

May Is Hearing Awareness Month

Did you know that there are significant risks in ignoring hearing loss? If not, you are not alone. Consequently, May has been nationally devoted to Hearing Health Awareness.

The most common hearing loss is a result of damaged hearing cells. This generally leads to a greater difficulty hearing high frequencies in comparison to low frequencies. When one does not hear all pitches equally, speech becomes unclear, not unheard. Consequently, understanding others is not impossible, but takes more effort and attention, especially when the voice is competing with background noise.

Because hearing loss is generally experienced as a progressive decline in speech intelligibility rather than an overnight onset, it can take years for someone to pursue help for their hearing difficulties but there is compelling evidence for acting sooner rather than later. Over the last decade an abundance of research has been undertaken in the Hearing Health arena. Studies repeatedly reveal how important Hearing Health is to your overall health. Untreated hearing loss has been linked to depression, anxiety, cognitive decline, dementia, Alzheimer's disease, decreased speech processing abilities, increased risk of falls as well as a variety of relationship problems. It has even been linked to work related issues such as reduced earnings, increased workplace absenteeism and lower productivity. Indeed, untreated or improperly treated hearing loss has a significant impact on your quality of life.

The good news is that studies also show that using hearing aids not only improves hearing but also preserves the brain, leading to improvements in emotional and cognitive conditions. And, with today's technology advancements, there are more solutions available than ever! Impressive advancements include titanium shells, rechargeable batteries, wireless capabilities, noise reduction features and speech finding abilities. These improvements have led to record-high client satisfaction ratings and the expectation is that hearing aid capabilities will only continue to improve.

Hearing is surprisingly complex and so are hearing aids. To be successful in overcoming your difficulties, the assessments have to be thorough, the selection of products unlimited and the flexibility maximized. Consequently, finding an Audiologist in an independent clinic is ideal.

Offering just that is Hearing Freedom, a locally owned, grown, and operated clinic. Their grass-roots approach is unfortunately rare in today's market where retail settings, larger clinics and manufacturer owned chains dominate.

The unique and refreshing approach that sets Hearing Freedom

apart from other providers was established over 15 years ago. As a newly graduated Audiologist, Rosanne McNamee, Doctor of Audiology, had many interviews with local hearing companies. At each establishment she was disappointed to find the same thing; the interviews had nothing to do with her knowledge and skills, they rather focused on the number of hearing aid units she was expected to sell and the company's affiliation to a given Manufacturer.

"That was not my idea of proper hearing health care," says McNamee. "I came into this profession to improve my patients' quality of life. I wanted to focus on my patients' needs, not sales. I wanted to be able to consider everything available to them in the market, not just the product lines that provided my employer the biggest profit margins. I wanted to be driven by satisfied customers and by the smiles on their and their loved one's faces." And so she decided to set up her own business, doing it her way and putting patients first.

At Hearing Freedom, the patient is an active part of the decision-making process and there is no predetermined product or plan. Each and every patient's intervention plan is as unique as they are. The experience begins with a thorough assessment which is followed by a detailed needs assessment. Throughout, the patient's opinions and concerns are held paramount. "We devote all the time necessary to ensure our patients' hearing needs are met," explains McNamee, "We offer a 90-day trial period on all hearing aids. This extensive trial gives patients the confidence that they have chosen the right solution for them, their lifestyle and hearing needs."

In addition, there are no Hearing Instrument Practitioners or Hearing Instrument Specialists at Hearing Freedom. Patients are rather seen by the bilingual Audiologists and owner, Rosanne McNamee. With her Doctoral degree in Audiology, she is qualified to service both children and adults, whether they are private pay or third party supported (WCB, VAC, etc).

"Not only is hearing complex, so are today's hearing aids," McNamee explains. "Dealing with the most qualified health care professional, in the most independent setting, is crucial." At Hearing Freedom you can be certain that you have chosen the best place to trust with your hearing needs.

So, if you believe in your right to the best, fullest and most customized service available, make sure you book your appointment with Hearing Freedom. You will not regret your short drive to Manotick.

Parking is free. Home visits optional. Wheelchair friendly.
For more information visit www.hearingfreedom.com.

Top Quality and Integrity
with **No Shortcuts**



HEARING FREEDOM
Clinique de Solutions Auditives



Rosanne McNamee
Doctor of Audiology

Giving you Hearing Freedom!



Call today to book your appointment

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