



WIDEX
HEARING
SPECIALISTS

THE **CONVERSATION** **GUIDE** TO HELP A LOVED ONE HEAR BETTER

TOOLS, TESTS AND TIPS TO TALK
BETTER HEARING

Widex Talk Hearing

A GUIDE FOR YOU, LIVING (TOGETHER) WITH A HEARING LOSS

Living with an unaided hearing loss is basically no fun at all: It's upsetting for you with a hearing loss, but it's also frustrating for you as a relative, whether you are a spouse, daughter, grandchild, friend or colleague – it affects all of you.

Unfortunately, this mean talking about hearing loss is no fun either. This guide includes tools, tips and tests that makes it easier to talk about hearing loss and find a good solution for both of you.

For you as a relative living or being close to someone with a hearing loss you have most probably experienced:

- You have to behave as a translator or a buffer.
- Your loved ones social life declines because going out can be exhausting for both of you.
- You sometimes feel as if you are slowly losing your partner, parent or friend to isolation.

With this guide we wish to make it easier for you both to find a solution before the problem grows bigger than just a simple hearing loss.

TALK
TOGETHER.
TALK TO US.



HONEY, WE NEED TO TALK!

You are not the only one who finds it hard to help someone you care about come to terms with their hearing difficulties. Start by changing the psychology around your conversation:

1. Talk from your heart with compassion and support and make sure to be motivational.
2. Help your loved one discover their hearing loss – they might not fully comprehend the extent of it.
3. Make sure the conversation takes place in a “safe” and quiet place.
4. Don't blame your loved one for their hearing loss. They might not realise how much it affects them and you.
5. Emphasise how it makes you feel when not being heard, not how much it bothers you.
6. Try to avoid nagging – nagging does not help neither you nor your loved one.
7. Don't make fun of your loved one for not hearing everything.
8. Emphasise that you want to keep them joining the dialogue, be included in social events and not lose their company.

TALK TO YOUR DAD ABOUT HIS HEARING LOSS

Many people who have tried talking to a parent about hearing loss have been met with anger and resentment. Why is this the case? Psychotherapist Margrethe Vadmand explains:

Why is your dad reluctant to talk?

“Hearing loss is just another symptom of ageing that threatens to limit our lifestyle as we grow older. It is difficult for your dad to accept that he is no longer the energetic and active person he used to be twenty years ago. Losing your hearing is a big loss.”

“As parents age and become weaker, they need their children in new ways. This may raise difficult dilemmas such as respecting the privacy of your parents versus interfering when necessary”, explains the psychotherapist.

Your role

”However, as the adult daughter you should never have to ‘parent’ your own dad. It is important to address concerns with respect. This means, that you as an adult child should be honest without being condescending or judgmental towards your parent.”

Talk together. Talk to us.

TAKE THE **FIRST TEST** AT HOME



IT IS SIMPLE AND EASY – TRY IT!

Help your loved one with an easy hearing test. Taking the first steps to better hearing often requires a little help from you as a friend or relative. Even though your loved one is aware of the benefits, and know of other people who are really pleased that they finally took action on their hearing loss, they still need a little push towards taking a hearing test.

Here are 3 simple in-home-do-it-yourself tests that actually gives an indication of a hearing loss. A good way for you to get a hint whether there is anything to talk about or not...



1.

No mouth, just words

Test your partner's hearing by covering your mouth while saying words like "nice", "soap", "mess", "chair", "hire", which are some of the trickiest words to hear, when you can't see the mouth.

Ask your partner to repeat the words he/she hears. Are they the same as what you said? If not, this can be an indication of a hearing loss.

2.

The sweet little one

Take a small sugar packet and shake it in front of your ear about 10 cm from your ear. First one ear. Then the other. If it does not sound the same or if you do not hear a sound that could be an indication of a potential hearing loss.

3.

Let the fingers do the talking

Rub your fingers about 10 cm in front of your ears, one ear after the other. Can you hear a difference or do you not hear anything? In this case, it can be an indication of a potential hearing loss.



IT'S **NOT JUST** TALK:

5

LESS KNOWN
FACTS ABOUT
HEARING LOSS.

DID YOU KNOW?

1. Hearing loss can increase the risk of developing dementia by up to five times.
2. The longer you wait to take action on your hearing loss, the longer it takes for your hearing to get back in shape, because your brain unlearns to interpret sounds if you can't hear them.
3. Hearing loss usually hit only certain frequencies. This makes it very hard to notice a hearing loss because you still hear a lot of the sounds but not all of them.
4. Using a hearing aid can slow down the deterioration of hearing.
5. By 2020 more than 25% of 65+ are expected to have a hearing loss that effects quality of life. Hearing deteriorates with age for all people and can be quite severe for some.

IT'S ALL JUST TALK

...but nothing matters more in a good relationship.

Maybe a hearing aid can help you and your relatives – maybe not. Come by for a free test for both of you if it can help.

Help a loved one hear better.

Meanwhile, here are 5 practical tips to improve the everyday conversation... but don't let them be an excuse for not coming to see us if you think a hearing aid is the real solution.

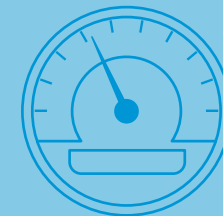
5 TIPS TO BETTER HEARING



Face each other when talking. This will make it easier to hear your partner and read their body language. Try to avoid talking to each other from different rooms. This will make communicating easier.



Pay attention to your listening partner. Tactfully ask your partner if they understood you or ask leading questions if you are in doubt to be sure they got your message.



Speak clearly. Help your partner hear you better by avoiding talking too rapidly. Take breaks after each sentence.

5 TIPS TO BETTER HEARING



Use the remote to discover the extent of your hearing loss.

The sound level on the TV often reveals the difference between yours and your spouse's hearing. Use the remote control to initiate the conversation on a possible hearing loss - and find a tolerable level for the two of you, so that you can continue to watch TV together.



Help each other. A hearing loss can create miscommunication which can affect both parties in a social relation as your partner can feel misunderstood. Remember to seek each other's attention by starting your sentence with your partner's name. Help each other hear better.

BRING YOUR
LOVED ONE
IN FOR A
CHAT & A
FREE
HEARING
TEST

TALK TOGETHER.
TALK TO US.

SOMETIMES IT'S BETTER TO TALK TO **SOMEONE ELSE...**

It can be refreshing to get a new perspective from somebody else, especially if you feel a bit stuck in your conversations with your partner about hearing loss.

Ask your partner to ask someone else, perhaps a co-worker, if they too have experienced or noticed a behavioural change.

Sometimes hearing messages from people in less intimate relations makes it easier to take in the message.

Starting the good conversation can mean the end to bad hearing.

5 QUESTIONS TO ASK A FRIEND OR A COLLEAGUE ABOUT YOUR HEARING:

- 1.** *"Have you noticed if I sometimes don't respond, when you talk to me?,"*
- 2.** *"Have you noticed if I stop participating in conversations with background noise?,"*
- 3.** *"Have you noticed if I don't always react when you call my name from a distance?,"*
- 4.** *"Do you find that you often have to repeat yourself when you talk to me?,"*
- 5.** *"Do you feel that I often misunderstand what is being said?,"*



BRING YOUR
LOVED ONE IN
FOR A CHAT

.... NO STINGS
ATTACHED

COME TOGETHER... RIGHT NOW

WISH **“SOMEONE”**
WOULD TAKE
A HEARING TEST?

**A bit of a REWARD and support
might help.**

If you invite your loved one to our clinic for a FREE hearing test and you both show up - we'll reward both of you with a nice treat to enjoy afterwards. So come on in and get a nice day out.

Your voice is the key to make your loved one hear again. Call or go to our website to book an appointment.

Why you are both needed for the hearing test?

1. When you join your loved one for their hearing test you can make sure that they hear a familiar voice and can be tested with your individual everyday hearing situations.
2. You can be helpful to identify the type of hearing loss your partner has.
3. You will be able to get a demonstration of your partners hearing loss to see where they are struggling the most on a daily basis.
4. You can help consume all the information you both get, as it can be a lot to take in.
5. You can discuss it together when you leave the store.

IT'S **NOT JUST** TALK:

5 FACTS ABOUT THE **SOCIAL** **IMPACT** OF A HEARING LOSS

- TALK ABOUT IT.

DID YOU KNOW?

- 1.** 70% believe they should have gotten their hearing aids sooner, as it has improved their life, mental and emotional health, and performance at work.
- 2.** No one dreams of having to use a hearing aid, but even less does anyone dream of not understanding what's going on around them and constantly being behind.
- 3.** 94% of people wearing hearing aids believe that their hearing aids has improved their quality of life.
- 4.** People with untreated hearing loss are more affected by sadness and depression and are less socially active compared to people using hearing aids.
- 5.** People with untreated hearing loss can experience confusion, difficulty focusing, distracting thoughts, decreased self-esteem, and communication disorders.

YOUR PARTNER'S HEARING IS **NOT WHAT IT USED TO BE ...**

- You know!
- Your family knows!
- Your friends have noticed!
- But your partner is under the impression that you have all just started to mumble!

"Talk about hearing before things gets too complicated"

Jan Albert Wikkerink, hearing care professional



There is this story about Mr. Stevenson and his dog Walnut or was that really the name of the dog?



What about the funny story about the granddad, the Carter family and their very "strange" cat!



Have you heard the ironic story about Mrs. Foster in her 60s who shocked the entire dinner party because she misheard a few lines?



Hear the stories on bloomhearing

TALK ABOUT THE POSSIBILITIES TODAY

Never has hearing aid technology developed as rapidly as these years. What is possible today was unthinkable just 5 year ago. Hearing aids are becoming smarter, faster, smaller and more accurate.

Some hearing aids even learns from user's real-life listening experiences via advanced machine learning algorithms. Read about the most updated technology on our website at www.bloomhearing.com or pop in to one of our stores together with your partner for a free hearing test.

Talk together. Talk to us.

SHOW UP WITH A LOVED ONE FOR A FREE HEARING TEST AND LET US GUIDE YOU TO BETTER HEARING

GIVE THE HEARING LOSS CONVERSATION AT HOME NEW ENERGY

Get more information about hearing loss and hearing solutions on our website or book an appointment to talk about the possibilities to improve yours or a loved ones hearing or call us.



“Once my husband put the hearing aids in his ears, he hasn’t taken them out. It made a huge difference to both our lives”

Reina

GOOD NEWS FOR YOU WHO’VE SAID; **“PLEASE GET A HEARING AID”** FOR YEARS

There are so many possibilities of kicking your loved ones hearing back to life again. Your partner might worry and be reluctant to get help because of the stigma that everyone will be able to see the hearing aids on their ears.

Today’s hearing aids are tiny and are rarely noticed by other people as they can blend in with your hair or skin colour.

Contact us and we will send you a hearing aid replica and your partner can try it on to see how invisible they are when worn.

IT'S **NOT JUST** TALK:

5 SURPRISING FACTS ABOUT **HEARING AID TECHNOLOGY**

- TALK ABOUT IT.

DID YOU KNOW?

1.

Most modern hearing aids are designed so discreetly that you hardly notice them when worn.

2.

Today a hearing aid weighs about 2 grams - the same weight as two paperclips.

3.

Not two hearing aids are the same? Modern hearing aids are like fingerprints; they are fitted uniquely to you.

4.

Many advanced hearing aids have the computing power of a strong laptop.

5.

Many hearing aids today can be controlled from your mobile phone.

TALK **TOGETHER.**
TALK **TO US.**



Bring this as your voucher for a

14-DAYS
FREE TRIAL

of hearing aids incl. **FREE hearing test**