

Welcome to hear.com!  
**Help your loved one hear again**





Hello and congratulations!

You have taken the first step towards helping your loved one hear better again.

I am very happy about the interest you have shown in our service. As a caregiver, you need all the support you can get when it comes to confronting hearing problems with your loved one, and your best ally will be a hearing care professional.

Our goal at hear.com is simple: we want to help people like you find the best hearing solution for your loved one. In this brochure, I have put together important information about hearing loss and the roadmap towards a hearing solution. You will also find answers to frequently asked questions.

Should you have any questions or wish to speak directly to a hearing care professional, please reach out to us by calling 011-3001 2727.

We at hear.com wish you the best as you embark on your journey to deliver a higher quality of life to your loved one – and yourself.



Dr. Marco Vietor

Founder and CEO of hear.com

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“After working with over 47,000 satisfied customers, we know exactly how to deal with any kind of hearing loss. We have a customer success rate of 92%”



# What is hearing loss?

1 in 3 people above the age of 50 experiences some degree of hearing loss. It is a common problem that often develops with age or is caused by repeated exposure to loud noises.

Hearing loss usually develops over time. It can make certain letters and sounds harder to hear. For example, high-pitched letters like f, s and t are easily drowned out by louder, low-pitched letters like a, o and u. This results in a person with hearing loss complaining that they can hear that others are speaking, but not understand what they are actually saying.

Being around a loved one who is affected by hearing loss can be tough. In order to communicate, you may have become frustrated, when you had to raise your voice or repeat yourself more often than once. Unfortunately, hearing loss doesn't get better with time and coping with this is not an effective solution. The sooner you and your loved one get help, the sooner you get to a better quality of life.



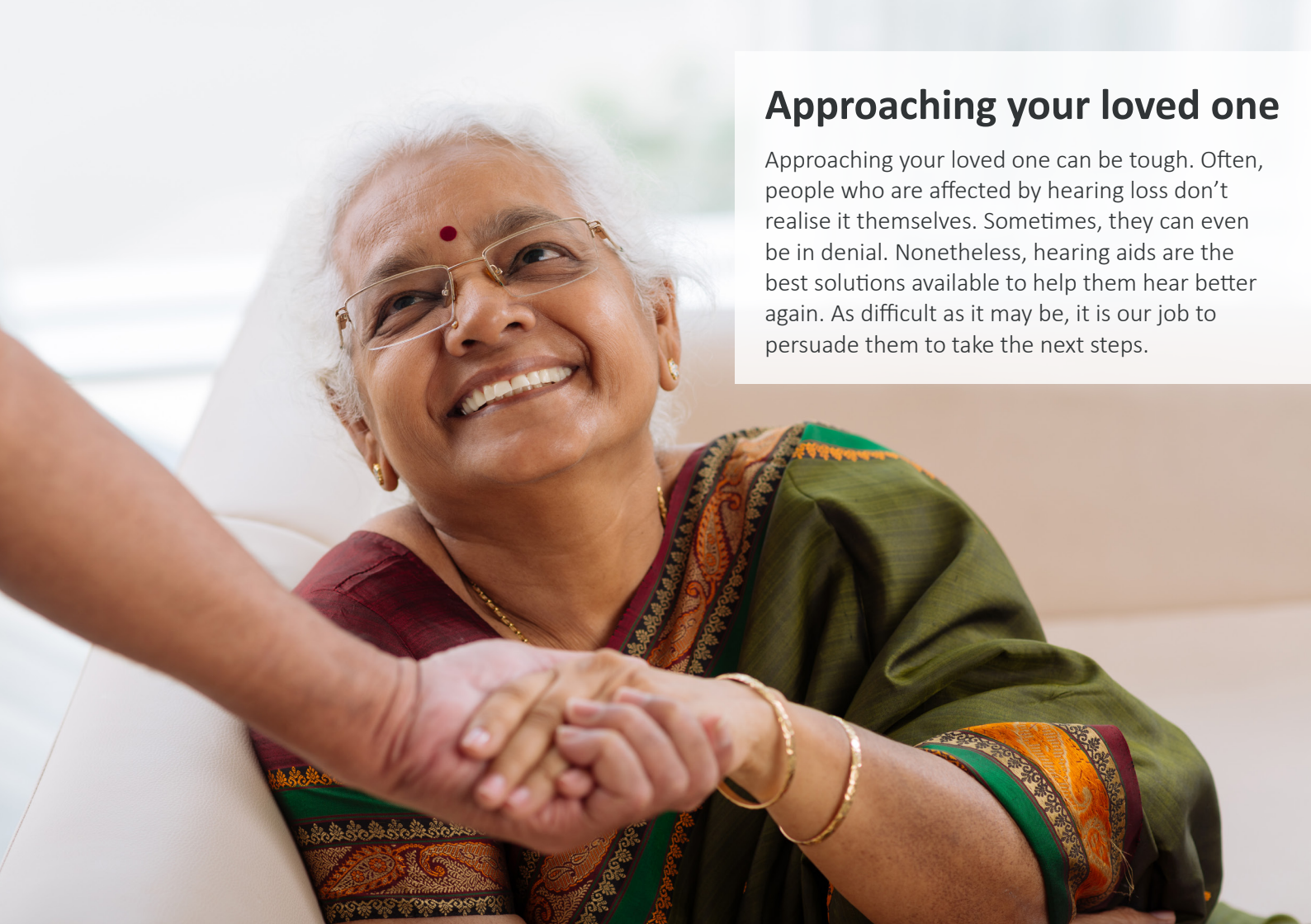
# Does my loved one need hearing aids?



Hearing loss can occur at any age. To be absolutely sure if your loved one has a hearing loss, a hearing test is necessary. However, you can do a quick self check. **Does your loved one...**

- ...find it difficult to follow conversations with more than 2 people?
- ...often ask others to repeat themselves in noisy environments?
- ...turn up the volume of the TV or radio?
- ...have problems understanding speech if someone talks from behind or by their side?
- ...sometimes not hear the doorbell or the telephone?
- ...participate less in group conversations compared to before?
- ...attend less social events like family gatherings than in the past?

If you answered YES to two or more of the points above, it is time to get your loved one's hearing checked by a hearing care professional.



## Approaching your loved one

Approaching your loved one can be tough. Often, people who are affected by hearing loss don't realise it themselves. Sometimes, they can even be in denial. Nonetheless, hearing aids are the best solutions available to help them hear better again. As difficult as it may be, it is our job to persuade them to take the next steps.

# Approaching your loved one



## Combating denial

When you confront your loved ones with the idea that they might have a hearing loss, it is common that they will probably deny this problem.

There are a few reasons for this:

1. Hearing loss happens gradually and it is not immediately noticeable from one day to another.
2. They may cope with it by lip reading or using their stronger ear instead of tackling the hearing loss itself.
3. They don't believe that the problem stems from themselves but from others. Often, they may think that other people speak too softly or are mumbling.

If your loved one is in denial or remains insistent that he or she does not have a hearing loss, suggest that you do a consultation together, just to be sure. After all, a consultation is free at [hear.com](https://www.hear.com) and doesn't hurt anyone.



*"I don't have a hearing loss!"*



# Approaching your loved one

## Combating misconceptions about hearing aids

A loved one can be reluctant about wearing hearing aids because they may have many common misconceptions. There are a few ways to combat this:

*“Hearing aids are big and ugly”*

Technology is constantly innovating, also for hearing aids. Today’s hearing aids are virtually invisible, high performing microcomputers available in a variety of attractive designs and sizes. They sit comfortably behind your ear or completely in your ear canal, depending on the preference of your loved one.

*“Hearing aids make me look old”*

Hearing aids are tiny, discreet devices which are barely visible. In truth, it isn’t the hearing aid that makes the user look old but rather the constant misunderstanding of speech.

*“Hearing aids don’t work”*

Hearing aids from the past often amplify everything which does not solve anything. Today’s hearing aids can actually differentiate between background noise and speech to increase your understanding.

*“Hearing aids are expensive”*

At hear.com, we have a variety of hearing aids in different levels tailored to your personal budget that can solve hearing problems.



# Convincing your loved one

A hearing success is only truly possible when your loved one is personally motivated and committed to using hearing aids. If your loved one is not convinced, it is unlikely that he or she will feel a difference. To help you convince your loved one, we'd like to provide some tips and a few personal success stories, straight from our customers. After all, nothing is more convincing than real reviews and experiences.



Vijay Dixit

*"I was skeptical of the benefits of hearing aids. In one on one conversations I could hear just fine, but my friends started to point out I avoided group conversations. I hadn't realised this was true until I tried hearing aids. Now I am so happy I can participate in group conversations with my friends again!"*



Sandhya Raghavan

*"I feel like a new person! My family is also happy with my hearing aids, because they don't have to repeat themselves all the time. I can also finally hear my grandchildren!"*



Deepak Joshi

*"First I thought my family was just not speaking clearly. When they kept raising the issue and showed me that I could just try hearing aids for a week, there was no reason not to try it. I discovered the problem was actually me. Now after three years, hearing aids have not only helped me but also improved my marriage."*

Include family to make your loved one aware | Address the topic openly and frequently | Show the benefits for the whole family

## Don't give up!




Awareness will probably be the hardest part of the process. Once you have created this, you need to keep things moving. You can do this with positive reinforcement as you help your loved one through the process of getting evaluated and fitted by a hearing care professional. A clear picture of your loved one's hearing loss will help reduce any doubt or denial he or she may have. What's more, a phone consultation with a hearing expert is easy and 100% free. By making yourself aware of the steps involved and managing your loved one's expectations accordingly, you'll be ensuring that the vision of a life that's better in every way is always in sight for everyone in the family.



# Next steps with hear.com



Once you have convinced your loved one, the next steps are simple. This is how it works:

-  1. Call or let your loved one call us. During the one-to-one consultation, our hearing care professional will learn more about your loved one's hearing situation and find the best solution possible. Afterwards, we schedule an appointment with an audiologist near you.
-  2. You will then meet with the audiologist for a 1 hour consultation at a Siemens BestSound Center. Here you will receive an in-store product demonstration and your personalised hearing solution will be custom fitted to your loved one's needs and tailored to your budget.
-  3. Enjoy the devices for as long as 5 years with good care and maintenance. hear.com will always be available for any support you might need.



# Hear you soon!



I hope I could answer most of your questions and help you find your way around the world of hearing loss and hearing aids. Our unique approach is like no other hearing care organisation. We are equipped to answer all your questions in a competent, objective, and unbiased manner.

I guarantee that you will be highly satisfied with our service and that your loved one will truly benefit from better hearing every day. A greater family life is just a few steps away.



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