



# 10

# WAYS

TO START TALKING ABOUT  
HEARING LOSS

TALK TOGETHER  
TALK TO US

**bloom**<sup>™</sup>  
hearing specialists

the best way  
to better hearing

# We know it can be hard to talk about hearing loss with a loved one. So, here are 10 facts to help you get started.

- 1** Most people feel their quality of life has improved since a close relative started using hearing aids.
- 2** 70% of users experience their relationships at home improved once they started using hearing aids.
- 3** Most modern hearing aids are designed so discreetly that they are practically invisible when worn.
- 4** Many users experience a positive impact on their relationships with their friends when they start using hearing aids.
- 5** Using a hearing aid can actually slow down the deterioration of hearing.
- 6** 70% of hearing aid wearers became more outgoing after they started using hearing aids.
- 7** When a relative starts using a hearing aid, their immediate family often notice that they start acting more independently and with improved confidence.
- 8** Roughly 9 out of 10 people wearing a hearing aid believe it has not changed their friends' and families' perception of them.
- 9** In 60% of cases the family members of new hearing aid users found that their relationships improved.
- 10** Getting support from relatives can be as important as a good hearing specialist when it comes to better hearing.

Sources: The National Council on the Aging (NCOA), 1999; The impact of Hearing Instruments on Quality of Life. Hear the World, 2012; Hearing is Living. Hear-it, 2006; Evaluation of the social and economic costs of hearing impairment.

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