

want to hear better?

By Dirk de Moore — Audiologist, Bendigo Hearing Clinic

Being able to hear is important, but being able to hear well is extremely important.

As an audiologist with over 35 years of experience in fitting hearing aids, I have witnessed something of a revolution in hearing aid design and performance. At our recent staff meeting when I demonstrated some of the latest features and benefits of new aids, the reaction from staff was that they all wanted hearing aids too... even though they have normal hearing! Here's why.

Summary of the latest in technology:

- Hearing in noise – Highly sensitive directional microphones can zoom in automatically on a speaker's voice when in a noisy café or restaurant. Simulate this yourself by cupping your hands behind both ears next time you are in noise and hear the difference. Depending on the sophistication of the aid, we can even point their sound pickup to the left or right which can help in a car or even to point them back – very helpful if you have kids in the back seat! Hearing clearly in noise is the biggest complaint I hear from existing hearing aid users, so maybe the latest technology will be the breakthrough you've been looking for.
- Bluetooth streaming – Take calls directly from smartphones, TV and more. Listen to your favourite music podcasts as your hearing aids act as Bluetooth headphones. While many manufacturers can stream to iPhones, only one manufacturer, Swiss company Phonak, which the Bendigo Hearing Clinic specialises in fitting, can stream from any smartphone to both hearing aids. This is a significant advantage when you consider that in Australia, more than 60 percent of smartphone users don't use iPhones. Phonak will also soon launch a neck-worn or lapel microphone that can stream to hearing aids directly. This should greatly improve communication between couples in noise, in the car and around the house.
- Rechargeability – No more fiddly batteries to deal with and save money at the same time. No batteries also eliminates the risk of an infant ingesting a fallen battery and are also better for the environment. But best of all, you won't have a battery go flat at that critical moment ever again.
- Smartphone apps – Instead of fumbling to find the right switch on your aid, you can now adjust volume, programs and more from your smartphone and do so discreetly.
- Cosmetics – Most modern hearing aids are very discreet when worn and come in a variety of stylish colours. For those who want a truly invisible solution, completely in the canal technology is also available.



Why choose the Bendigo Hearing Clinic?

I understand what is required to achieve successful outcomes. Independent company EARTRAK surveys all of our clients post hearing aid fitting and we routinely receive a five-star rating, showing over 95 per cent of our clients are highly satisfied with their outcome and our service. We service, by choice, only the private hearing aid market and while we specialise in Phonak hearing instruments, we are a truly independent clinic not commercially linked to any manufacturer. We place a premium on high levels of service and ethical practice.

To learn more about the latest hearing aids or to arrange a free trial, contact the Bendigo Hearing Clinic on 5442 5800 or visit www.bendigohearingclinic.com.au

Life Amplified



Maree – bank manager, mother of two, hearing aid user

DIRK de MOORE – Audiologist

- Latest technology
- Hearing assessments & hearing aid fitting
- 60 day trial periods
- Cosmetically appealing solutions
- Worksafe, industrial, earplugs
- Professional independent advice

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