Tinnitus & Hearing Center of Arizona – Your Guide to Tinnitus Treatment

WHAT IS TINNITUS?

Tinnitus is the perception of sound **when no external source is present.** Most commonly described as a ringing, buzzing, hissing, clicking, or humming sensation in the ears or head, tinnitus affects millions of Americans. It is not a disease in itself, but a symptom — frequently linked to hearing loss, noise exposure, stress, or neurological changes in how the brain processes sound. Left unaddressed, tinnitus can interfere with sleep, concentration, work performance, and personal relationships.

If you have been told to "just live with it," there is a better answer. Effective, evidence-based treatment is available — and it begins with understanding why your brain reacts to the sound the way it does.

WHY TINNITUS TREATMENT BENEFITS YOU

Sleep better. Many tinnitus sufferers experience insomnia because the sound is most intrusive at night, when the environment is quiet. Treatment reduces the brain's heightened awareness of the sound, allowing patients to fall asleep and stay asleep.

Reduce anxiety and fear. Tinnitus is frequently accompanied by anxiety, dread, and emotional distress. A structured treatment program addresses these emotional responses directly, helping you reclaim a sense of calm and control.

Improve concentration. The constant distraction of tinnitus affects focus at work and at home. As the brain learns to categorize the sound as neutral, patients report meaningful improvements in their ability to concentrate.

Reconnect with the people you care about. Tinnitus can create a sense of isolation. Treatment restores your ability to engage fully in conversations and social settings without the burden of constant auditory distraction.

Regain control. Rather than masking the sound temporarily, effective tinnitus treatment gives you lasting tools to manage it on your own terms — so tinnitus no longer dictates how you live your life.

HOW WE TREAT TINNITUS

A Comprehensive Counseling Program

Dr. Allen Rohe, Au.D. is the only audiologist in the United States trained in both audiology and Cognitive Behavioral Therapy (CBT). The Rohe Method® is a structured 4–6 month program that combines CBT and Tinnitus Retraining Therapy (TRT) into a single, highly effective treatment.

What it does for you: The program systematically trains you to desensitize your nervous system and emotionally separate from the tinnitus sound. Over time, the brain learns to treat the sound as neutral — meaning it no longer triggers anxiety, disrupts sleep, or demands your attention.

Over 35,000 patients served since 2002.

An FDA-Approved Device You Use at Home

Lenire is the first FDA-approved device of its kind to treat tinnitus. The Tinnitus & Hearing Center of Arizona was selected as one of the first 15 clinics in the United States authorized to offer Lenire to patients.

How it works: Lenire delivers customized sounds through Bluetooth headphones while simultaneously providing gentle, safe electrical pulses to the tip of the tongue. Together, these two signals work to retrain the brain's auditory processing, reducing the attention the brain pays to the tinnitus sound.

83% of patients in clinical trials recommended Lenire for tinnitus treatment.

THE SCIENCE OF RETRAINING YOUR BRAIN

Effective tinnitus treatment is not about masking sound — it is about changing how your brain responds to it. Every day, people who live in noisy urban environments — near highways, airports, or busy streets — learn to tune out the noise around them. The brain classifies those sounds as "neutral" and stops elevating them to conscious awareness. Tinnitus treatment works on the same neurological principle.

Because tinnitus is accompanied by a strong emotional response (frustration, fear, or dread), the brain assigns it a high level of significance and keeps it at the forefront of attention. Through a structured program of counseling, behavioral therapy, and targeted sound stimulation, it is possible to break that neurological connection — to teach the brain to decouple the emotion from the sound.

The result: the sound may still be present, but it no longer controls how you feel, how you sleep, or how you live.

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