TINNITUS & HEARING CENTER OF ARIZONA

Your Guide to Hearing Aids — Better Hearing, Better Living

WHY HEARING AIDS BENEFIT YOU

- ✓ **Reconnect with family and friends.** Untreated hearing loss creates distance in relationships. Hearing aids restore your ability to engage fully in conversation, reducing frustration for both you and the people you love.
- ✓ **Reduce mental fatigue.** Straining to hear all day is exhausting. Hearing aids reduce the cognitive effort of listening, leaving you with more energy for the things that matter.
- ✓ **Support your brain health.** Research links untreated hearing loss to increased risk of cognitive decline. Keeping the brain supplied with clear auditory input supports long-term cognitive function.
- ✓ **Improve confidence socially.** Hearing loss frequently causes people to withdraw from gatherings, restaurants, and meetings. Hearing aids restore the confidence to participate fully.
- ✓ **Hear better at work.** Missed words and misunderstood instructions carry real professional consequences. Modern hearing aids make workplace conversations clearer and less stressful.

WHAT TO LOOK FOR IN A HEARING AID

Evidence-based fitting. Ask whether Real Ear Verification is performed — it confirms your aids are calibrated to your ear canal, not a standard average.

Bluetooth & connectivity. Stream directly from your phone, TV, and tablet. Full volume and program control at your fingertips via a smartphone app.

Discreet, comfortable design. From behind-the-ear to completely-in-canal models that are virtually invisible. Fit and comfort matter as much as performance.

AI-powered sound processing. Modern hearing aids use deep neural networks to distinguish speech from noise with intelligence previous generations could not achieve.

Rechargeable batteries. Rechargeable models eliminate small disposable batteries and provide a full day of power from a single overnight charge.

Tinnitus masking capability. If ringing accompanies your hearing loss, look for models with built-in sound therapy to manage tinnitus alongside amplification.

FEATURED HEARING AIDS: BEST PRODUCTS FOR THE MONEY

	Oticon Zeal™	Oticon Reveal™	Phonak Audéo EON Sphere™
Best For	Patients wanting powerful, discreet, all-day performance in an invisible device	Patients wanting clear speech along with natural awareness of their surroundings	Patients who struggle most with speech in loud, crowded settings such as restaurants
Standout Feature	Always-on AI in IP68-sealed invisible shell; currently in high demand	World's first Dual AI: Speech AI and Context AI work together; 4D Sensor technology	New HYPERSONIC™ AI chip powers Spheric Speech Clarity 3.0 in real time
Connectivity	BT LE Audio, Auracast, tap control, phone, tablet & TV streaming	BT LE Audio, Auracast; hands-free calls on iPhone & select Android; Companion app	Bluetooth to iPhone, Android & most devices; Auracast; myPhonak app
Battery	Rechargeable; up to 20 hrs; fast charge capable	Rechargeable; all-day power; desktop charger & travel charger option	Rechargeable; up to 38 hrs per charge (varies with use); travel charger option
Value	Premium flagship; exceptional ROI for patients wanting maximum performance discreetly	Clear speech with natural restaurant ambience; best for steep high-frequency loss or open domes	Top pick for loud venues like sports bars; trades some ambient awareness and battery life for clarity

WHY THE TINNITUS & HEARING CENTER RECOMMENDS THESE BRANDS

After more than 30 years working with hearing aid manufacturers and patients, Dr. Rohe and Amy Rohe have deliberately limited the practice's offering to **Oticon, Phonak, and Starkey** — three brands they are confident deliver the best digital hearing technology available. Every fitting includes Real Ear Verification using the **Audioscan Verifit system**, confirming that each device delivers the precise amplification your ear requires — not a manufacturer's average. This is what separates a properly fitted hearing aid from a device that simply makes sound louder.

☎ 480-831-6159 www.tinnitusaz.com 2034 E. Southern Avenue, Suite I, Tempe, AZ 85282

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