving sound e.g., musicians, hunters, and motorsport enthusiasts

## Can tinnitus be treated?<sup>13</sup>

Yes. There are options available to ease tinnitus symptoms. Though there is no cure, hearing aids can provide significant relief.



## Did you know?

Tinnitus includes more than 50 sounds such as ringing, hissing, roaring and buzzing. Sounds can vary in volume, be heard in one or both ears and can be steady or appear at intervals.

12. National Institute on Deafness and Other Communication Disorders (NIDCD). (n.d.). Tinnitus. Retrieved August 28, 2025, from <https://www.nidcd.nih.gov/health/tinnitus>

13. American Tinnitus Association. (n.d.). Hearing Aids / Masking Devices. Retrieved August 28, 2025, from <https://www.ata.org/about-tinnitus/therapy-and-treatment-options/hearing-aids-masked-devices/>

# What are hearing aids?

If you're not sure how hearing aids work, or if they really make a difference, you're not alone. Many people with hearing loss often feel hesitant at first and aren't sure what to expect. However, once they get used to wearing hearing aids and experience the benefits, they usually wish they'd have acted sooner.

So, what are hearing aids exactly? They're small electronic devices worn in or behind your ears that help make sound easier to hear. A tiny microphone inside the device picks up sound, an amplifier boosts it, and a speaker delivers it to your ear. Sounds simple, right? But there's actually an incredible amount of technology packed into hearing aids today, making them smaller and smarter than ever before.

Keep in mind that hearing aids aren't the same thing as hearing amplifiers — they don't just make sound louder. Hearing aids come equipped with modern technology that can filter out background noise,

boost speech clarity, and help you hear as naturally as possible thanks to smart features that adjust automatically to different environments.

Today's devices are also very sleek, comfortable, nearly invisible to those around you, and can be customized to your needs and lifestyle.

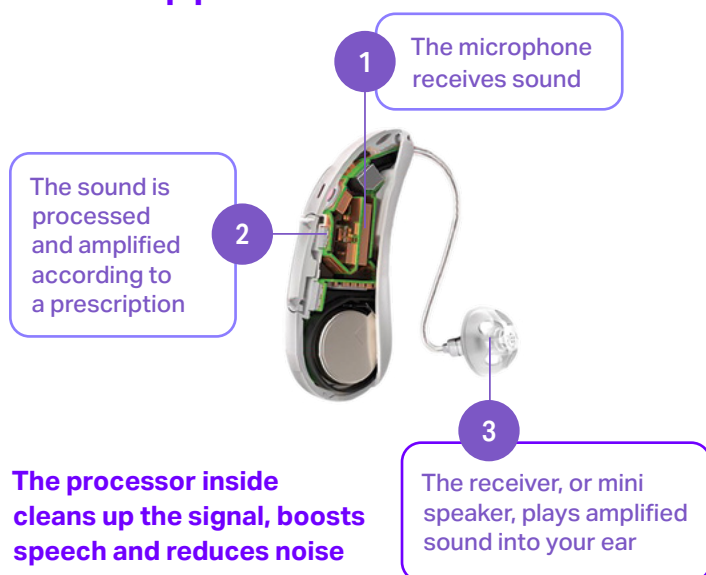
But the benefits go beyond technology. Hearing aids can help you actively participate in conversations, enjoy the sounds of nature, keep up at work, and fully engage in the hobbies and moments you love. They're small devices that can make a big impact on your day-to-day life.

## Did you know?

You can choose rechargeable hearing aids instead of changing batteries. Just place the hearing aids in their charging station and they will power up overnight. Quick charge options are available too!



## The 3-step process



## All hearing aids work using the same components:

- A powerful computer chip
- A microphone
- An amplifier
- A battery – either disposable or rechargeable

Your Hearing Care Professional will program the hearing aids for your hearing level and listening preferences.

Modern hearing aids are smaller, smarter, and more comfortable than ever before.

## Best hearing aids on the market

When it comes to hearing aids, there's no one-size-fits-all solution. The "best" device for you depends on your hearing loss type, hearing needs, design and comfort preferences, and lifestyle.

First, you'll want to figure out which type of hearing aid you'd feel most comfortable wearing. For example, you may prefer a behind-the-ear (BTE) model, which is sleek, powerful, and great for a wide range of hearing loss. Or you may prefer something that nearly disappears inside your ear that's made for more mild hearing loss, such as an in-the-ear (ITE) or receiver-in-canal (RIC) device.

Each style has its own strengths depending on how much support you need and how you like to wear it. You can read more about the types of hearing aids in the next section.

Keep in mind that choosing the right hearing aid goes beyond the type and style. You'll also want to consider the features that will enhance your life. Some popular features include:

- Crystal-clear speech and sound quality
- Rechargeable batteries
- Bluetooth connectivity for audio streaming and hands-free calling
- Smartphone compatibility
- Automatic scene detection and sound adjustments



There are many hearing aids on the market today that can check most or all these boxes. Some of the most trusted and innovative hearing aids available now include the Signia Pure Charge & GO BCT IX, Widex Allure, and Signia Sirion Connect. These models are known for their advanced technology, reliability, and user-friendly design.

Ultimately, the best way to find the right hearing aid is to consult with a hearing care professional who can take the stress out of finding the right hearing aid. They can guide you toward the right personalized solution for your daily life and hearing needs.

**“ Without HearUSA, I would not be able to live my life as fully as I have been ”**  
*~ Tamra Dale, client*

# The latest in hearing aid technology

## Rechargeable convenience

If tiny batteries aren't for you, you'll be happy to know that many of today's hearing aids come with built-in rechargeable batteries that power a full day of use on a single charge. It's a more convenient and eco-friendly option that fits seamlessly into your daily routine. Charge them overnight to stay on the go all day.



## Bluetooth connectivity

Modern hearing aids often include Bluetooth® technology, allowing you to stream phone calls, music, podcasts, and even TV audio directly to your ears. This turns your hearing aids into wireless headphones and helps you stay effortlessly connected to your devices and the world around you.



## AI-Powered performance

Some of the advanced hearing aids now use artificial intelligence (AI) to automatically adjust to your environment. Whether you're in a crowded restaurant or taking a walk in the woods, they can fine-tune sound settings in real time automatically, enhancing speech clarity and reducing background noise without you lifting a finger. Some devices even use AI for fall detection and tracking physical activity and cognitive health.



# Hearing aid styles

There are 5 main styles of hearing aids. What's right for you will depend on your hearing level, lifestyle, personal preferences, comfort, the shape of your ear, and other considerations such as dexterity.



## COMPLETELY-IN-THE-CANAL (CIC)

Fits discreetly inside ear canal.  
For mild to moderate hearing loss.



## IN-THE-CANAL (ITC)

Slightly larger than CIC; may include phone connectivity and rechargeability options.  
For mild to severe hearing loss.



## IN-THE-EAR (ITE)

Fits in outer ear. May feature telecoil to enhance sound and multiple listening programs. Easily handled.  
For mild to severe hearing loss.



## RECEIVER-IN-THE-CANAL (RIC)

Speaker sits in ear canal and connects to hearing aid on the back of the ear by a thin wire. Most customizable and natural-sounding device for most types of loss.



## BEHIND-THE-EAR (BTE)

Fits behind ear; is attached to a slim wire or a custom earmold. Comes in a variety of sizes/ colors. For mild to profound hearing loss.



Example of BTE

**//** The right hearing aid can help people get back to the life they've always known and enjoyed. While it's important to get as much technology as you can afford, any hearing aid is better than no hearing aid when it comes to protecting hearing and overall health for the long term. **//**

*~ Licensed Hearing Aid Specialist AJ Surette*

# How does a Hearing Care Professional recommend hearing aids for you?

When you meet, the Hearing Care Professional will review your hearing history and discuss your hearing concerns along with any other ear-related symptoms.. Talking about your lifestyle and work will also uncover factors that could impact your hearing such as exposure to noise.

Your answers and the results of your hearing test will provide your Hearing Care Professional with the information needed to recommend a solution that best meets your needs.



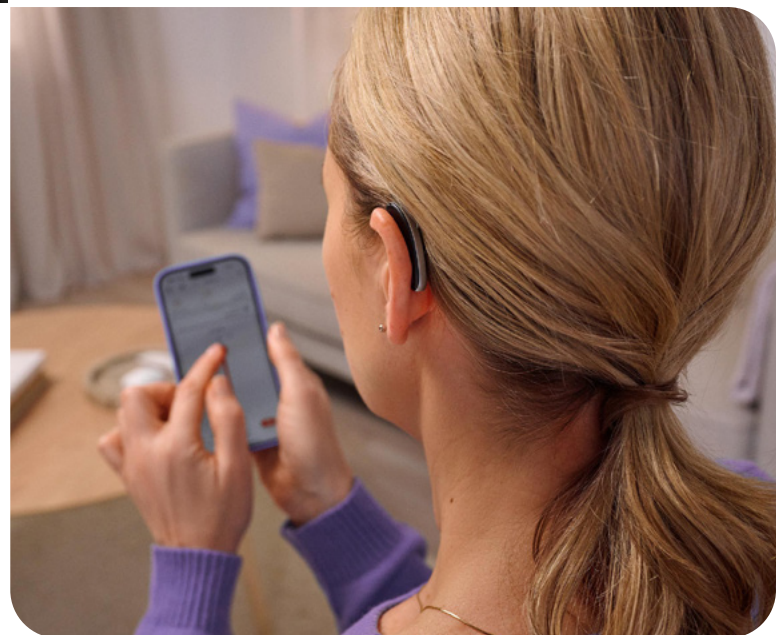
## Your Hearing Care Professional will take into account:

- Level of hearing
- Lifestyle
- Other health conditions
- Technology preferences
- Style
- Budget

## Did you know?

Many hearing aids are Bluetooth® compatible. This means the hearing aids connect wirelessly to a laptop, smartphone, tablet, or music player. The sound from the device plays in your ears, directly through the hearing aids!

With more than 250 makes and styles of hearing aids, HearUSA will have the right customized solution for you.



## How much do hearing aids cost?

Hearing aids typically cost between \$1,000 and \$7,000 per pair, depending on the technology, features, and whether they are prescription or over-the-counter. The hearing aids that are right for you will depend on your hearing level, lifestyle, and budget.



### There are 4 technology levels:

basic, standard, advanced, and premium.

More advanced technology has more features and performs better in more complex sound environments. Your Hearing Care Professional will provide you with a recommendation for the technology that's best for your individual needs.

### Make sure you also consider value.

You should also ask questions about the value and support that comes with the hearing aids.

- How well are the staff trained?
- How modern is the technology?
- Can you test the hearing aids?
- Is there a satisfaction guarantee?
- Can you get a same-day fit?



**Maximize the Benefits.**  
Your insurance. Our experts.

**Does my insurance cover hearing aids?  
HearUSA accepts most insurances.**

We contract with third-party payers (insurance companies, etc.) benefit sponsors, employer groups, managed care programs, health plans and unions to provide hearing care benefits to its members and/or employees.

# Check your hearing

**FIND OUT HOW WELL YOU ARE HEARING.**

## Do you think you have hearing loss?

Check your hearing in less than 5 minutes!



*By proceeding, you agree to the terms of our [Privacy Statement](#).*

**[CLICK HERE TO TAKE YOUR  
ONLINE HEARING SCREENING](#)**

Call HearUSA toll-free at **(855) 201-5691**  
or visit [HearUSA.com](#) to schedule  
your Complimentary Hearing Screening.\*

We offer appointments at your convenient local hearing center  
or via Telehealth Hearing Care.

\* Conditions may apply.

# What to expect at your hearing screening

If you've never had a hearing screening before, it's normal to feel a little nervous. The good news is that it's a simple, painless process designed to give you a clear understanding of your hearing health. It's a great first step toward taking charge of your hearing and life.



## YOU CAN EXPECT:

### 1. A friendly conversation.

Your appointment usually starts with a quick conversation about your hearing health, lifestyle, and any hearing difficulties you've noticed. This helps the hearing care professional understand your concerns and tailor the appointment to your needs. Sometimes it helps to bring a friend or family member with you so they can take notes and provide support.



### 2. A physical ear check

The provider will take a look inside your ears using a small lighted tool called an otoscope. This step checks for any blockages, wax buildup, or other issues that might affect your hearing.



### 3. The hearing screening

You'll wear a pair of headphones and sit in a quiet room or sound booth. The hearing screening uses the latest diagnostic tests and involves listening to a series of tones at different pitches and volumes. You'll press a button each time you hear a sound. You may also be asked to repeat words or phrases to check how well you understand speech.



### 4. Your results and recommendations.

Once the screening is complete, the provider will go over your results. If hearing loss is detected, you'll discuss the next steps — which can range from monitoring your hearing, exploring hearing aid options, and/or learning how to protect your hearing long term.

## Take action today

Your journey to better hearing starts with HearUSA — and it's easier than you think. Here are two ways to book your no-cost hearing screening:

1. Visit [hearusa.com](https://www.hearusa.com) for fast booking online.
2. Call 855-201-5691 to book an appointment near you at one of 350+ hearing care centers nationwide.



When you choose HearUSA, you get more than just a hearing screening. You gain access to these exclusive benefits:

- Personalized guidance and hearing solutions.
- A 60-day risk-free trial. (terms apply)
- Ongoing support from licensed experts.
- **Price Match Guarantee:** HearUSA carries top-tier prescription from leading brands, so we feel confident you can find the right fit for your hearing needs, lifestyle, and budget. But if you find one of our hearing aids at a lower price through another company, we'll match it.\*\*
- **Loyalty Program Membership:** You'll also be enrolled in our Loyalty Program if you purchase a prescription hearing aid and sign up for the HearUSA email newsletter. Some of the benefits may include special discounts on accessories, financing options, a 3-year comprehensive total care service package, special promotional offers and discounted rates on repurchases, and more.

Don't wait - take control and take the first step toward reconnecting with the world around you. Visit [HearUSA.com](https://www.hearusa.com) or call us to schedule your complimentary hearing screening today.

\*\*The price match guarantee can be applied on purchases of HearUSA affiliated branded (Signia, Widex and Rexton) products of comparable level of technology. Only for prescription hearing aid devices. Excludes over-the-counter (OTC), personal sound amplifiers (PSAPs) and used/refurbished hearing aids. Price match guarantee cannot be combined with insurance or any government health care program, including (but not limited to) Medicare, Medicaid or Tricare; and cannot be combined with other offers or items already on sale (e.g. buy one get one offers). Does not apply to any financing offers, coupon offers, online, special group or membership pricing patient received at competitor.

# Hearing resources & support

## How do I know if I need hearing aids?

If you're struggling to keep up with conversations, often ask people to repeat themselves or misunderstand what is being said, constantly turn up the TV volume, or find yourself avoiding certain activities and environments, especially noisy settings, it might be time for a hearing test. A HearUSA hearing care professional can evaluate your hearing and help determine if hearing aids are right for you.

## Are hearing aids covered by insurance?

Coverage varies by state and health plan. Some private insurance plans and Medicare Advantage programs offer partial or full coverage for hearing aids, but traditional Medicare generally does not. Check with your health plan or contact HearUSA for help understanding your benefits. We can do the work for you.

## How long do hearing aids last?

With proper care, hearing aids can last anywhere from 3 to 7 years. The lifespan can vary depending on the type, model, usage, and how well they're maintained. Some people choose to upgrade earlier to take advantage of new technology that becomes available.

## Can hearing aids help with tinnitus?

Some hearing aids include tinnitus management features, such as sound therapy or masking tones, that can help reduce the perception of ringing or buzzing in the ears. A specialist can help you find a solution tailored to your symptoms.

## What is the difference between OTC and prescription hearing aids?

- Over-the-counter (OTC) hearing aids are designed for adults with mild to moderate hearing loss and can be purchased without a hearing exam or prescription.
- Prescription hearing aids require a professional hearing evaluation and are fitted by a hearing care professional. They can be customized to you and are often equipped with more technology features for more complex hearing needs.

## Will my hearing get worse if I don't use hearing aids?

Untreated hearing loss will continue to get worse as time goes on. It can lead to additional health issues, too, including depression and cognitive decline, as the brain is what makes sense of sound. Using hearing aids can help keep you more active and engaged and your brain processing sound properly as you age.

## Do hearing aids require maintenance?

Hearing aids need regular care to keep them operating at their best. Regular cleaning, battery changes (or charging for rechargeable models), and occasional check-ups help keep your hearing aids in top shape. Many hearing centers offer maintenance plans or in-office cleanings to make this even easier.

## Additional resources



[HearUSA Support - Hearing Aids](#)

[HearUSA Support - Hearing Aid Accessories](#)

[Support for First Time Hearing Aid Users](#)

[HearUSA Blog](#)

[Hearing Loss Association of America \(HLAA\)](#)

[National Institute on Deafness and Other Communication Disorders \(NIDCD\)](#)

[American Speech-Language-Hearing Association \(ASHA\)](#)

[Better Hearing Institute](#)

**Call today (855) 201-5691**

**HearUSA.com**



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