

A photograph of a middle-aged couple smiling warmly at the camera. The woman has blonde, wavy hair and is wearing a grey knit sweater. The man has short, grey hair and is wearing a blue polo shirt. They are embracing each other. The background is a bright, clear sky with a lens flare effect from the sun.

 **Hidden Hearing**
Your hearing is our expertise

WELCOME

A GUIDE TO BETTER HEARING EVERY DAY



OUR VISION

Helping more people hear better.

**“Our mission
is to help
people with
hearing loss
reach their
full hearing
potential.”**



**“Life is worth hearing.
So make sure
you hear it all.”**





Got Earwax?
See page 8

Why Choose Hidden Hearing?

Free Hearing Tests

It costs nothing to call and the full consultation is absolutely free. If you decide to have a hearing assessment, we strongly recommend that you bring a family member with you for support and to help with the speech test which is part of the hearing assessment.

We have introduced the video otoscope, which is the latest screening technology at our hearing centres across the country. The video otoscope uses a tiny fibre-optic camera to see the condition of your ear and it even gives you a detailed photograph. Here at Hidden Hearing, we go the extra mile for our patients.

Grant Entitlements

The Treatment Benefit Scheme is a scheme run by the Department of Social Protection (DSP) that provides dental, optical and aural services to qualified people. The Aural Treatment Benefit Scheme is available to insured workers and retired people who have the required number of PRSI contributions. If you are an income tax payer, you may be able to claim the cost of your hearing device against tax (MED 1). Your hearing care professional will be happy to advise you on other sources of financial help that may be available. Hidden Hearing offers a 0% finance repayment plan. The Department of Social Protection also announced this year that the Treatment Benefit Scheme is now available to those who are self-employed.

DISCLAIMER – All information pertaining to grants/entitlements have been reproduced from the Department of Social Protection website and is correct at time of print May 2020.

We Also Provide

- Free performance checks on hearing aids
- Complimentary GP reports
- Free software upgrades
- Earwax removal

Over 80 Clinics Nationwide

With a huge number of clinics nationwide, you can choose a time and clinic that suits your schedule. Each clinic is fitted with state-of-the-art audiometric equipment.

Expert Audiologists

All Hidden Hearing audiologists are fully trained and qualified in their field of expertise. Our own Enda Dooley and Yvonne Doyle are award-winning audiologists, they hold the title for Audiologist of the Year 2015 and 2017 respectively. Hidden Hearing commits itself to compliance with the code of practice of the Irish Society of Hearing Aid Audiologists. Our audiologists are members of ISHAA, BSHAA, HIS or HCPC (Health and Care Professionals Council) and undergo continuous professional training to improve their knowledge of hearing care and technology. Their expertise is at a high international level to diagnose the specific nature of each hearing loss and recommend the best course of action.

Your sense of hearing is precious

Hearing contributes to personal safety, emotional well-being and independence. Through your hearing, you are able to communicate directly with others and experience the sounds in your environment.

It's no wonder that hearing loss can be a challenge! Studies have linked the effects of untreated hearing loss to many problems, including stress, depression, isolation, and even health issues. But thanks to major strides in the field of hearing care, there are solutions for you that can improve your life.



You are not alone

Hearing loss often occurs naturally as people get older. We commonly associate hearing loss with advancing age, but that is not the whole picture. Research by Hidden Hearing* shows that people are failing to acknowledge and treat hearing loss in large numbers.

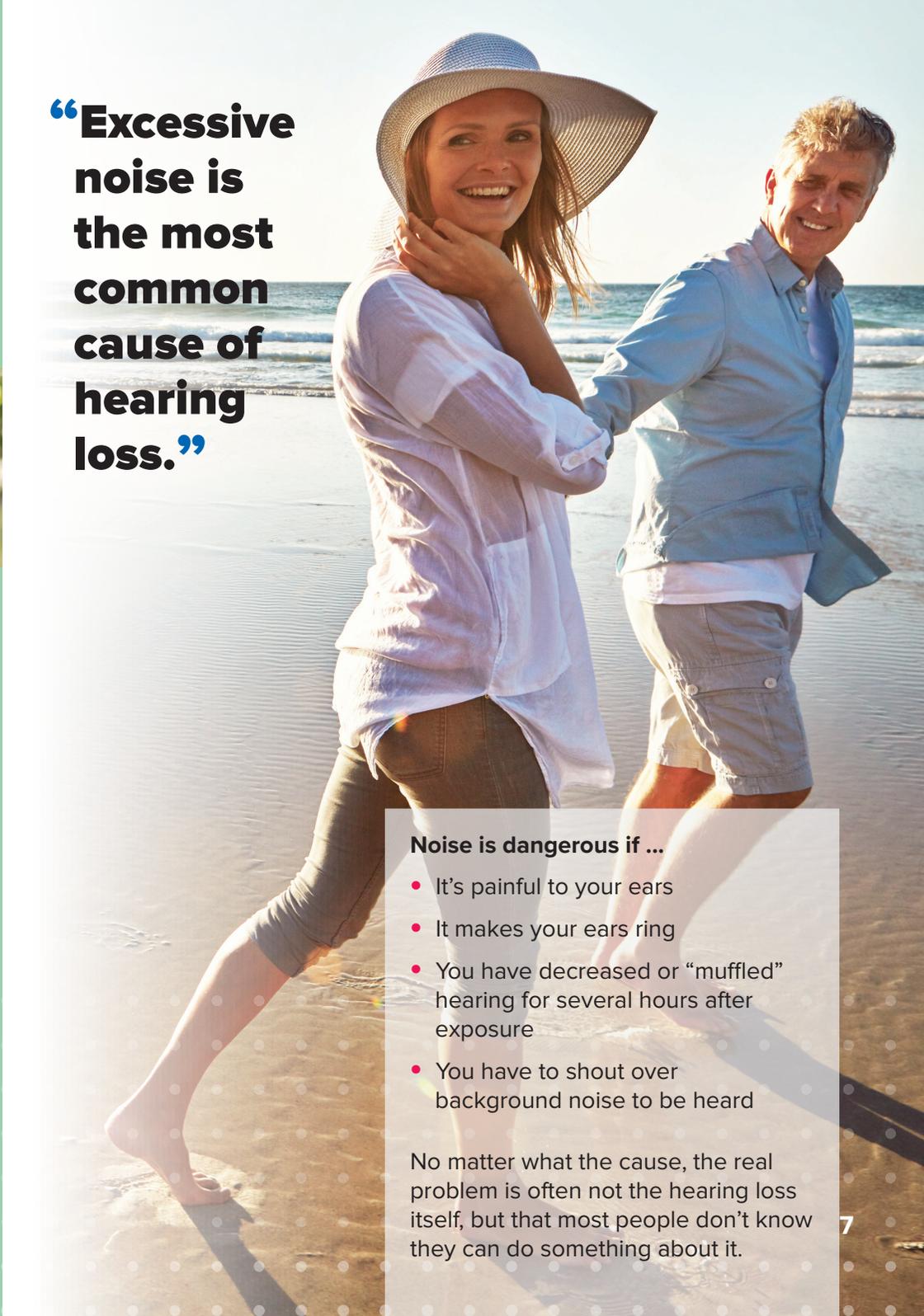
Our findings were that 35% of people with hearing loss do not seek treatment at all, and 22% wait five years or more before seeking help. In Ireland, only 25% of those with hearing loss use hearing aids, whereas the global average is 51% and in the USA, Canada and Australia, 66% use hearing aids.

Because hearing loss can occur gradually, its effects are not always obvious. It's typically not easy to recognise a change in your own hearing, and often a friend or loved one points it out. At times, it's hard to believe that it's happening to you.

Taking care of your hearing is your responsibility. It's up to you to be alert to the signs and have your hearing checked if you suspect a change. People get their eyes tested and teeth checked regularly ...

why not your ears?

*Opinions Market Research, Global Survey 2019.



“Excessive noise is the most common cause of hearing loss.”

Noise is dangerous if ...

- It's painful to your ears
- It makes your ears ring
- You have decreased or “muffled” hearing for several hours after exposure
- You have to shout over background noise to be heard

No matter what the cause, the real problem is often not the hearing loss itself, but that most people don't know they can do something about it.

Earwax Removal

Here at Hidden Hearing, we use 2 methods of earwax removal, irrigation & microsuction.

For most of us, noticing a change in our hearing can be concerning and at the very least annoying. In many cases, the issue will not be hearing loss related, but simply a build up of too much earwax, and if left untreated your hearing could suffer. It's actually good for your ears, helping to keep the skin healthy and helping prevent infection at the same time. Some people suffer from excessive earwax and this can be managed by use of drops, microsuction or irrigation. Wax can cause hearing loss and it can interfere with a hearing test or the use of a hearing aid.

Our earwax consultation and earwax removal fee is €70. Please ask us for further details. This is effective from 8th June 2020.

Facts about Earwax in Ireland*

57% of sufferers self-medicate, according to the concerning results of a recent study.

Of these, 48% attempt to remove earwax by sticking earbuds into their ear canal, 7% use a hair clip while 60% opt to use ear drops.

11% mix these approaches and are unaware of the dangers associated with using earbuds and hair clips.

Earwax build-up is a widespread problem in Ireland which affects 60% of people. This means that 1 in 5 people regularly experience it and it can cause a multitude of unpleasant symptoms.

49% of sufferers say that earwax problems leave them with hearing loss and earache.

45% have perceived tinnitus symptoms - a buzzing or ringing sensation in the ear.

4% of people report a feeling of itchiness within their ears.

**Call
1800 882 884
& book your
earwax removal
appointment
today!**



*Earwax Survey, Opinions Market Research 2020.



Causes of hearing loss

Close your eyes and concentrate. Listen to the sounds around you – the steady hum of a lawnmower, a car passing by or children playing outside. What you are experiencing are the “vibrations” of sound. The human ear is normally remarkably sensitive to a wide range of sounds. Sound vibrations are processed by the ears, the nervous system and the brain, becoming what we perceive as “sound signals.”

Our ears are very delicate and our ability to hear can diminish for a number of reasons. The majority of people develop hearing loss as they age. Over time, part of the ear’s delicate mechanism may break down or simply wear out.



Excessive noise exposure is the most common cause of hearing loss, and the most avoidable. Many work settings and recreational activities are quite noisy and can damage your inner ear. It is wise to avoid high volume levels in your car or when listening to a device with headphones. Wear earplugs in noisy work environments and to loud activities such as concerts. The more you do to protect your hearing now, the less likely there will be a problem later on.



How to tell if you have a hearing loss

Hearing loss can be gradual and sometimes difficult to notice at first. Hearing changes often do not result in an overall loss of volume. Some sounds remain audible as they always were, yet others become harder to hear, and some conversations require more attentiveness. You might notice that words just don't sound clear.

Many people with hearing loss find it especially difficult to hear certain sounds because their hearing loss affects a certain range of pitches. In typical hearing loss, softer, higher-pitched sounds become harder to hear, especially from a distance.

Speech has many quiet, rapidly changing high-pitched sounds. A lot of guesswork may be needed to understand the actual word if some of the speech sounds are not heard clearly. Conversations become more challenging when someone is speaking indirectly, or when there is background noise.



Ten warning signs of hearing loss

1. You require frequent repetition.
2. People seem to mumble or sound muffled.
3. You hear but have trouble understanding.
4. Background noise makes it hard to hear.
5. Phone conversations are difficult.
6. The TV volume is too loud.
7. You have difficulty following conversations of two or more people.
8. You don't hear the doorbell or phone ringing.
9. You have ringing in your ears.
10. You answer or respond inappropriately to conversations.

If you or a loved one have experienced two or more of these symptoms, there may be a hearing loss.



Awareness is key

Because people with hearing loss often do fairly well in quiet, face-to-face situations, signs of hearing loss often may not be obvious to your doctor. It's up to you to be alert to the signs and tell your doctor if you suspect that your hearing may be changing.

Next steps to better hearing

Your hearing care professional can advise you about the nature of your hearing loss and recommend the next steps. Fortunately, there are many ways to help people with hearing loss. **Only a very small percentage of hearing loss in adults can be improved with medication or surgery.** Hearing instruments can help most people. It is easy to try a hearing device in one of our clinics. Many clinics offer at-home trials. Wearing hearing instruments and treating your hearing loss can improve your quality of life and stave off other potential hearing loss-related health risks.

Your hearing consultation

Only a qualified hearing professional can tell you whether there is a hearing loss and recommend the best course of action. People experience relief when they learn the facts and gain a sense of control over their situation.

Schedule a visit with your hearing care professional. During your visit, a hearing assessment will be conducted and you will be informed of the results.

Your hearing care professional will discuss your hearing history to understand what factors have influenced your hearing, and also to get more information on your personal hearing needs.



Bring someone with you

Since the sense of hearing is of such importance, the decision to seek hearing help is very often a family event. Many hearing care professionals prefer that you bring a loved one, family member or friend to the visit. If hearing instruments are recommended, it is helpful to have someone present who would be involved in that decision process and to participate in the consultation.

Safety measures you can expect in the clinic when you attend for your appointment:

Before the audiometric test, you will observe the audiologist carrying out the below activities:

- Using hand sanitiser
- Cleaning all audiometric equipment with medical wipes
- Donning gloves
- Donning eye, nose, and mouth protection
- After the consultation is complete, the audiologist will discuss your results with you.

After the audiometric test, you will observe the audiologist carrying out the below activities:

- Cleaning all audiometric equipment with medical wipes
- Cleaning eye, nose, and mouth PPE with medical wipes
- Doffing gloves
- The audiologist will advise you of any 'next steps' to be followed.

More clinic safety measures are available online. Visit [hiddenhearing.ie](https://www.hiddenhearing.ie) for more information.





**AUDIOLOGIST
OF THE YEAR**

Audiologist of the Year

The Audiologist of the Year competition is run in partnership between international hearing publication Audio Infos, the European Hearing Instrument Manufacturers Association and Rayovac, the world's leading hearing aid battery manufacturer. It rewards the leading audiologist in the country annually. Audiologists are nominated by their patients in recognition of exceptional care and treatment. Every year has seen one or more of our colleagues named amongst the country's leading audiologists.

In 2015, Enda Dooley was crowned Audiologist of the Year and Yvonne Doyle soon followed suit with her win in 2017.

This should come as no surprise because Hidden Hearing is the country's premier provider of hearing care. Our unique training and professional development programme ensures the very highest quality in terms of professional skills and customer care.

“Yvonne impressed me from the start; she is clear, calming and covers detail in the way of a consummate professional. After a thorough consultation, I was prescribed new hearing devices and I am TRANSFORMED! I now have comfortable and powerful hearing devices, sleek and well fitted. I am so ‘back in the moment’ that I am smiling to myself.”



Yvonne Doyle

Robin Atkinson – nominated Yvonne for her award in 2017



Enda Dooley

“From the first visit, my audiologist was friendly and accommodating, arranging to see me around my busy work schedule. It was great to finally see an audiologist that cared about what problems I was encountering.”

Shona Maguire – nominated Enda for his award in 2015

Most Trusted Provider



We are Ireland's most trusted hearing care provider. Hidden Hearing have been helping people enjoy improved hearing for over 30 years and are acknowledged specialists in our field. We have the skills and knowledge to give you expert advice.

Customer Care

Our hearing care experts will only recommend the solution that's right for you. Your hearing device will be made to your exact prescription to compensate for your own hearing loss. According to a survey carried out in 2018, 97% of our customers said that they were satisfied with the service they received from us.

90-day money-back guarantee

We also provide a 90-day money-back guarantee with no hidden costs or charges if you decide you are not satisfied. Even when we test, prescribe and have the hearing aid made cosmetically for you, we cover these charges, should you wish to give it back to us within 90 days.

4-year warranty with all hearing aids

We have a 4-year warranty with all our hearing aids. The manufacturer of the hearing aids gives us 2 years' product guarantee and we add another 2 years for peace of mind.

Dedicated Customer Service helpline

Hidden Hearing provide a free dedicated customer service helpline - 1800 66 77 11.

Free batteries for any hearing aid

Some hearing aids run off tiny cell batteries which you can buy from your hearing aid retailer. Hidden Hearing offers a 'free batteries for life' benefit. We also post your batteries to you free of charge for your convenience. To order batteries, please call 1800 66 77 11.

Free 6-monthly check-up

We offer a 6-monthly check-up for the life of the hearing aids. Should you need to have them adjusted or checked anytime in one of our clinics, it's completely free of charge.

Free aftercare service

We provide a lifetime aftercare service free of charge. This comprehensive free service programme ensures that your hearing device continues to give you the best possible performance. We also offer free software upgrades. All service appointments are also free.

DON'T
JUST TAKE
OUR WORD
FOR IT

HERE IS WHAT SOME OF OUR
CUSTOMERS SAY.



"It's like night and day. It's two different places – where I was and where I am now. For me, it's been life-changing.

There's bluetooth on them, so I can bluetooth my calls and music. For me, it's the general chit-chat of engaging with friends, hearing life as it should be that's important. Now you get the little nuggets.

I would recommend Hidden Hearing, they are personable. They are definitely affordable.

There's a government grant and Hidden Hearing offer an interest free payment plan and spread the balance. What price do you put on feeling yourself again?

After a week I knew – these are not going back. Hidden Hearing were completely competitive and went above and beyond with their service. I could hear the bubbles in my soda. I'd say go to Hidden Hearing, go in, it is a painless procedure, it is quick, it's free, and there are solutions".

Stephen O'Neill



"I couldn't hear my husband talking to me, I couldn't hear my grandchildren. The television was so loud, the walls were practically vibrating. It's life-changing, there's no doubt about it. If we'd known we would have done it earlier. You don't realise until you try it."

Helen and Liam Murphy

"Since I got the hearing aids, I can't believe the difference. I'm now turning the telly down. The clarity now at mass on Sunday, I can hear every word that's going on. Things are brilliant now. I feel fantastic with it."

Victor Flynn

"The hearing aids are really good and it's given my hearing a new lease of life. Whenever I come in to the clinic, it's like meeting old friends and they just couldn't do enough for me."

Denis Henderson

"I got the hearing aids and they are absolutely fantastic and the aftersales service is brilliant. I wear them all day every day and just take them out at night and they are absolutely brilliant."

Dermot Carew

"My hearing was very bad before I came in. I would recommend Hidden Hearing to an awful lot of people now, including my brothers and sisters."

Frank Hanlon

"It's been brilliant, totally changed my life. With friends and family and especially the grandchildren. They used to shout at me. They said I wasn't listening to them. So that's all changed."

Stephanie Maher

"My hearing is very crisp. Initially I found it hard to make out individuals. I think it's an incredible device to have and nobody actually notices them on me. I have to actually point them out to people."

Michael Kunz

"My wife used need to repeat herself many times and I wouldn't hear the door bell either. I think the ultimate moment I realised the loss in my hearing was when I couldn't hear the priest at mass. When I got my hearing aids, this improved dramatically"

John Dunne

"I would have to say the audiologist had a very friendly manner and a way of putting people at ease, while also being professional, informative and courteous. I would have no hesitation in recommending other clients to my audiologist."

Mary Haran

"After having a health board hearing aid, I was unhappy and I was unable to wear it, it was horrible. My new Hidden Hearing aid has changed my life for the better."

Breege Kennedy

"I was very satisfied with the quick service I received in the Wexford branch. The follow up appointments dealt with necessary adjustments to maintain comfort while wearing my hearing aids."

Siobhan Nolan

"I have had the most pleasant experience with Gavin Johnson at the Waterford hearing clinic. His charisma and assurance for my future in relation to my hearing will remain with me until the end of time."

Jerry Forrest

"Audiologist Karen McComiskey gave me great confidence. As I'm after having chemotherapy for cancer, I can't believe I've succeeded in wearing hearing aids now. She is a star and I'm very pleased."

Mary O'Haire



"I've used my ears all my life, being involved in radio stations over the years. I knew I had a problem and it was getting worse. I was sitting in the second row of a concert but I couldn't hear a thing. The next day I rang up Hidden Hearing.

I've always said, since the word go, since I went to Hidden Hearing, they always have time, there's never a problem, the aftersales service is second-to-none.

Any little problem they sort out for you and that's important.

When I walked out of Hidden Hearing, I could hear the horns of the car, the birds sing, the beep-beep-beep of the scanners. It gave me a new lease of life. I got the value out of them. I couldn't do without them. Not one person has ever said to me, "You're wearing hearing aids." I'm quite proud of them.

I can hear everything with them. They're so tiny, they're incredible".

Harry Lee

Hidden Hearing Centres

We provide comprehensive national coverage through our state-of-the-art hearing centres and audiology clinics. Our fully experienced hearing care professionals are here to help you enjoy the benefits of better hearing.

To book a free hearing test at your nearest centre, freephone **1800 882 884** or email info@hiddenhearing.ie

CENTRES

Athlone

Bray

Cashel

Cavan

Coole

CORK

Blackrock

Cork City Centre

DUBLIN

-Artane

-Ballsbridge

-Dublin City

Centre

-Kimmage

-Swords

-Terenure

Drogheda

Dundalk

Ennis

Galway

Kilkenny

Killarney

Letterkenny

Limerick

Navan

Newbridge

Sligo

Waterford

Wexford

CLINICS

Athenry

Baillieborough

Ballina

Ballinamore

Ballinasloe

Bandon

Bantry

Blanchardstown -

Ongar

Blanchardstown -

Roselawn

Boyle

Carlow

Castlebar

Castlerea

Citywest

Claremorris

Clonakilty

Clonmel

Donegal Town

Gorey

Hospital

Killybegs

Kilrush

Longford

Loughrea

Macroom

Malahide

Mallow

Maynooth

Midleton

Monaghan

Monkstown

Mullingar

Nenagh

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Portlaoise

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