Hearing Loss
The Types and Treatment Options
About Us

We are fully qualified hearing healthcare professionals. We offer a wide range of hearing services including ear wax removal and a full choice of the latest advanced digital hearing aids from the world’s leading hearing aid manufacturers, such as Phonak, Unitron, Widex, Oticon, and Starkey.

We have three full-time hearing aid audiologists:
Jayne Smith RHAD, MSHAA
Heather Cowell RHAD, MSHAA
Simon Cowell RHAD, MSHAA

Together we offer more than 25 years audiology experience and are specialist centres for Phonak, Unitron and Oticon.

Our hearing centres are fully equipped with the latest cutting edge technology which enables us to provide the most accurate results. Our two hearing centres are in Christchurch High Street and St Stephens Lane, Verwood. We are able to cater to customers in the whole of Dorset and West Hampshire.
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Many people suffer from hearing loss...and we're not just talking about the people whose hearing is diminished. Hearing loss affects friends, family, co-workers, business associates, and everyone a person with a hearing problem comes into contact with. The latest available statistics show that over 10% of the U.K. population reports difficulty hearing! That’s more than 9 million people! And as the Baby Boomer generation continues to age, that number promises to increase dramatically!
Are you someone who no longer hears as well as you once did? If so, you are certainly not alone. Consider these statistics reported by Sergei Kochkin, Ph.D., former Executive Director of the Better Hearing Institute:

- 3 in 10 people over age 60 have hearing loss
- 1 in 6 baby boomers (ages 41-59), or 14.6%, have a hearing problem
- 1 in 14 Generation Xers (ages 29-40), or 7.4%, already have hearing loss
- At least 1.4 million children (18 or younger) have hearing problems
- Estimates say 3 in 1,000 infants are born with serious to profound hearing loss

In addition, studies have linked untreated hearing loss to emotional, physical, mental, psychological and even economic disadvantages! And, to make matters even worse, there are many “myths” about hearing loss that prevent those with hearing loss from doing anything about it.
Sensorineural hearing loss occurs when the tiny hair cells in your cochlea (inner ear) that help pass sound information to the brain are injured, diseased, do not work correctly, or have died. Those hair cells are in fact nerve endings that are responsible for sending electrical stimulation to the brain. This type of hearing loss can't be reversed at this time although there are hopes that in the future there may be treatment.
Sensorineural hearing loss is commonly caused by:

- Presbyacusis.
- Acoustic neuroma.
- Childhood infections, such as meningitis, mumps, scarlet fever, and measles.
- Meniere's disease.
- Regular exposure to loud noise which is called noise induced hearing loss. Noise exposure accelerates the natural deterioration of our hearing. **Noise can do terrible and permanent damage.**

A sensorineural hearing loss reduces the ability to hear faint sounds or discriminate speech. Even when speech is loud enough to hear, it may still be unclear or sound muffled. Speech is exceptionally difficult to hear in most cases if there are any competing sounds such as background noise.

10% of the UK Population have trouble hearing. That’s more than 9 Million People
Hearing Loss is usually a gradual process, many factors can contribute to hearing loss such as noise in work, loud music, general environmental noise if you live in a noisy city, diet, ototoxic drugs, smoking, heart disease and stress.

Hearing loss affects around 10% of the population. In the UK it means there are around 9,000,000 people with a hearing problem or hearing impairment. Unfortunately, only a small number of those who need a hearing aid system actually use one, many who don't are putting themselves at many disadvantages and greatly reducing their quality of life.
The Consequences of Un-Treated Hearing Loss

There are many consequences of hearing loss physical, social and physiological. Hearing loss can lead to problems such as social exclusion, isolation from family and friends, depression, anger, stress, irritability, withdrawal, loneliness, embarrassment, denial, boredom, social rejection, feelings of inadequacy, misinformation, increased irritability, anxiety and fatigue.

The sad thing is that these consequences are unnecessary. The benefits from treatment of hearing loss with hearing aids have dramatically increased over the years.

Modern hearing aids are astonishing pieces of kit that deliver massive benefit. These are definitely not your Grandfather’s hearing aids!
Conductive hearing loss occurs when sound is not conducted efficiently through the outer ear canal to the eardrum and the tiny bones (ossicles) of the middle ear. Conductive hearing loss usually involves a reduction in sound level or the ability to hear faint sounds.

It can be caused by many factors with many of them childhood problems. Conductive hearing loss is usually something that you have been aware of since an early age, it is very rarely a sudden thing except in accidents.
Some possible causes of conductive hearing loss are:

- Fluid in the middle ear.
- Ear infection (otitis media).
- Perforated eardrum.
- Impacted earwax.
- Infection in the ear canal.
- Swimmer's Ear.
- Presence of a foreign body.
- Absence or malformation of the outer ear, ear canal, or middle ear.

There may well be surgical treatment for a conductive hearing loss. You can always investigate your options and weigh up the pros and cons.

Any surgical treatment is something that must be carefully considered. Any procedure that involves a general anaesthetic is one that should be approached carefully.
Hearing aids tend to work very well for conductive losses

Because of the nature of conductive hearing losses, even modern basic hearing aids tend to work very well for Patients.

With conductive hearing loss all that is needed is amplification. Because the problem is in effect mechanical rather than processing, once you overcome the sound transmission problem there is usually excellent results.

This happens because in most conductive losses there is no damage to the cochlea, so once we can get the sound in there, it will handle it as it normally would. use one, many who don't are putting themselves at many disadvantages and greatly reducing their quality of life.
Sometimes a conductive hearing loss occurs in combination with a sensorineural hearing loss. In other words, there may be damage in the outer or middle ear and in the inner ear (cochlea) or auditory nerve. When this occurs, the hearing loss is referred to as a mixed hearing loss.

Normally the conductive loss comes first, and the sensorineural element happens with aging. Even though it is a mixed loss and quite complex, it usually will respond well to treatment with hearing aids.
Hearing aids tend to work well for mixed losses

Mixed hearing loss is quite a complex loss to treat. We need to overcome both the mechanical and processing problems.

Mixed hearing loss is a little more complex than the other types. We need to overcome the middle ear problem but still address the inner ear issues.

Modern hearing aids are quite adept at dealing with these issues though. Although we often have to spend more time with patients with this type of loss we have always gotten excellent results.
We are always happy to help answer any questions you may have.

At Clarity Hearing Solutions we are proud to offer a nurturing, caring atmosphere for each and every one of our clients.

If you have worries about your hearing, come and see us at our practice in Christchurch or Verwood.

Developing relationships over time is one of our main goals at Clarity Hearing Solutions. That’s why we offer a full range of audiology services, hearing aids and hearing tests, including innovative options such as iPad apps that actually allow you to see your tinnitus, audiogram, speech and noise discrimination tests.

We also take the time to help you move through the feelings of isolation and disconnection that are so commonly experienced by those with hearing loss.
You can contact us for an appointment at:

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