



Your hearing healthcare guide

To help you make
the right choices
about your hearing

unitron™ Hearing matters

A Sonova brand

Towards better hearing

Did you know that most people who suspect they have hearing loss take many years to take action? The fact that you're reading this guide suggests you're ready to take control and start hearing better. That's great news, because there are many things you can do to manage and improve your hearing. With their much smaller size and greater advances, today's hearing aids make a compelling case for acting now.

Research shows that when hearing improves, people enjoy vast improvements in their social, emotional, psychological, and physical well-being, including your relationships, physical health and even earning power. Being pro-active is the best thing you can do!

A photograph of two women sitting at a table in a cafe, engaged in conversation. The woman on the left is holding a white coffee cup. The woman on the right is gesturing with her hands. In the background, other people are seated at tables, and a chalkboard menu is visible on the wall. The floor has a black and white checkered pattern.

If you suspect you have a hearing loss, talk to an expert to find out for sure.

Your first step

Your most important first step is to connect with a hearing healthcare professional – a trained expert with the skills and equipment to assess if you have a hearing loss and if hearing aids can help. (For most people they can help immensely.)

At Unitron, we've always worked closely with hearing healthcare professionals to ensure our hearing solutions meet the needs of people using them in the real world. While we take technological innovation very seriously, we're unique in our wearer-focused approach that pays equal attention to design, style, comfort and ease of use.

Preparing for your appointment

Take a moment before your appointment with your hearing healthcare professional to note situations or environments in which you've had difficulty hearing – for a lot of people it's understanding conversations in noisy environments like restaurants or at parties. Trouble hearing the TV is another common complaint. Many people find it helpful to bring a friend or family member to the appointment to share their observations and note important details and instructions.

What to expect at your appointment

Exactly what takes place during your appointment depends on the hearing healthcare practice you visit and your unique requirements. However, the process generally consists of:

- Information gathering
- A non-invasive ear inspection
- A hearing test in a sound proof booth
- A discussion of your options

Can hearing aids help?

If you have a hearing loss that can be addressed with hearing aids, your hearing healthcare professional will walk you through your options. Together you'll evaluate the styles that are best suited to your lifestyle and ear shape, your budget and the features and performance levels that work best for you.

The benefits of hearing aids

- They keep getting smaller and more technologically advanced. Some styles are virtually invisible.
- They're incredibly easy to use: most automatic hearing aids hardly need to be touched after you put them on.
- They do more than amplify sound: highlighting speech in noisy environments and reducing the discomfort of unwanted background noise are just some of the capabilities.
- They can connect wirelessly to your devices, including smart phones, TVs and more.



Try a pair

Are you concerned about committing to a hearing aid purchase, wondering if you'll like what you hear? Unitron's Flex:trial program lets you take home and experience different levels of hearing aid technology before making a decision.



Styles of hearing aids

There are three main style categories of hearing aids: receiver in canal, behind the ear and in the ear. Within those three categories there are lots of choices. Certain styles of hearing aids are best suited to certain hearing needs and ear shapes. Your hearing healthcare professional can help you make your best choice.

Receiver in canal (RIC)



Behind the ear (BTE)



In the ear (ITE)



Hearing aids are shown at actual size.

Choosing the right technology level

Automatic hearing aids conveniently adapt as your listening situation changes. Choosing the right automatic performance level for your needs is best determined by your lifestyle and the number and complexity of your listening environments. Your hearing healthcare professional can help you determine what technology level is ideal for you.

Premium SoundNav with 7 environments SpeechZone 2	SoundNav with 6 environments SpeechZone	SoundNav with 5 environments Smarter noise protection	SoundNav with 2 environments	Basic Manual
 Conversation in quiet	 Conversation in quiet	 Conversation in quiet	 Conversation in quiet	 Conversation in quiet
 Conversation in noise	 Conversation in noise	 Conversation in noise	 Conversation in noise	
 Conversation in a crowd	 Conversation in a crowd	 Conversation in a crowd		
 Noise	 Noise	 Noise		
 Quiet	 Quiet	 Quiet		
 Music	 Music			
 Conversation in a small group				

From **Premium** → To **Basic**

Hearing aids have everything you need to hear your best everywhere you go. They automatically change programs to focus on conversations from any direction

You manually change programs to meet your needs as you move between different listening situations

Working together to personalize your hearing solution

You have essential input when it comes to ensuring your hearing aids are personalized to your needs. Unitron has developed feedback tools and unique offerings like Flex:trial to give you more control over the experience of choosing and using your hearing aids.

Here's how you and your hearing healthcare professional can work together:

Try them out first

The best way to know how hearing aids will perform is to wear them in listening environments where you spend time. Unitron's unique Flex:trial allows you to do just that.

See how they worked

Flex:trial lets you experience hearing aids for yourself and also tracks how much time you spent in certain listening environments. You'll also have the option to use an app on your smart phone to track how your trial is going and to provide this feedback during the trial period. This gives your hearing healthcare professional great information to guide you towards hearing aid choices that can keep up with the listening demands in your life.

Make the right choice

With this information in hand, you and your hearing healthcare professional can identify the very best technology choice for your listening lifestyle.

Accessories to enhance your experience

Easy-to-use accessories, including discreet remote controls, wireless connectivity devices and smart phone apps, make your listening experience even more satisfying.



These accessories are not shown at actual size.

Going home with hearing aids

Your hearing healthcare professional is always at hand to answer questions and ensure your hearing aids continue to meet all your needs. Here are some more services and resources you'll enjoy after your fitting:

- **Care and repair** – in addition to personal service you can access online instructional videos and user guides from Unitron.
- **Warranty** – comprehensive coverage and warranties provide protection against failure, damage and even loss. Talk to your hearing healthcare professional for complete details.
- **Upgrades** – if your needs or hearing change, you can take advantage of Flex:upgrade. Unitron's unique upgradeable hearing aid lets you try a new technology level on your existing hearing aids. If you like what you hear, your hearing healthcare professional can make it permanent. If you prefer what you had, everything can be returned to how it was.

At Unitron, we care deeply about people with hearing loss. We work closely with hearing healthcare professionals to provide hearing solutions that improve lives in meaningful ways. Because hearing matters.

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