

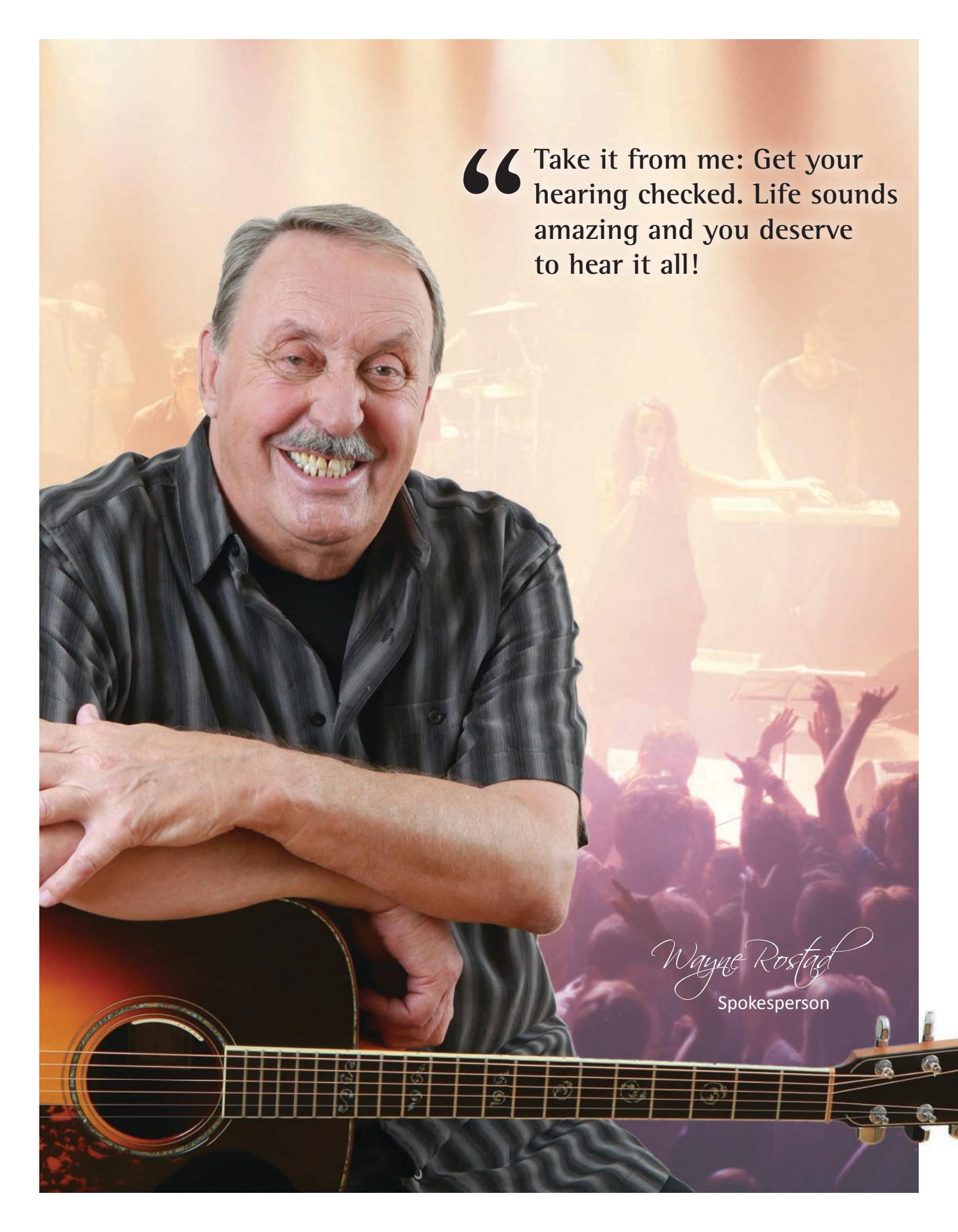
# 2020 HEARING AID PURCHASING GUIDE

What you need to know  
before making a purchase



**Davidson**  
Hearing Aid Centres



A photograph of Wayne Rostad, a man with a mustache, smiling broadly. He is wearing a dark, vertically striped short-sleeved button-down shirt over a black t-shirt. He is holding an acoustic guitar, with his arms crossed over it. The background is a blurred concert scene with warm, golden lighting. In the background, a woman in a dark dress is singing into a microphone, and a crowd of people is visible with their hands raised. The overall mood is joyful and energetic.

“ Take it from me: Get your hearing checked. Life sounds amazing and you deserve to hear it all!

*Wayne Rostad*  
Spokesperson

# The Journey To Better Hearing Starts Here

At Davidson Hearing Aid Centres, we have seen over and over again the life-changing difference that hearing aids can make in people's day-to-day lives. By improving their conversations, many clients report that their new hearing aids allow them to build stronger relationships with family and friends. Others tell us that their hearing aids allow them to return to enjoying activities and events that they had started to avoid or dread attending. For others, hearing aids can even offer them a reduction in their daily stress and an increase in their overall energy levels. We hear so many client stories about how much more they enjoy life thanks to their new hearing aids! Whether you are looking for information for yourself, or for a loved one, we created this booklet to offer you some very valuable information that is required to make an informed decision about hearing health.

We firmly believe that the process of seeking help as your hearing fades is a journey. It begins with identifying that there is a hearing loss (often family and friends notice before you do) which can be detected by a hearing test. According to Statistics Canada<sup>1</sup>, an estimated 54% of Canadians aged 40-79 have some degree of hearing loss (roughly 8.2 million Canadians). They also state that close to 77% are not aware of it. This acts as a reminder of the importance of scheduling a routine hearing test for those experiencing difficulties. It is recommended that adults aged 55 and up schedule a baseline hearing test.

The next step, if there is some degree of hearing loss is acknowledging the results and identifying how it might be negatively impacting your life. Are you skipping social engagements where there might be noise? Enjoying the theatre less? Dreading attending large parties? Turning the TV volume up? Or simply commenting that the people around you are mumbling? Often a discussion with your close friends and family will help shed light on what your biggest issues are. Your hearing health care professional will ask you about your hearing health and where you are experiencing difficulties hearing.

Finally, it comes time to decide whether you want to improve your hearing. We recognize that there can be a lot of uncertainty with hearing aids, technology levels, and styles. That's why we would like to help you navigate the waters. It is essential that you answer the following questions before starting on this journey. What causes hearing loss? What technology is available? What are the costs? What do they look like? What are the implications of delaying amplification? Does it matter where I buy my hearing aids? Answers to most of these questions are provided in this booklet. Our experienced team of hearing healthcare providers is here to meet with you and answer any additional questions that you have.

We look forward to working with you and your ongoing hearing needs.

<sup>1</sup><https://www150.statcan.gc.ca/n1/daily-quotidien/>

## Why Choose Davidson's?



Canada's oldest family owned hearing clinic - *helping people hear since 1943*



Family centred focus - our goal is to improve communication and strengthen relationships



Widest selection of products



Offer the Best Value



Most Experienced Staff



Industry leading service



90 Day Satisfaction Guarantee - *with no return fees*



Rechargeable battery option or a 3 Year supply of batteries is included with most other models

# So Much More Than A Product

We all know somebody who no longer wears their hearing aids, or says that they don't work. Although there are many possible different reasons, the most common one is the fact that no matter how good new hearing aid technology is, the product doesn't fix hearing on its own. It is important to think of getting hearing aids more like getting braces for your teeth. The appliances are essential, but the ongoing adjustments and care from the orthodontist is what truly gets you the perfect smile.

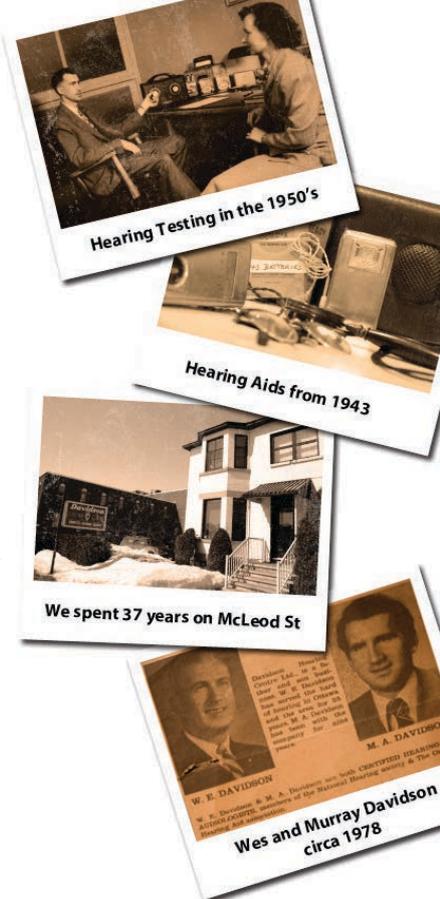
As hearing health care professionals, our job is to help our clients hear as well as possible. Through our extensive hearing testing in quiet and in noise as well as going through a needs assessment, we guide you through the process of selecting hearing aids. We then ensure that they are programmed specifically for you, using the latest computer software and hearing aid verification equipment. Follow up appointments are scheduled over the 90 day trial period to ensure that everything is working just the way you want.

Over time, our needs and hearing change. Hearing aids require routine checkups to cater to hearing changes, changes in listening environments, and personal preferences. Accepting a new job, moving to a new place, starting a hobby, attending meetings, among other things, can necessitate your hearing aids to function differently. We try to meet with you every 6 months to assess changing hearing and needs, while updating the programming of your devices.

## How Our Independence Benefits You

Davidson Hearing Aid Centres is a third generation family owned and operated business. Founded by W.E. Davidson in 1943, the business has grown considerably over the years. Currently, we have four clinics in Ottawa, as well as clinics in Arnprior, Brockville, Cornwall, Pembroke, and Renfrew. Since the beginning, our mission has been to provide the best hearing aid technologies along with industry leading service.

A unique feature of our company is that we work with all hearing aid manufacturers, to offer our clients the very best options. Our ability to deal with all manufacturers means that we will help you choose the BEST product for YOU! Unlike an evergrowing number of our competitors, which are owned by manufacturers almost exclusively offering their brands, Davidson Hearing Aid Centres remains a family owned business. This allows us to choose from all manufacturers' makes and models. Although it is true that all of the major hearing aid manufacturers now make very good hearing aids, there are significant differences in sound quality, programs, design and connectivity. Therefore, the brand which is best for one person may not be the best for the next. Our independence and relationships with all of the major hearing aid manufacturers provides us the flexibility to prescribe the best possible products to meet our patient's individual hearing needs. Our years of experience will ensure that you get the hearing aids that best suit all of your needs. We have access to all manufacturers sold in Canada and can repair any of these makes of hearing aids.



# Our 3 Part System to Better Hearing

Our goal is to help people communicate more effectively, so that they can build stronger relationships with family and friends. Over the last 75 years, we have been improving our services in order to provide the most successful outcomes. We have found that as good as the latest hearing aids are, they only play a part in achieving success. The clinician you choose to work with, plays an equally large role as do you and your family and friends.



## Most Experienced Staff

- We have the area's most experienced staff
- Our newer clinicians are partnered with an experienced mentor to help support them in their decision making



## 10x More Continuing Education

- We set aside one day each month for all of our clinicians to attend ongoing training seminars
- The more we know about products, software and solutions, the better we will be able to fit your devices



## Patient Centered Care

- You play a huge role in the successful outcome
- We work with you to determine what your hearing wants and needs really are
- We value your feedback and fine tune the sound on follow up visits to better suit your needs



## Family Centered Care

- Your family and close friends also play a big role in successful outcomes
- We value their feedback in determining where you are having difficulties
- We can share suggestions for them to try to make communication easier for you



## Largest Choice of Products

- Being an independent, family owned business, we have access to every product on the market - this is **becoming increasingly rare**
- This independence allows us to always find the best product for you

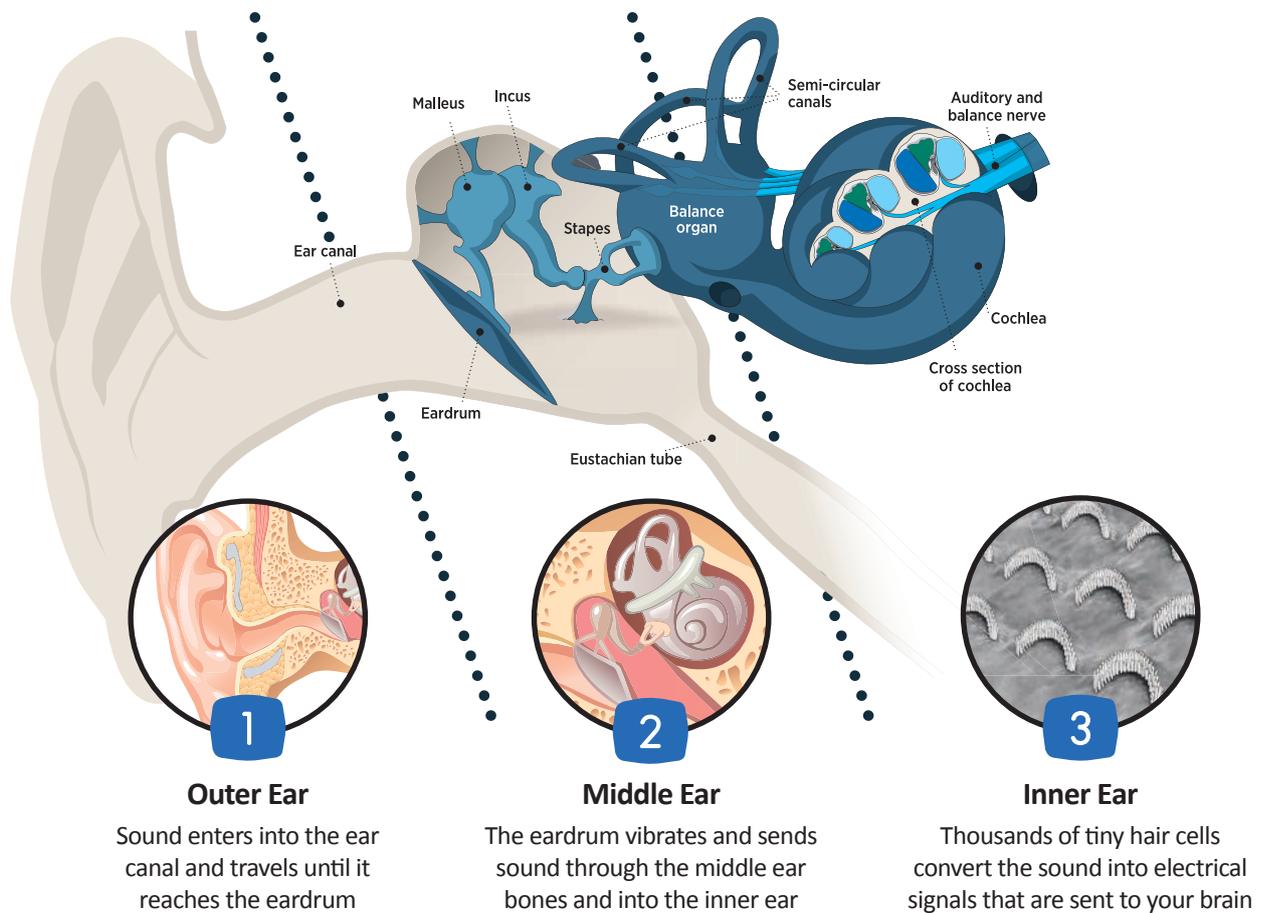


## 90 Day Trial Period

- We truly want you to be satisfied with your new hearing aids
- If you are not happy during the 90 Day Trial, we can exchange the hearing aids or offer a complete refund when the original hearing aids are returned

# How We Hear

The human body is an intricately designed series of systems, which all interact together incredibly. How we hear is no different. The outer ear and ear canal are designed to capture sounds and are shaped specifically to amplify the speech frequencies of sounds. This naturally helps to reduce some of the other environmental sounds. As sounds funnel down the ear canal, they hit the ear drum and cause it to vibrate. As the ear drum vibrates, it moves the three smallest bones in the body, the malleus, the incus, and the stapes, which together are known as the ossicular chain. The sound waves are further amplified through the ossicles before arriving at the oval window of the cochlea. As the oval window vibrates with the bones, it begins to move the fluid in the cochlea, which causes the inner ear hair cells to vibrate. With a large enough stimulus, these hair cells transmit the signals to the auditory nerve. It is here where the physical sound is converted into an electrical impulse that the brain will receive and interpret.

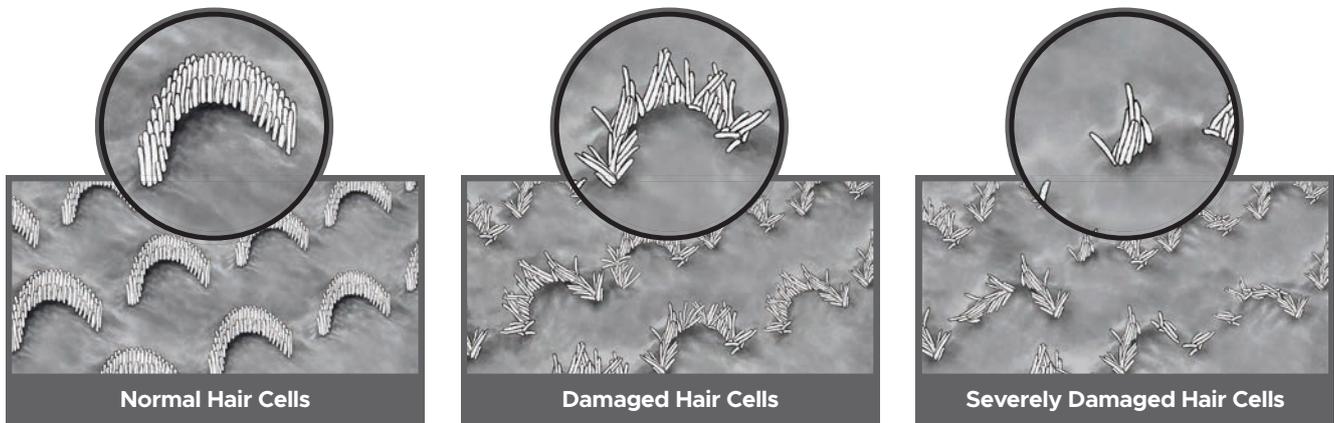


## Conductive Hearing Loss

A conductive hearing loss refers to the reduction of sound as it passes through the ear canal, ear drum, and the bones in the middle ear. There are several different factors which may cause this portion of the hearing system not to function at an optimal level. These include: microtia/minotia (birth defects where the outer portion of the ear does not develop properly), damaged ear drum, wax blockage, damage to the middle ear bones (malleus, incus & stapes) or fluid in the middle ear.

# Sensorineural Hearing Loss

This is by far the most prevalent type of hearing loss in adults, and it is typically the result of damage to the hair cells in the inner ear. We are born with thousands of hair cells in the cochlea, which are separated into two categories, the inner hair cells (roughly 3,500) and the outer hair cells (around 12,000). For humans, once damaged, both types of these hair cells do not regrow or repair themselves.



## Causes of Hair Cell Damage

**Normal Wear and Tear:** The aging process takes a toll on the hearing system just like all other cells in the body. Over time, the function of the cochlear hair cells tends to diminish.

**Noise Exposure:** Whether it is loud music, industrial noise, a cheering sports stadium, an ambulance siren or fire alarm, the world is a noisy environment. The extent to which noise damages hearing is directly related to the intensity of the sound and the duration of that noise. Here is a list of some common sources of noise exposure and the safe durations without using hearing protection.

- Restaurant – 85dB – 8 hours
- Band Rehearsal – 90dB – 2 hours
- Power Tools – 100dB – 15 minutes
- iPod at high volume – 105dB – 5 minutes
- Sports Stadium – 108dB – 3 minutes
- Chainsaw – 110dB – 1.5 minutes
- Rock Concert – 110dB – 1.5 minutes
- Ambulance Siren – 120dB – 9 seconds
- Firearms – 140-160dB – immediate hearing damage is possible

**Genetics:** Some families are more predisposed to hearing loss.

**Medications:** There is a rather large list of ototoxic drugs (medications which can cause hearing loss) that are currently or have previously been on the market. These include certain antibiotic families and chemotherapy drugs. A dosage of certain drugs can cause irreparable damage to the inner hair cells.

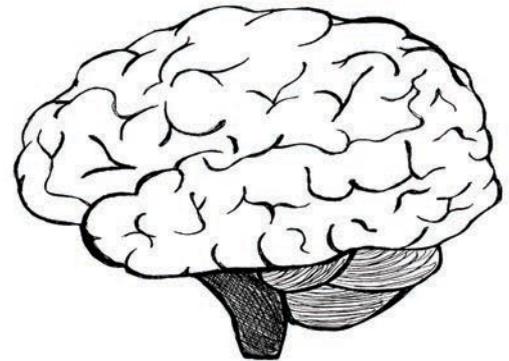
**Illness:** Certain diseases target and damage the inner ear. Meningitis is one such example, which can lead to a severe to profound hearing loss.

**Poor Diet:** This one may shock you, but there is some new evidence suggesting that eating a poor diet has been linked to hearing loss. This is likely due to the hair cells not receiving proper nourishment, and thus developing premature deterioration.

# Hearing and Healthy Aging

*“Blindness separates people from things;  
deafness separates people from people.”*

Helen Keller



Our ability to hear forms the primary basis for most communication, which is central to human relationships. We often think that a hearing loss simply means others will have to repeat themselves a little more, but several recent studies have shown that there are much larger health concerns.

## Increased Risk of Dementia

There are now studies showing the link between untreated hearing loss and the risk of developing dementia. For those with a mild hearing loss, **the risk of developing dementia is 2X higher**. As the hearing loss progresses, the risk of developing dementia increases further still. Those with an untreated severe hearing loss have a **4X higher risk of developing dementia** than their cohorts with normal hearing.

The good news is that an even more recent study has shown that amplification can reduce this risk. Hearing aid users did not show the same risks of developing dementia as those with the same level of hearing loss who chose not to do anything about it. In fact, the group using hearing aids was not significantly different than the normal hearing group.

This reinforces the old adage of “use it or lose it”. It is important for our brain to continue to hear sounds, and for us to keep active in our lives. Hearing aid use does make a difference.

## Increased Risk of Falls

The hearing system is closely linked to our vestibular system. As a result, studies have shown that seniors with hearing loss are at a greatly increased risk of having a history of falls. In fact, with even a mild hearing loss, **the risk of falls is 3X higher**. It increases by a **further 1.4X for each additional 10% drop** in hearing.

*\*Stats are courtesy of the Association of Hearing Instrument Practitioners of Ontario. Please contact us for more information, or for links to the studies.*

### Impact of Hearing Loss by Severity

#### Mild Hearing Loss:

- Can still hear well in quiet situations
- Start having difficulty hearing soft spoken voices or from a distance
- More difficulty in understanding high pitch female and children’s voices
- Start to develop difficulty hearing in background noise

#### Moderate Hearing Loss:

- Start having more trouble with certain voices even in quiet
- Clarity of speech starts to diminish
- Significant difficulty in groups and noise

#### Severe Hearing Loss:

- Cannot have a normal conversation without the use of hearing aids
- Clarity of speech becomes significantly diminished
- Requires FM systems and remote microphones to function adequately in very noisy environments

# Health Conditions Affecting Hearing

## Heart Health

The inner ear is extremely sensitive to variations in blood flow

## Smoking

Current smokers have a 70% higher risk of having hearing loss than non smokers

## Ototoxicity

There are more than 200 medications on the market today that are known to cause hearing loss (toxic to the ear)

## Tinnitus

90% of people with tinnitus (ringing or buzzing in the ears) also have hearing loss

## Diabetes

Hearing loss is twice as common in people with diabetes compared to those without

## Kidney Disease

More than 50% of people with chronic kidney disease have hearing loss

## Hypertension

There is a significant association between high blood pressure and untreated hearing loss

## Osteoporosis

A study linked osteoporosis and hearing loss, theorizing that demineralization of the three middle ear bones may contribute to a conductive hearing impairment

# 55+

We recommend that everyone over 55 have their hearing tested to establish a baseline. If you have any of these health concerns, it is even more important for you to regularly monitor your hearing, as your likelihood of having hearing loss is significantly higher than that of the general population.

# How Today's Hearing Aids Are Better

Over the past 5 years, patient satisfaction with hearing aids has been steadily increasing due to the huge improvements in technology. Here are some of the reasons why.

## Rechargeable Batteries

Better hearing has just been made easier. The latest breakthrough in rechargeable battery technology means that users will never have to worry about changing their hearing aid batteries again. We currently have several new products which use this technology. The Oticon Opn S, Phonak Audéo M-R, ReSound Quattro, Signia Charge&Go, Starkey Livio R and Widex Moment hearing aids were all designed to use built-in rechargeable batteries. These last a full 24 hours between charges, with only a 3 hour charging time. That means you will never have the batteries die in the middle of an important event.

## Improvements to Background Noise Reduction

Hearing in noisy situations is one of the biggest challenges for those with hearing loss. The newest generation of hearing aids can analyze and categorize the incoming sounds into speech sounds and noise sounds. Although this process is usually referred to as noise reduction, a better name for this technology is actually "speech enhancement", as there is no way to completely eliminate background noise. After categorizing all sounds as either speech or noise, the hearing aids will then make adjustments to the amplification levels, to maximize the speech sounds while minimizing noise. This allows the speech to be lifted out of the background noise, improving the hearing aid user's ability to understand conversations.

## Directional Microphones - Hear What You Want

But what happens when the background noise is also speech? Most models of hearing aids now offer directional microphones which allow the hearing aid to determine which direction a sound is coming from. Once the background noise of the environment exceeds a certain level, the hearing aid switches into a directional mode, which

provides emphasis to the speech occurring in the front. You will still hear people talking from beside and behind you, but the voices directly in front of you will be given more amplification, making them easier to understand.

## Bluetooth & Wireless Technology

Wireless technology has been getting more and more attention recently. Wireless systems allow your hearing aids to communicate with other devices such as TV's, stereos, computers, mobile phones, landline phones, etc. This direct transmission of sound to the hearing aids improves the signal quality by reducing distance, echo, reverberation, and background sounds. This leads to potentially significant improvements in comprehension. In the case of telephone use, it also allows the transmission to be heard in both ears, which typically further improves word understanding.

## Hearing Loss Checklist

If you answer "Yes" to any of the following statements, it is strongly recommended that you have your hearing tested.

- I require frequent repetition in order to understand speech.
- I have difficulty following conversations with more than two people.
- I think other people's voices sound muffled.
- I have difficulty hearing in noisy situations.
- I have trouble hearing children and women.
- I turn the TV or radio up louder than others.
- I answer or respond inappropriately in conversations.
- I experience ringing in my ears.
- I read lips or depend on other people's facial expressions during conversations.

# Hearing Aid Styles Available



## RIC - Receiver in the Canal

- cosmetically appealing
- nearly invisible
- natural sound
- less occlusion
- directional microphones
- rechargeable options



## BTE - Behind the Ear

- slightly visible in ear
- most powerful
- easier to handle
- better battery life
- good durability
- directional microphones



## IIC - Invisible in the Canal

- smallest size
- nearly invisible
- easy telephone use
- requires good dexterity
- shorter battery life



## CIC - Completely in the Canal

- small size
- sits deep in ear canal
- easy telephone use
- requires good dexterity
- shorter battery life



## ITC - In the Canal

- slightly visible
- directional microphones
- easy telephone use
- requires good dexterity



## ITE - In the Ear

- visible in the ear
- directional microphones
- easier to handle
- better battery life

# How Much Do Hearing Aids Cost?

The money you invest in a hearing aid can range from \$595 to over \$3000 per aid. While this is an extremely wide range, it is important to understand that there are significant differences between the hearing aids at the various price levels. These differences are mainly based on the computer chip and internal processing, so you may not see the difference when comparing two hearing aids in your hand. As consumers, we all want to get the best products and services at a price we can afford.

## How is a more expensive hearing aid different than a less expensive one?

The price you pay is a reflection of the hearing aid's sound quality and performance. As a rule, the more you pay, the better the product will work in more challenging listening environments. These include churches or halls, and other loud places where there is background noise. We group our hearing aids into **Good**, **Better** and **Best** performance levels.

## Are smaller hearing aids more expensive?

Not necessarily. The price of a hearing aid has little to do with the appearance. You can purchase most

styles of hearing aids in any price range. Also, the price is not associated with how powerful a hearing aid is and has very little to do with the brand.

## Is there any funding available?

Yes, there are several different sources of funding for hearing aids. Veterans Affairs Canada and Workers Compensation provide coverage for those who have lost hearing on the job. For Ontario residents who do not qualify for the above funding, there is government funding available through the Assistive Devices Program (ADP). Funding application forms are available at our offices.

At Davidson Hearing Aid Centres, we look at the hearing test results in addition to the individual's day-to-day listening environments, to help our clients select hearing aids that offer the required performance at the best value.



## GO GREEN

Rechargeable hearing aids are an additional \$300 for a pair

	Best	Better	Good
Regular Price	\$7480 - 8280	\$5490 - 6680	\$3990 - 4740
Our Everyday Savings	Save up to \$1890	Save up to \$1210	Save up to \$750
ADP Funding	-\$1000	-\$1000	-\$1000
Purchase Cost - pair	\$5390	\$4490	\$2990
Monthly Cost for a 3 Year Rental Subscription - pair	\$190	\$158	\$118

*\*2020 Prices for Good, Better and Best performance levels are listed for our most commonly fit pairs of hearing aids. These prices are subject to change without notice.*

# What Comes With Your Purchase

- **90 Day Satisfaction Guarantee**

If you are not satisfied with your hearing aid for any reason, we can exchange for a different style, different manufacturer, or even offer a complete refund when all original devices are returned in good condition. There are no hidden costs!

- **3-4 Year Manufacturer Warranties**

(available on most models)

- **1 Year Loss and Damage Coverage**

(one time coverage per hearing aid with only a \$250 deductible for a replacement)

- **First 3 Years of Batteries Included with Purchase**

(3 year supply is 180 batteries per device - not included with Budget devices)

- **Routine 6 Month Service Appointments**

We don't charge for office visits. Your purchase entitles you to cleaning and performance evaluations of your hearing aids for their lifetime.

We normally recommend hearing aids be serviced every 6 months, but if you need to come in sooner, we are just a phone call away. In addition to this, we also perform wax removal and many on-site repairs at no additional cost.

- **Ongoing Testing and Computer Programming**

Your hearing can change over time and your hearing aids need to as well. That is why we continue to offer follow up testing of your hearing and re-programming of the hearing aids for the lifetime of the devices.



## Satisfaction vs. Performance Level

An international study was performed comparing patient satisfaction between the different performance levels of hearing aids. The results showed an almost **30%** improvement in patient satisfaction as the hearing aid performance increased from good to best. They reported better separation of speech in noise and an improvement in the overall sound quality.





**PHONAK**  
life is on

## Phonak Audéo Marvel Love at First Sound

At the heart of the new Phonak Audéo Marvel is a commitment to providing you with the best sound possible. Enjoy better speech understanding in noise with less listening effort. Be amazed at just how well your hearing aids perform in your everyday life.



**Clear, rich sound** - When we say love at first sound, we don't just mean the first time you try on Marvel, but each and every time you wear them! Enjoy better speech understanding in noise, less listening effort and be amazed at just how well your hearing aids perform in your everyday life.

**Phone use made easier** - Marvel is Phonak's second generation of hearing aid with Bluetooth capability that allows you to answer phone calls directly to your hearing aids, completely hands free. Unlike many of the other similar devices on the market, this one is not exclusive to Apple products. This technology works with Android phones as well.

**TV streaming made easier** - With Marvel and Phonak's TV Connector, you can use your hearing aids as wireless headphones for the TV. Simply turn the television on and the TV volume will automatically transmit directly through your hearing aids, at the volume you need. Anyone else in the room can control the volume of the TV speakers so that it is comfortable for them.

**Made for all** - Phonak is the first hearing aid manufacturer to provide direct audio streaming to any Bluetooth device. Whether it is an Apple iPhone, an Android smartphone, or a simple flip phone. This allows many more users to benefit from better hearing through their preferred cell phones.



## Signia Styletto Connect Transforming the Image of Hearing Aids

Busy lifestyle? Changing environments? Whether on a conference call or presenting to colleagues, wearers can be sure that they adapt to their lifestyle.

Conveniently answer phone calls and stream music directly from your Smartphone. Discreet remote control options via the Smartphone App or the miniPocket make it easy to adjust to any situation.



## Hear the Sound of Your Own Voice as Nature Intended



Styletto takes advantage of the new Signia Nx hearing aid platform. Through this, it is able to offer an industry first in creating a more natural sounding perception of your own voice.

These new hearing aids are able to avoid over amplifying the sound of your own voice, while providing enough amplification for surrounding sounds. This lets you enjoy the most natural listening experience and highest hearing performance.

## On-The-Go Recharge-ability

Styletto wearers enjoy full-day wearing enabled by unique lithium-ion batteries and charging-on-the-go via the ultra-slim portable charging case.

This delivers an astounding four days\* of user autonomy, free from plugs or cables – perfect for a relaxing weekend getaway or an important business trip.

*\* Based on 16 hours wearing per day*





## Widex MOMENT

### A Hearing Aid That Doesn't Sound Like A Hearing Aid

Even a great hearing aid has always sounded like a hearing aid – until now. The revolutionary new Widex MOMENT is equipped with game changing, ultra-fast processors to deliver the most pure, natural sound ever.

Typically, sound processed in a hearing aid reaches the eardrum later than sound heard directly. And when these two 'out of sync' signals mix, you hear an artificial sound. The ultra-fast signal processing in Widex MOMENT removes the delay, delivering sound so pure and natural sounding, you'll forget you're wearing a hearing aid.



## Summary of Widex's Key Features

- **Sound Class** – analyzes your environment and automatically adjusts within 11 different listening environments
- **Wind Noise Suppression** – leading the industry in wind noise reduction
- **Largest Dynamic Range** – improving the ability to hear soft sounds while providing better quality of loud sounds
- **Accessories** – Widex has a broad range of wireless accessories designed to work seamlessly with their hearing aids

## ReChargeability Is Now Discreet

The Widex MOMENT platform features the convenience of rechargeability with the new mRIC R D model — the market's smallest lithium-ion receiver-in-canal hearing aid. Complete with a light weight and easy-to-use charger, you can be confident that you will hear every moment.



# ReSound

rediscover hearing

## ReSound LiNX Quattro Easily Focus on Speech in Noisy Environments

For years, the ReSound philosophy has been to deliver sounds to the brain the way nature intended. Our new technology makes it easier to pick up speech and sound from any direction without losing out on the sounds around you.

From the bustling street to a busy restaurant you can follow conversations and still hear the sounds around you. Wherever you are, you get a more natural and balanced listening experience.

## ReChargeable - Making Life Easier

The next generation of rechargeable batteries from ReSound makes use of a built in, fully contained li-ion battery. This will provide a faster charge, and much longer lasting hearing aid than their previous rechargeable models. Their clever new induction charger has indicators to let you know how much battery power is in each hearing aid. It also has a built in battery that allows you to charge your hearing aids on the go, for up to 3 days before having to plug them in again.



## Conveniently Controlled With The Smart 3D App



The personalized Smart 3D App allows you to adjust your hearing aids right through your iPhone, iPad or iPod Touch. Here are just a few of the things that the App can do for you.

- adjust program and volume
- adjust treble and bass response
- change between more audibility or more comfort
- adjust tinnitus masking tones to help manage tinnitus
- locate a missing hearing aid



**oticon**  
life-changing technology

## Oticon Opn S Join the Open Sound Revolution

Oticon Opn S is a new kind of hearing aid that gives you 360° sound, constantly. Its technology works 50 times faster than the previous generation\*, allowing Oticon Opn S to scan the entire soundscape before reducing the noise, wherever you want to go.

*\*Compared to Inium Sense*



### Traditional Technology

Deals with complex and noisy environments like restaurants by focusing on one sound source at a time, such as one person speaking. By reducing all other sounds – speech and noise alike – it leaves the wearer with a narrowed and incomplete listening experience.



### Oticon Opn S Technology

Much faster processing constantly analyzes the whole soundscape. By separating speech and then reducing other noise, it presents you with a natural, 360-degree sound environment. You can hear multiple speakers and switch focus whenever you want.

## A Full Day's Power - Every Day

The Rechargeable miniRITE R offers:

- Super fast three-hour charging time for a full day of power
- Quick recharge: 30 minutes for an additional five hours of power
- Contact-free and reliable, inductive charging
- Intuitive, easy-to-use and stylish charger





## Starkey Livio Edge AI

### Next Generation Sound, Never Before Possible

With Livio Edge AI, the power of artificial intelligence is at your fingertips, providing you with instantaneous adjustments for the most challenging listening situations. Available in a standard rechargeable style or the world's first custom rechargeable hearing aids.



## Livio Edge AI Key Features



### Edge Mode

Instant adjustments for hard-to-hear situations.



### Body and Brain Health Tracking

Sensors integrated in Livio Edge AI hearing aids allow you to track brain and body activity via the Thrive app.



### Fall Alert

With integrated sensors, Fall Alert can detect falls and send alert messages to selected contacts.



### Thrive Assistant

Use voice commands to get quick answers to questions, set reminders and control your hearing aids.



### Rechargeable

Delivers 24 hours of superior hearing on one charge.



### Auto On/Off

Livio Edge AI detects when you put your hearing aids in and take them out saving battery life.



### Language Translation

Easily communicate with people who speak other languages via the easy-to-use translation tool in your Thrive app *(Requires an internet connection)*.



## Signia Silk

### The smallest & most natural sounding ready-to-wear hearing aid

Whether you're spending time with the special people in your life or meeting a new special someone, Signia's latest Silk hearing aids give you the confidence of knowing that no one even notices you're wearing them.

One of the World's smallest hearing aids, Silk is ready to wear on the spot thanks to its super soft silicone sleeves that allow it to hide comfortably in your ear. Looking good and hearing well has never been so quick and simple.



## Summary of Silks Key Features

- **The ultimate in discretion** - Signia's new Silk is 20% smaller than its predecessor, making it practically invisible in the ear.
- **Click, fit and go** - Available in different sizes, the silicone sleeves simply click onto Silk hearing aids and sit securely in the ear for a completely natural, perfect fit on the spot without having to wait for a custom-made housing as with other in-the-ear hearing aids.
- **Perfectly positioned for phone calls and music** - Unlike hearing aids that sit behind the ear, Silk's microphones pick up sound inside the ear canal. This enables you to make phone calls and listen to music in the way you are used to naturally. You can even use over-ear headphones.
- Wearing Silk is so natural you will forget you are wearing hearing aids.

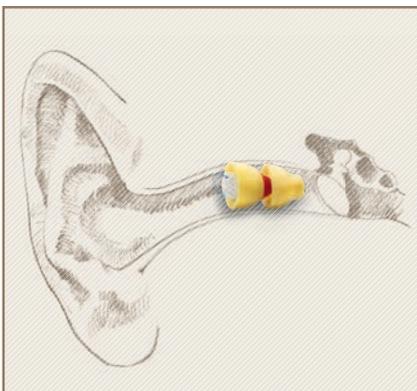


# Lyric

## Invisible, Effortless, 24/7

Introducing Lyric, the World's first and only 100% invisible, extended wear hearing solution. Lyric is inserted into the ear canal by your hearing health care professional and remains in place for months at a time. There are no batteries to change, nor are you required to take it out for daily activities. You can sleep, shower, wear headphones, play sports, and even swim without having to worry about taking your hearing aids out.

**30 Day Free Trial of Lyric** - Wondering if Lyric is right for you? Davidson Hearing Aid Centres offers a free 30 day trial of Lyric to see if it is the best solution for you. Because it is so unique and needs to be replaced every few months, Lyric is sold as an annual subscription for hearing rather than per device.



## A Natural Listening Experience

While traditional hearing aids capture and process sound outside of the ear, Lyric uses the natural anatomy of the ear to amplify and give you a full, natural listening experience.

Because Lyric is placed in the ear canal near the eardrum by a trained professional, it is the World's only 100% invisible hearing aid.

## Benefits of Lyric

- **100% Invisible** - Placed in your ear canal, Lyric remains completely out of sight - invisible to the world.
- **Clear, natural sound** - Enjoy full natural sound everywhere you go.
- **24/7 hearing** - Wear Lyric around the clock for months at a time without taking it out through daily activities such as exercising or even showering\*.



*\* Lyric is water resistant, not waterproof, and should not be submerged under water.*



## Imagine Hearing Through the Noise

# Roger Lets You Do That

Roger is an easy to use solution allowing hearing aid users to hear better in noisy environments. Roger listening solutions bridge the understanding gap by wirelessly transmitting the speaker's voice directly to the listener, allowing the user to fully participate and excel in noisy listening environments.

### Summary of Roger's Key Features

- **Follow the conversation however loud the situation** - Roger lets you do that, by cutting through the distracting background noise to focus on those in your immediate group.
- **Focus on the conversation in front of you, for easier conversations in noisy environments** - Roger lets you do that, by wirelessly transmitting the voices around you back to your listening device for a fully optimized listening experience.
- **Choose which direction you want to hear from** - Roger lets you do that, by clicking on a side of the Roger Select transmitter, you can select which voices and conversations are transmitted to your hearing aids.
- **Hear the speaker at a meeting** - Roger lets you do that, by picking up their voice and transmitting it directly to your hearing aids. No matter how far away they are in the room.
- **Hear television more clearly** - Roger lets you do that, by plugging into the TV's audio and transmitting it back to your ears.
- **Answer phone calls through your cell phone** - Roger lets you do that, by connecting to your mobile phone through Bluetooth. Roger allows you to receive phone calls directly through your hearing aids.

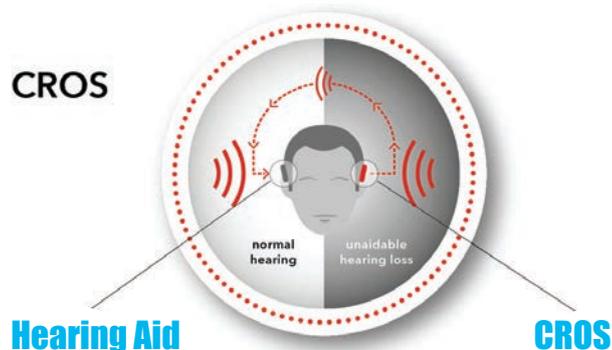




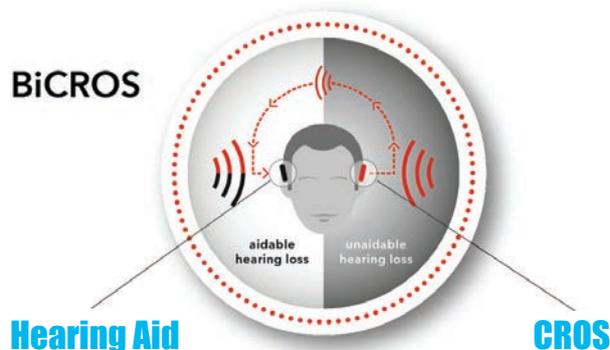
## CROS - A Solution For Single Sided Deafness

Although most people do much better with 2 hearing aids, there are instances, such as single sided deafness, where we are unable to fit a hearing aid on one side. This is where CROS devices shine. There are now CROS and BiCROS options available to work with the latest hearing aids on the market from Oticon, Phonak, Signia, Starkey and Widex. Over the past 5 years, we have seen huge improvements in user satisfaction with this new generation of CROS products.

Here is a brief description of the two different ways that CROS products can be used to help those with single sided deafness.



CROS - Designed for anyone with a completely deaf or un-aidable ear on one side and normal hearing on the other ear. The CROS system transmits the sound from the poor ear over to the good ear. This allows the individual to pick up conversations from that side.



BiCROS - Designed for anyone with a completely deaf or un-aidable ear on one side, with some degree of hearing loss on the other side. The CROS device still picks up sound and transmits it over to the better ear, but then mixes it with the amplification in the hearing aid on that side.



## Rechargeable Comparison Chart

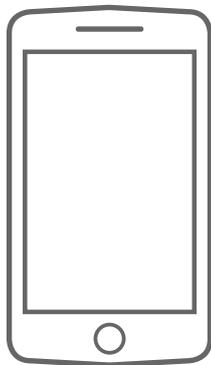
	Oticon Opn S	Phonak Audeo M-R	ReSound LiNX Quattro	Signia Pure X Charge & Go	Starkey Livio R	Widex Moment
<b>Battery Type</b>	Li-ion	Li-ion	Li-ion	Li-ion	Li-ion	Li-ion
<b>Initial Battery life*</b>	24 hours	24 hours	30 hours	24 hours	30 hours	20 hours
<b>Charging time</b>	3 hours	3 hours	3 hours	3 hours	3.5 hours	4 hours
<b>Days the battery in the charger case will last without plugging in to power</b>	-	7 days with a charger pack	3 days	-	5 days	-
<b>Lifespan of battery</b>	3+ years	6+ years	4+ years	3+ years	5+ years	4+ years
<b>MFi (direct streaming from Apple devices)</b>	✓	✓	✓	✓	✓	✓
<b>MFA (direct streaming from Android devices)</b>	-	✓	✓**	-	✓**	-
<b>Bluetooth streaming with almost all Smartphones</b>	Streamer	✓	Streamer	Streamer	Streamer	Streamer
<b>Telecoil</b>	Streamer	Optional	Streamer	-	✓	-
<b>Remote control available</b>	✓	✓	✓	✓	✓	✓
<b>Remote through smartphone app</b>	Direct	Direct	Direct	Direct	Direct	Direct
<b>Remote microphone</b>	Direct	Direct	Direct	Direct	Direct	Streamer
<b>TV transmitter</b>	Direct	Direct	Direct	Direct	Direct	Streamer
<b>Direct connection landline phone</b>	Streamer & ConnectClip	Bluetooth Phone	-	-	-	✓

*This is a comparison of some of the key features and accessories available in the different models of rechargeable RIC hearing aids currently on the market. There are many other hearing aid designs, features and fit considerations to take into account when choosing a specific hearing aid for each individual. We strongly recommend consulting with one of our hearing health care professionals so that they can help you determine which product is best suited to your specific hearing loss and lifestyle needs.*

*\*Battery life will diminish over time. Li-ion are expected to be ~80% in 3-4 years*

*\*\*Only on specific Android phones with the latest hardware. (Winter 2020 - only Google Pixel 3,4 & Samsung S10)*

# Apps & Accessories



## Smartphone Apps

- Control your hearing aids through your smartphone
- Provides additional functionality and customization
- Compatible with Apple and Android platforms

The manufacturer specific hearing aid apps give you full control of your hearing aids from your smartphone. Change volume, programs, adjust the equalizer and so much more. Some even offer the ability to connect with your hearing health care provider for remote programming adjustments.

## Remote Control

- Large Buttons
- Easy to use



A remote control allows the user to change their hearing aid volume and programs without touching their ears. It works for both ears together, keeping all adjustments balanced.

## Remote Microphone

- Improves speech clarity in noise
- Emphasizes one person's voice



The remote microphone is worn by another person by clipping it onto their lapel. It then picks up their voice and transmits it to the hearing aids. Great for driving in cars, noisy restaurants and meetings.

## TV Transmitter

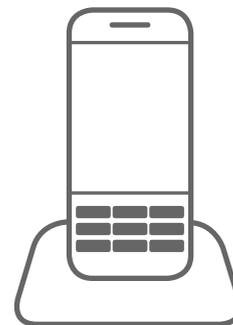
- Control your volume
- Others control the TV
- Improved speech clarity



TV transmitters are designed to connect to a television and transmit the audio signal directly to the hearing aids. They allow the hearing aid user to hear the television volume at a level that they are comfortable with, while anyone else in the room can set the sound through the TV speakers at a lower level.

## Wireless Phone

- Hear voices in both ears
- Increased clarity
- No program changes needed



Designed to transmit the telephone conversation directly to both hearing aids. This portable home phone provides the easiest to use, and clearest sound for those with compatible hearing aids. It can also be used as a standard portable phone by others.



# Ear & Hearing Protection

## Custom Ear Plugs

These solid noise plugs offer the most hearing protection in our custom hearing protection range, providing a maximum of 28dB of attenuation. They are typically made of silicone material and offer far more comfort than standard foam plugs do. They are available in a wide range of colours, with the option of cords or clips to help keep them in place.

*Price: \$190 for a pair (or \$95 each)*



## Musician Solutions



When sound quality is of the utmost importance, but you still want to protect your hearing, the custom ER musicians plugs are the best option. These custom high-fidelity earplugs were developed by ETYMOTIC over 25 years ago, following Dr. Mead Killion's participation in a noise study for the Chicago Symphony Orchestra. They are still the highest fidelity of any earplugs available. Musician's Earplugs are a custom product, made individually for each user by taking an impression of your ear canal. They are available in three different levels of sound attenuation. The ER•9 with the lowest attenuation at 9dB, the ER•15 which is the most commonly used with 15dB attenuation and the ER•25 with the most attenuation at 25 dB.

*Price: \$250 for a pair (or \$125 each)*

## Swim Plugs

These solid swim plugs are designed to create a good seal in the ear to help reduce the chances of getting water into the ear canal. They are made of floating silicone material. They are available in a wide range of colours.

*Price: \$190 for a pair (or \$95 each)*



*\*2020 prices are subject to change without notice.*



# Assistive Listening Devices

## TV Listening Systems

There are many different times when a TV listening system is the best solution. By focusing the sound directly into your ears, you are able to eliminate echo and reverberation. This improves the clarity of the sound. Plus some of the newer systems have digital noise filtering capabilities to further accentuate the speech sounds and reduce the annoying background.



## Amplified Telephones

Hearing on the telephone is often one of the largest challenges for hard of hearing individuals. A large part of this is the fact that the sound is only going into one ear, and there are no visual cues. In many cases hearing aids can help, but for those with more pronounced hearing losses, often the use of an amplified telephone makes the largest improvement. We have access to a very large range of amplified phones, but have chosen some of our favourite to showcase on our website. Please feel free to contact us if you would like more information on one of these phones, or if you have found another model that you are interested in.



## Alerting Systems

Alerting Systems offer safety and security for those individuals who are not able to hear important alarms and signals. These systems can be used either with or without your hearing aids. They produce single function devices for smoke and fire detectors, door bells, phones, baby monitors, etc. Users also have the ability to synchronize all of their different pieces to create a connected home.



# GET IN TOUCH



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 [@davidsonhearingaids](https://instagram.com/davidsonhearingaids)

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K1H 8N1

**613.233.4374**

 **Ottawa East Clinic**

1437 Ogilvie Rd  
Ottawa, ON  
K1J 7P3

**613.741.4374**

 **Vimy Bridge Clinic**

109 - 665 River Rd  
Ottawa, ON  
K1V 2G2

**613.714.9697**

 **Nepean Clinic**

28 Thorncliff Pl  
Nepean, ON  
K2H 6L2

**613.721.8218**

 **Brockville Clinic**

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Brockville, ON  
K6V 1W4

**613.341.8700**

 **Cornwall Clinic**

102A Second St W  
Cornwall, ON  
K6J 1G5

**613.932.4545**

 **Arnprior Clinic**

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Arnprior, ON  
K7S 2N3

**613.369.5628**

 **Renfrew Clinic**

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**613.432.7171**

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