



# Hearing aids

The ultimate 2023 guide

# Dear reader,

Have you noticed small changes around you recently? Perhaps you're leaning in a few inches closer to hear a conversation. Maybe talks at restaurants are getting harder. Or you might simply be turning up the TV volume just one notch too high...

You're not alone. Loud noises are one of the most common causes for hearing loss. As a generation who has lived with rock 'n' roll, motorcycles, snow blowers, it's no wonder that our hearing is declining faster than ever. But here's the good news - hearing aids have never been smaller, smarter or more powerful. In fact, the Wall Street Journal recently reported that [younger generations are seeking hearing solutions much sooner](#) than older generations did. There is no better time in all of human history to be a person with hearing loss.

My name is Paul Crusius, and I founded hear.com with my friend Dr. Vietor more than a decade ago. While I may be biased, I can't think of any two people who have dedicated more of their lives, hearts, and minds to helping people hear well to live well. The hear.com team has spoken with millions of people about hearing loss and has helped more than 300 thousand people move forward in their hearing journey all across the globe. We're far from done because the stigma against hearing aids still persists even though they are responsible for some of the happiest moments of our lives.

Even most surprising is that it is close to impossible to find good content if you want to learn more on this topic. That is why we created this guide. Here you will learn a few simple truths to hearing care - direct and unfiltered, German-style.

I will leave you with one final thought. If you think you have hearing loss, please do something about it. Anything is better than nothing. Don't let hearing get in the way of living.



Paul Crusius  
Co-founder of hear.com  
Music enthusiast and sailing novice

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# Why your hearing matters

## (MORE THAN YOU THINK)

Hearing is a vital part of the human experience. It's how we communicate, enjoy our favorite songs, feel the presence of nature, and stay connected to the people we love. It's music. It's laughter! It's everything.

At hear.com, we say “to hear well is to live well,” because we believe hearing is absolutely essential. To feeling youthful and free. To staying sharp and connected. And to being happy and healthy, all life long.

So the real question is: what do we do when we start to lose our hearing?

The answer is simple: Don't wait. And act fast. Because the only way to slow down the progression of hearing loss, is to treat it as soon as possible with hearing aids. And keeping our hearing intact benefits us in 3 scientifically proven ways:

### 01. A sharper, healthier mind

Recent studies from Harvard, Johns Hopkins, and Columbia University have linked hearing loss to the following:

- Loss of memory and thinking skills
- Isolation and depression
- An increased risk of dementia and cognitive decline

Why? Well, hearing is a function of our ears and our brain. And when we can't hear clearly, our brains have to work much harder to compensate. Luckily, acting early to solve your hearing loss reduces those risks and keeps you sharp.

[Read more about the hearing and cognitive health >>](#)

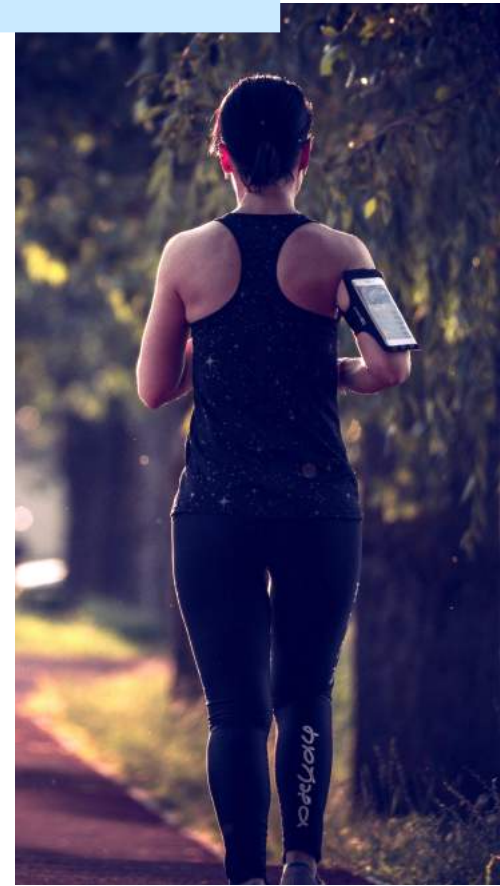
## 02.

### A natural boost in energy

Many people are surprised to learn how much extra energy you spend straining to hear and understand what others are saying. This phenomenon is called “listening fatigue” and over time, it can take a huge toll on your wellbeing.

Fortunately, the feeling of exhaustion goes away quickly when you treat your hearing loss. In fact, 80% of people who wear hearing aids report feeling more energized and excited about life.

[Read more about the link between hearing and energy >>](#)



## 03.

### A noticeably happier life

A recent survey by the National Council on Aging (NCOA) found that people with untreated hearing loss were more likely to feel excluded, embarrassed, lonely, and even depressed as a result of difficulties in social situations. But it’s not all bad news.

The correlation between hearing and happiness is well documented. And treating your hearing loss can have almost immediate effects on your relationships, confidence, and overall quality of life.

[Read more about hearing and happiness >>](#)



# What are hearing aids like in 2023?

## (TINY AND POWERFUL)

There is no better time in all of human history to be a person with hearing loss. Why? Because modern hearing aids are a far cry from the big, bulky devices our grandparents used to wear. As technology has advanced, hearing aids have gotten smaller and smarter, and they've evolved into powerful tools that enrich people's lives in meaningful ways.

Whether you're in the market for a new pair or just curious about what's out there, here's what you can expect from the most cutting-edge devices in 2023:



### 01. They're tiny and ultra-discreet

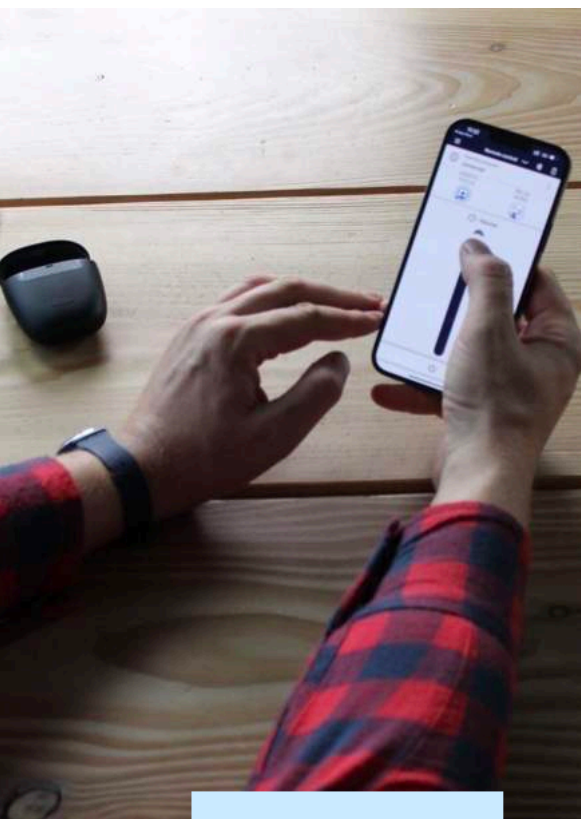
Hearing aid technology manages to get smaller and smaller every year. Today's devices are virtually invisible, meaning they practically disappear inside or behind your ears, so no one can see them.

And they're not just tiny... they're also packed with an extraordinary amount of processing power. It's not an exaggeration to say that they're some of the tiniest wearable supercomputers on the market today, and they're lightening fast as a result. We're talking about over a billion computing operations per second—in a device that's smaller than a coffee bean. Amazing, right?!

## 02. They've mastered speech clarity

Clear, uninterrupted communication is at the heart of all of our social interactions. And one of the key elements of communication is “speech clarity,” which is compromised by hearing loss. When you can't discern or understand speech in the midst of background noise, simple conversations can become very challenging.

Over the past few years, all of the most exciting breakthroughs in hearing technology have been breakthroughs in speech clarity. And the most exciting one of this decade is called “dual processing.” Two separate processors are able to capture speech and noise independently, then combine them to create an almost superhuman level of hearing. Whether you are in a crowded room or a windy park, conversations will be as clear as if you were in a quiet room.



## 03. They make life easy

Today's hearing aids are designed for easy wear and maximum comfort. So you can just pop them on in the morning, and then go about your day. They've got sensors that adapt to new hearing situations in milliseconds. Processors that perfectly discern the direction, distance, and speed of various sounds and model them to produce an absolutely natural spatial hearing experience.

Need to adjust the volume at a moment's notice? Easy-to-use smartphone apps come standard with most hearing aids. Want to take a call? Cutting-edge features like Bluetooth connectivity allow you to stream calls directly from your phone. Have a long day ahead of you? Wireless charging cases let you charge on the go. With the latest models, your hearing experience will feel effortless, wherever you go.

# Do you need a hearing specialist?

## (YES, A GREAT ONE)

Think of it this way: you could have the sharpest suit or dress in the world, but if it's not your size, you probably won't wear it. Medical-grade hearing aids are similar. If you want them to work just right, you need a licensed hearing specialist to customize your devices to your unique needs and preferences.

And because this isn't just a suit—it's advanced technology that can have a major impact on your ears, your brain, and your life—you're going to need a great specialist. But what exactly does a hearing specialist do for you? They'll ensure that these three crucial steps go as smoothly as possible:



### 01. An accurate hearing test

The very first step in the journey to better hearing is a comprehensive hearing evaluation. Your hearing aids will be programmed based on these tests, so it's important that they're thorough and precise. Great hearing specialists undergo extensive training to perform these tests and accurately assess the results.





## 02.

### **Personalized fitting & programming**

Hearing aids only work as well as the specialists who fit and program them. Why? A licensed professional will consider factors that others don't, like the degree and configuration of your hearing loss, your dexterity, and any other personal preferences to ensure the best fit. And a great specialist can program your devices to the exact frequencies you're missing, maximizing their effectiveness and comfort.

## 03.

### **Fine-tuning & ongoing care**

Hearing aids require ongoing care, maintenance, and periodic adjustments. A hearing specialist provides follow-up care, including additional programming, troubleshooting, and necessary repairs or maintenance. They can also offer guidance on how to clean and care for your hearing aids properly, so you can keep your devices in tip-top shape.

# Why a little help goes a long way (AN ODE TO SERVICE)

The journey to better hearing shouldn't be a solo one. There are a lot of moving parts, and getting it right requires a deep knowledge of technology, audiology, and all of the options this industry offers. You need a friend, confidante, expert, and guide—someone you can count on to point you in the right direction. To recommend the right devices, to get you the right care, and to cheer you on during the highs and lows.

Here's what great service should look like at each step of your hearing care journey:



## 01. Finding the right device

There are hundreds of different hearing aids out there, and it can be hard to know where to start. Talking to an expert can save you the effort of extensive research and fast-track your search for the right hearing aid. A good advisor will walk you through your options, explain how the technology works, and even recommend the best devices based on your needs, budget, and goals.

## 02. Finding the right specialist

Searching for a hearing specialist on your own can be time-consuming and overwhelming, particularly if you're unfamiliar with the field. And as you know, your hearing specialist can make or break your experience with hearing aids. A good advisor will have insights into the reputation, credentials and track record of specialists in your area, and they'll even coordinate your care.

## 03. Finding the right support

In hearing care, you need someone who is with you for the long haul. In the 5-7 years that you own your hearing aids, you'll have questions and need adjustments from time to time. You may even want to go for annual check-ups to make sure your devices are up-to-date with your development. That's why great service is more important in hearing care than is in almost any other industry. So do yourself a favor and don't ignore it when considering the right solution for you.





# How hear.com can help (NOW AND IN THE FUTURE)



hear.com founders Dr. Marco Vietor and Paul Crusius

More than a decade ago, hear.com founders Dr. Marco Vietor and Paul Crusius set out to kill the stigma against hearing aids. Since then, they've made hearing care more accessible and more affordable for as many people as possible. They brought hearing technology into the 21st century with some of the smallest, most innovative hearing aids on the market today. And they set every customer up for success by offering expert guidance and support, every step of the way.

Today, [hear.com](https://www.hear.com) is the most trusted name in hearing care. Here's how we can help you on your journey to better hearing:

## 01. **Horizon hearing aids**

Rated #1 in speech clarity

At [hear.com](https://www.hear.com), you'll have exclusive access to the world's first hearing aid with dual processing technology—a device audiologists call “the new gold standard” in speech clarity. It's called [Horizon AX](#), and we're proud to have developed it alongside top German engineers with the goal of improving the clarity and richness of conversations all over the world.

## 02. **A curated network**

Of the top 5% of U.S. hearing specialists

We're obsessed with finding, vetting, and working side-by-side with the best licensed specialists in the country. Over the last decade, we've handpicked the top 5% of America's hearing professionals, pioneered the expansion of tele-audiology across the U.S., and earned customer satisfaction ratings that are well above the industry average as a result.

## 03. **Unique dual-expert approach**

The secret to hearing success

10 years of research and a focus on personalized care inspired us to produce our proven “dual-expert approach.” From day 1, you'll have two experts dedicated to your hearing success—a [hear.com](https://www.hear.com) expert who will offer advice, coordinate care, and provide ongoing support, and your local hearing specialist who does the rest. The result? Completely seamless service and care.





# A world of better hearing awaits

After millions of one-on-one consultations, over 385,000 happy customers, and a decade-long passion for hearing care, technology, and innovation, we know that the single most important thing you can do for yourself is this: Don't just nod and smile. Don't wait. Recognize that there's a modern, powerful and ultra-discreet solution for better hearing. And know that hear.com is with you for the long haul. Curious to learn more?

**Call for a no-risk 45-day trial: (786) 520-2456**