



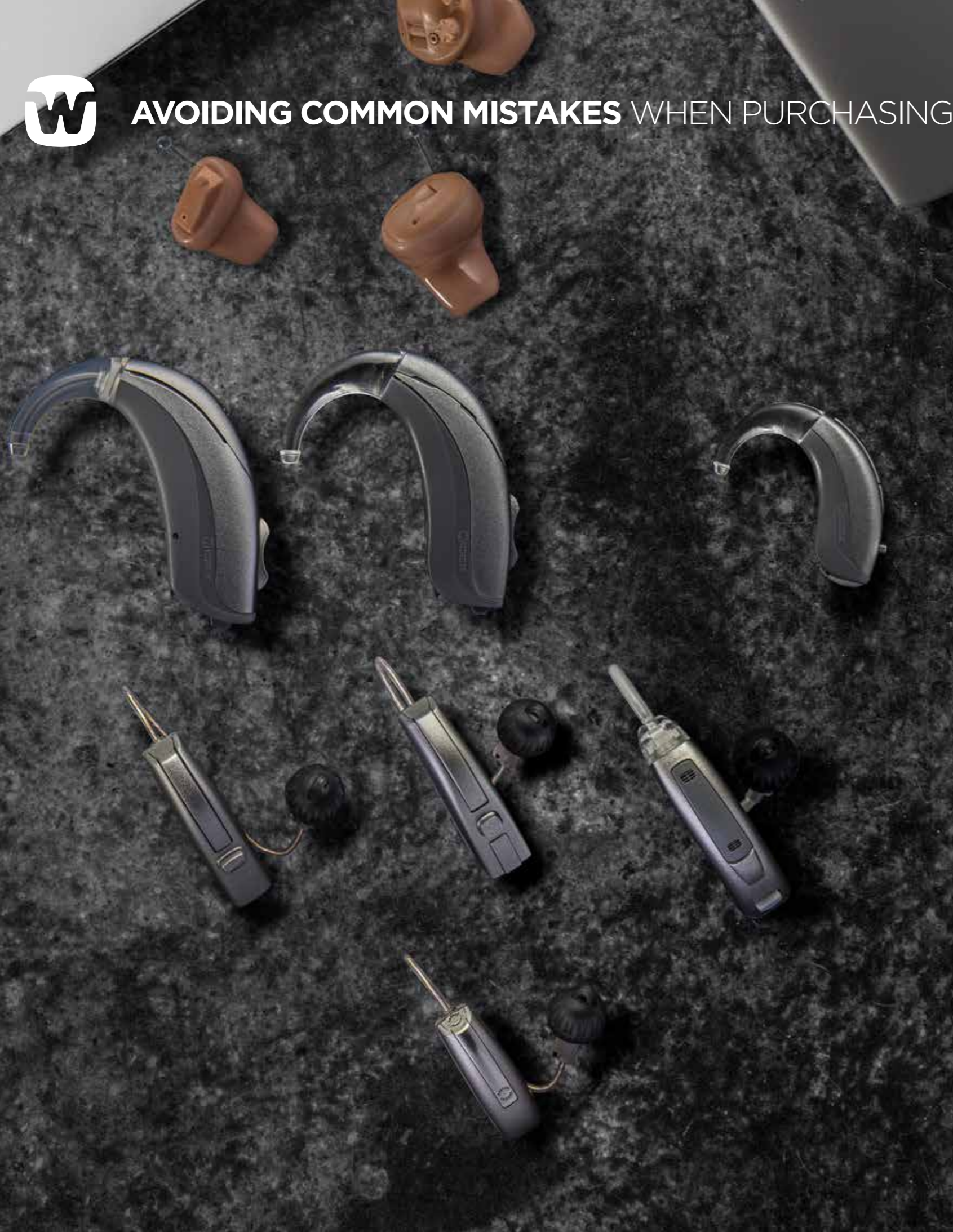
**AVOIDING COMMON MISTAKES** WHEN PURCHASING HEARING AIDS

SO YOU'RE  
CONSIDERING  
**BUYING**  
**HEARING AIDS**

**WIDEX**<sup>®</sup>  
HIGH DEFINITION HEARING



## AVOIDING COMMON MISTAKES WHEN PURCHASING HEARING AIDS



Buying hearing aids can be confusing. There can be wide disparities in cost, available features, and even the support you receive from a trained hearing care professional.

To make a good decision, you must account for your hearing needs, your budget, the available technology, and your desired lifestyle. It's understandable why some people make mistakes.

**But you don't have to.**

With the information in this booklet, you can make sure you avoid some of the most common mistakes people make when buying hearing aids.



## AVOIDING COMMON MISTAKES WHEN PURCHASING HEARING AIDS

### **MISTAKE #1:**

#### **Assuming all hearing aids sound the same**

Hearing aids are complex devices combining microphones, speakers, and sound processing electronics in a package smaller than a coin. Modern hearing aids may look alike, but their performance varies greatly based on the technologies they contain.

An effective hearing aid must:

- **Accurately capture sounds** around the wearer
- **Quickly process the sound** to make speech clear
- **Amplify the processed sound** so the wearer hears and understands it





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### Capture sound

Every hearing aid has a “sound window” — a limit on the sound it captures. Hearing aids with larger **dynamic ranges** capture sounds from very quiet to rather loud for processing and amplification. By capturing more sound, they provide wearers with a more complete hearing experience.

### Process sound

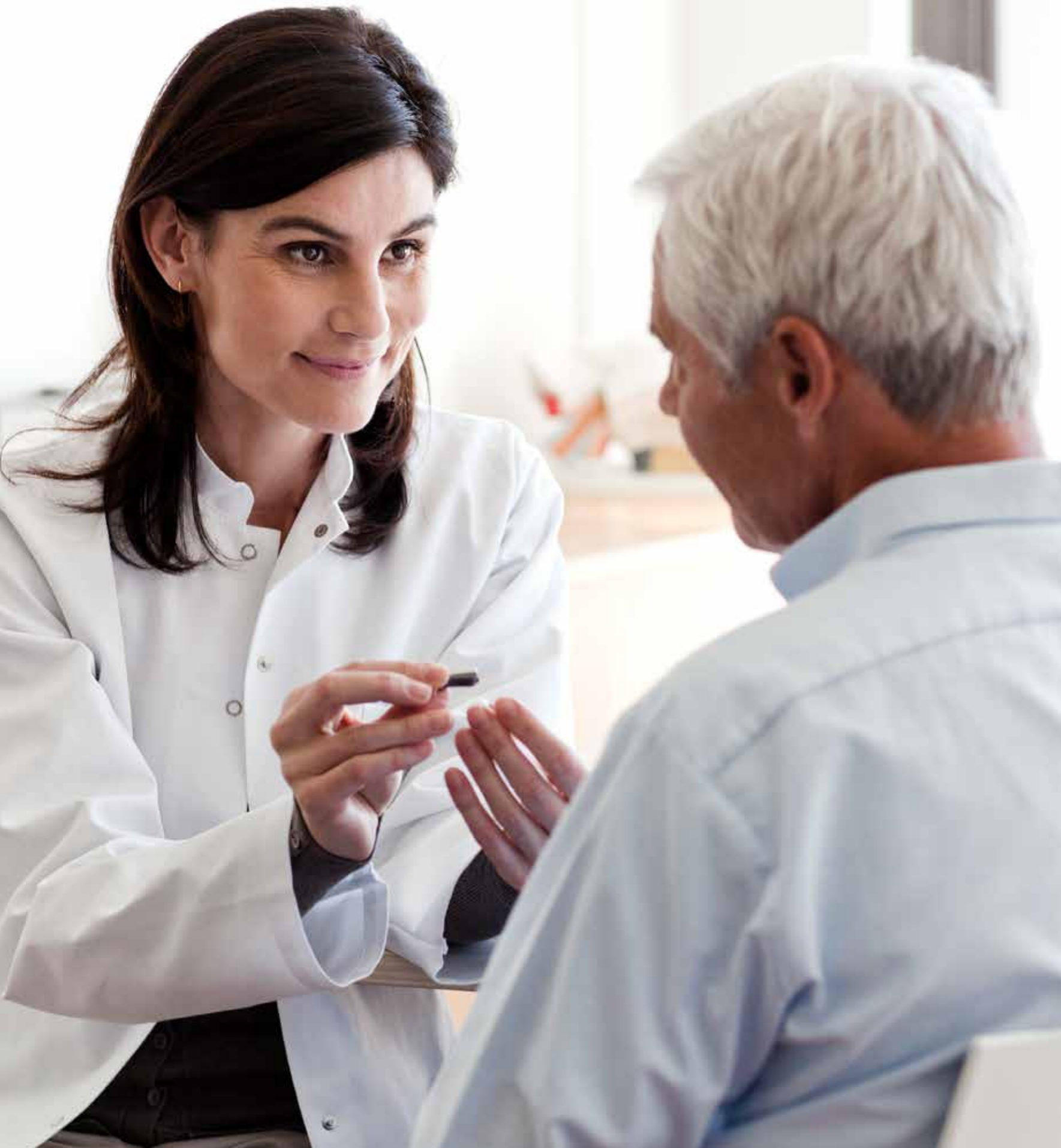
The hearing aid then processes the sound, converting it from an analog signal to a digital one by sampling it thousands of times per second. Hearing aids with **higher sampling rates** start with more accurate reproductions of the sound before they reduce the “noise” and make the speech sounds clearer.

### Amplify sound

The resulting sound produced in the wearer’s ear must meet their needs in the moment — making soft sounds audible, speech sounds understandable, and louder sounds comfortable to the listener.



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Fortunately, you don't have to choose the best hearing aid — just the one that is best for you. Work with your hearing care professional to try out hearing aids to decide which one best meets your needs and desired lifestyle.

With their expansive sound window and industry-leading processing speed, Widex hearing aids capture more sound and process it more quickly than other leading competitors, giving wearers the purest, most natural hearing aid sound available.



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### **MISTAKE #2:**

**Choosing a hearing aid your Hearing Healthcare Professional can't customize to your needs.**

While the technology inside a hearing aid is powerful, it's not useful if your Hearing Healthcare Professional can't customize it to your needs. Your audiogram is a prescription that tells her how to fine-tune the hearing aids so you hear your best in every situation that matters to you.

With Widex hearing aids, your clinician can fine-tune the settings using Sensogram technology while you're wearing them, accounting for the individual shape of your ears, ensuring you hear the crystal clear Widex Sound. And with advanced data-logging provided by Real-Life Insights, your clinician can see how, when, and why you're using personal programs, so he or she can fine-tune your hearing aids' settings to reflect your preferences.

Ideally, your hearing aids should automatically adjust to help you hear in different sound environments. By detecting whether you're in a loud restaurant, a party, or even at a quiet classical music concert, they can adapt to provide both audibility and comfort in real time.

Widex hearing aids use Fluid Sound Technology to determine which of up to 11 sound environments you are in, and then automatically apply the settings your Hearing Healthcare Professional has determined will help you hear your best in that environment.





### **MISTAKE #3:**

#### **Choosing a hearing aid that doesn't give you in-the-moment control**

While intelligent automation should meet your needs most of the time, there are situations where even customized settings may not meet your needs or goals in the moment. For example, you may or may not want to focus on a conversation at a party or to tune out the clatter of dishes in a busy restaurant.

In such instances, you need to be able to adjust your hearing aids' settings to match with your intentions. With intuitive smartphone remote control apps and special accessories, Widex hearing aids give you control of both preset and personalized listening programs, volume control, and directional microphones.

Beyond these controls, WIDEX MOMENT™ also offers wearers the ability to customize their hearing quickly using the power of real-time machine learning. With SoundSense Learn, wearers can find which of over 2 million parameter combinations best meet their needs by choosing between simple A or B listening preference scenarios on their smartphone app.



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### **MISTAKE #4:**

#### **Picking hearing aids based on your phone instead of your ears**

While smartphones are truly amazing devices that fit into many aspects of our modern lifestyle, they should not be the basis for choosing which hearing aid is right for you. Most modern hearing aids are compatible with common smartphones, either on their own or using a discreet accessory.

When you invest in hearing aids, you're investing in your quality of life — specifically how you connect with friends and family in the moments that matter the most to you.

The features that matter most are those that help you make that connection with loved ones. Your hearing aids should make speech clearer and easier to understand. They should provide you with pure, natural sound that lets you stay in the moment.

By focusing on the fundamentals — good sound quality, ease of use, and real-time personalization — you can ensure that your hearing aid will be there for you when it matters.

Widex hearing aids are compatible with most smartphones today, both iPhones and Android devices.\* More importantly, Widex hearing aids draw on more than 60 years' of technical innovation and commitment to sound quality to give people with hearing loss the same ability to communicate as those with normal hearing.

\* WIDEX MOMENT™ has made-for-iPhone® compatibility and is prepared for future connections with Android devices.







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[Learn more about Widex MOMENT™ and request a no-obligation hearing aid trial today](#)



**WIDEX MOMENT™**

THIS SOUND CHANGES EVERYTHING