



## **Which Hearing Aid is Right for Me?**

When it comes to hearing aids, there are a number of different styles and designs to choose from today. While that may provide convenience for a wider audience of users in some cases, it can also make it difficult to narrow down the options and find what is best for your needs. The latest and greatest technology includes a wide selection of digital hearing aids with a variety of improved features, opening the market back up to those who might not have found success with analog hearing devices. At Harbor Audiology, we're here to help you find the best solutions for your hearing needs.

## 3 Main Benefits of Hearing Aids



Aside from the obvious benefit that hearing aids make it possible for you to enjoy hearing the world around you once again, there are a number of different benefits to be had. Specifically, with newer technology, digital hearing aids can provide a variety of perks and improvements over traditional styles. Here are some of the biggest benefits to keep in mind.

### **#1 Completely Customized Hearing Solutions**

Our audiologists can use signal generators to test loudness thresholds and growth unique to each individual and their hearing loss, helping you get a much more effective hearing aid. Plus, this testing solution is much faster and more efficient than older methods, with a better result in the end.

### **#2 Feedback and Noise Reduction**

For decades, the single biggest complaint of hearing aid users was feedback. The analog technology wasn't effective at dealing with feedback, no matter how hard different companies tried. Today, digital hearing aids can reduce feedback easily and there are even some models that will adjust for feedback automatically during wear.

Noise reduction is used in digital hearing aid technology to improve speech recognition by eliminating or reducing annoying white noise and sounds, and is best for noises that remain at a constant level. Noise reduction is often suggested for those who choose a model with

directional microphones, as these don't work well for surrounding noises for most wearers.

### **#3 Digital Speech Enhancement**

Digital technology in speech enhancement is still relatively new, but it is coming along in terms of assisting with increasing the intensity of speech so that wearers can better hear the enunciation of words. There is yet little research proving the effectiveness of this technology, but wearers report improved hearing regularly.

## **Hearing Aid Styles**

There are a variety of different styles of hearing aids that offer a different fit or level of comfort, while others may have different features or perks for your specific type of hearing loss. Ultimately, it's about finding what best suits your needs. Here are the most common styles of hearing aids available.



### **Behind-the-Ear (BTE)**

This is a common style of hearing aid that has a larger, curved case that rests behind the ear, and can be used for various levels of hearing loss.

- Rests behind the ear
- Most common hearing aid
- Ideal for moderate to severe hearing loss



## **Receiver in Canal (RIC)**

These hearing aids include a case that sits behind the ear and an earpiece that sits in the canal, with a wire that transmits sound from the hearing aid into the ear canal. These are comfortable, but typically only used for mild to moderate hearing loss.

- Receiver rests inside the ear canal
- Smaller than BTEs
- Ideal for mild to moderate hearing loss



## **In-the-Ear (ITE)**

These aids are a premium style, as they are custom-designed to the exact fit of the outer ear of the wearer. Because of their design, they are powerful enough to help even the most severe cases of hearing loss.

- Custom made based on mold of the ear
- Biggest of the custom fit styles
- Ideal for mild to severe hearing loss



### **In-the-Canal (ITC)**

Finally, there are small, custom hearing aids available that can be almost hidden in the ear canal entirely. They are discreet and can be ideal for mild to moderate hearing loss, but they shouldn't be used for children in most cases.

- Custom made based on mold of the ear
- Smaller than ITEs
- Ideal for mild to mildly severe hearing loss



### **Completely-in-Canal (CIC)**

The less visible nature of ITC, or in-the-canal, hearing aids makes them popular among people who want something more discreet. They aren't recommended for children, however.

- Receiver rests inside the ear canal
- Smaller than BTEs
- Ideal for mild to moderate hearing loss



### **Invisible (IIC)**

The less visible nature of ITC, or in-the-canal, hearing aids makes them popular among people who want something more discreet. They aren't recommended for children, however.

- Inserted in the second bend of the ear canal
- Smallest, most discreet hearing aids
- Ideal for mild to moderate hearing loss

## **Top Brands We Carry**



### **Oticon**

Oticon hearing aids are known for their BrainHearing feature, which is revolutionizing the industry. This technology actually supports the natural process that the brain uses to decode sound. A combination of Spatial Sound, Speech Guard E, Free Focus, and YouMatic technology is used to modify signals that are difficult to hear while preserving speech characteristics.



## **Widex**

As the name implies, Widex hearing aids allow you to hear a wide range of sounds, including all the quiet whispers and background noises that you've been missing out on. This brand is designed to provide a balance so that you can hear quieter sounds without the louder noises being overbearing. There are a number of styles available from this brand.



## **Starkey**

Starkey is the leader in its industry in many ways. It is the only privately-held, American-owned and operated hearing aid manufacturer that has a major brand status. The brand also has a foundation that provides assistance to those who are unable to get the hearing assistance they need, and every purchase contributes to that fund. They make a variety of high-tech hearing aids for enhanced sound quality and premium hearing optimization.



## **Unitron**

Unitron designs hearing aids with a focus on the biggest pain points for wearers. Their entire focus is on improving comfort, aesthetics, and function at the same time, which has earned them a number of accolades, including an award for the most ground-breaking design and premium design quality.



## **Phonak**

Phonak has been providing hearing solutions for a number of years. The company offers a balance of innovative designs and premium quality standards in every design that they create, providing a range of solutions for hearing needs of all kinds.



Life sounds brilliant.

## **Signia**

Signia offers a variety of dynamic digital hearing solutions. The brand offers modern, stylish hearing aids for those who want something different, as well as discreet designs that still provide the best in audio quality and connectivity with a natural sound experience.



## **What Customers Are Saying**

As you'll see on our review page, customers are nothing but satisfied with their choice when they choose to work with our experts.

At Harbor Audiology, we are committed to helping everyone get the best hearing solutions, no matter which brand or style they prefer. To get a glimpse of what customers are saying, visit our review page and see for yourself.

To discuss your hearing loss needs and the solutions available from our team of friendly and knowledgeable expert audiologists, [contact us today](#).