



www.clearerhearing.co.uk



info@clearerhearing.co.uk

**Drop-In Ear
Wax Removal
Clinic**

Every Tuesday
8-12pm

No Appointment Needed
(St. Ives Branch Only)

Clearer Hearing Ltd Autumn Newsletter



The Clearer Hearing team

Newsletter #1

Welcome to the first Newsletter for quite a few years! We feel it is important to keep in touch with all our valued clients and to update them on what is happening in the 'world of hearing', new technology, or new services that we offer. Going forward, we will be producing two a year, one in Autumn and the other in Spring.

On the technology front, 'Artificial Intelligence' is the new buzzword. You can read more about this in the **Starkey Genesis AI** article on the back page. Starkey and Audibel are pioneers of this technology and it is proving to be very successful, with a lot of our clients looking to upgrade their own hearing aids!

We are also investing in new testing equipment that will allow us to perform ACT testing, which is a new type of test. ACT stands for Audible Contrast Threshold. It is a test designed solely to predict a hearing-impaired person's speech-in-noise ability.

ACT is not a tone test, or a speech test. Instead, it uses modulated noise signals to determine how much 'contrast' a client needs to hear the difference between sounds.

In other words, it estimates how well the client will hear speech in noise. The results from the test can be used to directly influence how the adaptive features of a hearing aid are programmed such as noise reduction and directionality. Put simply, it will help you hear even better in background noise situations! We will initially only be performing this test in our St. Ives branch, but we will look to introduce it to our Wisbech clientele in the near future.

During August and September, we experienced some disruption at St. Ives in terms of noise and parking availability due to the improvements being made to the Broadway. These works will introduce a larger paved area, seating and planting opposite our branch. This should make for a more pleasant experience for all.

Finally, I do hope that you enjoy this newsletter. If you would like me to cover a specific topic next time, just let me know!

Clearerhearing

Established Since 2002

Wisbech Clinic 31 High Street,
Wisbech, Cambridgeshire, PE13 1DE



A New Beginning in Hearing Technology



Imagine a hearing aid that can process sound the way it's meant to be heard — clear and true to life. Designed to always be a step ahead, so you're ready for anything. And with the all-day power to help ensure you don't miss a moment of life happening around you.

Now, picture starting each day with confidence in knowing you will stay informed, feel independent, and maintain connections with your friends, family, and community — while embracing the simple joys of listening to nature, music, TV, movies and more.

Guess what? Genesis AI is that hearing aid

Completely reimagined starting with the processor inside, Starkey's all-new, groundbreaking **Genesis AI** hearing aids are designed to help more people than ever hear better and live better.

Experience the most true-to-life sound yet

Wearing assistive technology like hearing aids can take some getting used to. So you can't help but get excited by a hearing aid like *Genesis AI* that works and feels like an extension of you.

Not only do *Genesis AI* hearing aids provide true-to-life sound quality, but they also continuously take care of your hearing needs as they arise — just like your brain would.

Genesis AI better mimics the way we hear

Genesis AI hearing aids contain innovative Neuro Sound Technology which allows the hearing aids to better replicate how the human brain processes sound.

They're so smart, they think like you do

By mimicking the cerebral cortex of your brain, **Genesis AI** "fills in the gaps" when your hearing is impaired. They help you hear those missed sounds quickly and accurately, so you never have to miss a moment.

They're so fast, they adapt before you can

Genesis AI hearing aids make over 80 million personalized adjustments every hour. So you can count on better hearing wherever you are or whatever you're doing — without having to do anything.

Make it a new beginning for better hearing with the hearing aid that helps you hear better and live better than ever before — Genesis AI.



St. Ives 01480 300 955



Wisbech 01945 466 386

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Healthy Hearing and Healthy Ageing



We all want to stay healthy and happy as we age, don't we? And we all know many of the obvious ways to do it – like exercising, eating right, not smoking and getting enough sleep.

But did you know our hearing plays a role in healthy ageing, too? Since September is Healthy Ageing Month, we thought we'd share four ways hearing better can help us age better.

1 Hearing Better Helps Keep Us Social and Active

When we hear clearly and with minimal effort, it's easier to be engaged, maintain connections, feel a part of conversations, and stay socially active.

On the other hand, people who struggle hearing often decide it's easier to avoid social situations. They might turn down invitations, limit interactions, and become more withdrawn and isolated.

Did you know?

Research proves that people who enjoy social relationships are more likely to live longer than those who are isolated and lonely.

2 Hearing Better Helps Keep Us Alert and Independent

Our sense of hearing plays a huge role in how confident and independent we are, and how safe we feel when we're out and about.

When we hear clearly, our spatial awareness opens up and we're able to distinguish and react to audible cues that warn us of safety issues. When we hear without effort, we can feel less reliant on others to "translate" or clarify what we heard, resulting in a greater sense of freedom and independence.

People who can't hear like they once could are more likely to miss warning cues, feel less confident in surroundings outside their home, and are more at risk of accidents, injuries or mishearing important information.

Did you know?

Individuals with good hearing are two times less likely to experience accidental injuries and three times less likely to have a history of falling than those with hearing loss.

*Clearer*hearing

Established Since 2002

St. Ives Clinic 13 The Broadway,
St. Ives, Cambridgeshire, PE27 5BX





3 Hearing Better Helps Keep Us Mentally Sharp

Numerous studies have linked hearing loss to dementia, a mental health challenge the World Health Organization predicts will triple by 2050.

Experts attribute the connection to the fact that hearing loss leads to social isolation (a known risk factor for dementia), that it accelerates brain shrinkage, and that it forces the brain to "steal" energy needed for memory and thinking.

Did you know?

An international commission on dementia prevention has confirmed that treating hearing loss in midlife is the single biggest risk factor you can modify to help prevent dementia.

4 Hearing Better Brings Us Joy

Maybe more than anything, hearing our best helps keep us positive and vibrant.

Whether it's listening to the laughter of friends, the sound of a symphony, a child's first words, ocean waves lapping, or a bird singing outside the window, hearing keeps us engaged, active, and connected to the world around us.

Did you know?

According to a Yale study, optimism and a positive outlook add 7.5 years to our life. Other research has shown it may reduce the risk of depression, heart disease and other chronic illnesses.

Introducing... Sasha!

Sasha is our newest recruit and covers reception, mainly at St. Ives, but don't be surprised to see her at the Wisbech branch occasionally.

Sasha comes from a care working background and this is reflected in her welcoming and friendly nature. Her main duties are front of house, meeting and greeting our clients, answering the phone and generally assisting where she can, whether it be with clients or other members of staff.

She enjoys running, keeping fit, and spending time with her son. Her other hobbies include an interest in historic clocks and watches (when she has the TIME!) and baking cakes.



Introducing Sasha, our newest recruit