



Buyer's Guide to Hearing Aids

What you need to know.

The following information is presented for educational purposes only and should never replace the advice of a hearing care professional.

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Here's a New Way to get Personal Help

Hearing loss begins gradually, often in the 40s, and many people ignore the symptoms – hoping they'll go away. But waiting too long can be dangerous. Any age is too young to feel shut off from life, so take fast action if you experience any of the symptoms.

Yet, many people become confused by today's wide variety of hearing aid solutions. That's why HearingPlanet created this objective Buyer's Guide.

Plus, HearingPlanet has revolutionized the way people solve hearing problems. In addition to this guide, we deliver private, in-home help. You can talk by toll-free phone or live Internet chat to your own Personal Hearing Consultant.


Your Personal Hearing Consultant will give you unbiased guidance about a wide range of hearing aids and will direct you to the nearest qualified audiologist center for a hearing test.

Hearing Loss – A Fact of Life For Baby Boomers

Now the largest segment of American society, Baby Boomers have endured a greater increase in noise pollution than any other generation. Prolonged or loud noise exposure seems to have overtaken age as the leading cause of hearing loss.

Add to that the fact that Baby Boomers will live longer than any previous generation, and you have the largest number of people ever to face this problem. In fact, about 40 percent of hearing-impaired Americans are under age 65.

Hearing is essential to fully enjoying and participating in life, but one in 10 Americans — more than 31 million — experience some degree of hearing loss. This makes it our nation's third most prevalent chronic health condition, after arthritis and high blood pressure.



**Hearing loss affects
1 in 4 American
households, and 65%
of those individuals
are below the
retirement age.**

Call HearingPlanet today at 1-800-432-7669

How do you know whether you or someone you love might benefit from hearing aids?

- Family or friends often have to repeat what they say
- Frustration from not clearly understanding others
- Trouble understanding speech on television at normal volume levels
- Trouble understanding speech when background noise is present
- Embarrassment from being unable to hear when meeting new people

There is now overwhelming proof of the quality-of-life benefits hearing aids can provide!

In the February 2007 *Journal of the American Academy of Audiology*, a task force report was published that carefully reviewed four years of data and 75 research articles on the social, economic and psychological effects of hearing loss and the impact hearing aids have on these areas. The 33-page report can be summed up by one sentence taken from its conclusion: **“Hearing aid use greatly improves adults’ health-related quality of life by reducing psychological, social and emotional effects of hearing loss — an insidious and potentially devastating chronic health condition.”** The report also adds that hearing aids, when properly fit by a licensed Hearing Professional, are a low-risk treatment that consumers can try at little or no cost to address a condition for which there is no other “viable treatment.”

If you suspect that you or someone you love is experiencing hearing difficulty, HearingPlanet’s Buyer’s Guide is the right place to start. Its purpose is to answer your questions and provide the information necessary to make an informed decision about improving your hearing and, in turn, your quality of life.

Hearing Aid Styles and Technology

- Hearing aid “technology” refers to the circuitry inside a hearing aid.
- “Style” refers to the size and shape. A hearing aid might be a Behind-The-Ear style, or the tiny In-The-Canal style.

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**Take the first step to
a life full of sound
and music.**

There are currently four styles:
Behind-The-Ear (BTE)

Behind-The-Ear is the style most familiar to those of us over 30. The hearing aid is housed in a durable case that rests on the back of the outer ear. In the late 1980s, it seemed it would soon fade into obsolescence. Instead, BTE models have actually made a comeback, since they offer wearers and audiologists more flexibility.

This style can address more types of hearing loss than any other. It is much smaller and comes in a variety of colors that blend with skin and hair color. Over half our patients choose BTEs for this reason. It is also the only style that will work for severe and profound hearing losses. Open-fit hearing aids fall under this style as well.

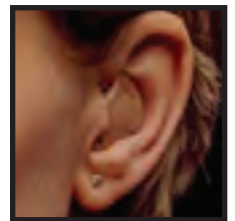
Open-fit hearing aids are now the most popular style of hearing aids. Open-fit hearing aids are typically smaller than traditional BTE style hearing aids. They contain a thin plastic tube that extends over the outer ear and into the ear canal. It is virtually invisible. In addition to being cosmetically appealing, the “open fit” tube avoids the occlusion or “stopped up” feeling of in-the-ear hearing aids. Many colors and styles are available to suit each patient’s hair color or fashion desires.



BTE or Behind-the-Ear and Open-Fit Hearing Aid

In-The-Ear (ITE)

The full-size In-The-Ear style became available in the early 1980s. An ITE hearing aid can fit for the majority of hearing losses. This size is the easiest to handle for patients whose hands are no longer as nimble as they used to be. Its larger size also accommodates a larger battery, which translates to longer battery life. Another benefit is that its size allows for more features, such as directional microphones and memory programs. This hearing aid is housed in a custom-made acrylic shell.



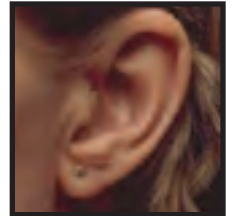
ITE or In-the-Ear Hearing Aid

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In-The-Canal (ITC)

You can think of an In-The-Canal hearing aid as a smaller version of the In-The-Ear instrument. Like the ITE, it is made of a custom acrylic shell that holds all the electronics.

ITC is a good choice for those with mild or moderate hearing loss. It is smaller and less noticeable than a standard In-The-Ear. Users normally get better sound localization because the microphone placement takes advantage of the external ear's sound-reflecting properties.

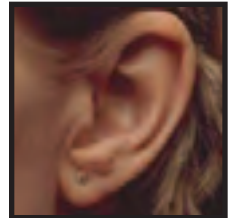


ITC or In-the-Canal

Some people also find it easier to handle than the In-The-Ear style. Many of today's manufacturers are now able to place directional microphones and memory buttons in ITC hearing aids.

Completely-In-The-Canal (CIC)

The Completely-In-The-Canal hearing aid is designed to fit just as its name implies – completely inside the ear canal. The cosmetic appeal of this style depends largely on the size and shape of the wearer's ear canal. Manufacturing limitations, the shape of the ear canal and patient comfort all factor into the size of the device.



CIC or Completely-In-the-Ear hearing

This style requires patience. Frequent follow-up visits can be necessary to improve comfort and retention because of how deeply CIC aids fit in the ear canal. Their popularity has dropped drastically during the past couple of years due to the success of open-fit Behind-The-Ear hearing aid models and their cosmetic appeal.

However, there are some advantages beyond cosmetic appeal with CIC hearing aids: Improved telephone use, less wind noise when outdoors and better sound localization.

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One Hearing Aid or Two?

The benefit of wearing one hearing aid, as opposed to wearing two, can usually be determined by asking two questions:

Can hearing in both ears be improved by amplification? And, does the wearer want to understand others as well as possible in a variety of environments?

If the answer to both questions is “yes,” there can be a tremendous benefit to wearing two hearing aids instead of one. This is known as a “binaural fitting.”

Binaural fittings offer the following advantages:

- Greater speech understanding in noisy environments
- Reduced need for volume
- Improved ability to locate a sound source
- Consistent stimulation of the entire auditory system, leading to improved understanding of speech.

Research shows that binaural hearing aid fittings give greater speech understanding in difficult listening conditions. Our brains are designed to receive sensory information from two ears. Sounds need to arrive at different times and intensities before we can make sense of the multitude of sounds and voices in a crowded room. This can only be achieved with balanced hearing.

Binaural hearing also helps determine where a voice originates. As it interprets the world, the brain adds together the perception of loudness from both ears. With a single hearing aid, if the sound coming into the ears is unbalanced, the wearer may not be able to determine immediately the location of the speaker.

With hearing aids in both ears, this loudness-summing capability means the volume in each hearing aid does not have to be turned up as high. Less amplification means less unwanted, amplified background noise. Research and patient experience tell us overwhelmingly that wearing two hearing aids is better than wearing one. Of course, there are occasional exceptions, but these can be determined during the hearing test.

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Frequently Asked Questions About Hearing Aids

What is a digital hearing aid?

Digital hearing instruments represent the most advanced technology available today and allow the most precise prescriptive fitting. More than 95 percent of all hearing aids sold are digital. These instruments contain a tiny custom-programmed chip and offer the best way to match a particular patient's hearing loss with the precise amplification needed. Their unique technology separates the incoming sound into discreet bands or channels, each of which can be processed independently. Complete flexibility and amazing fine-tuning capability are among the many benefits.

Why has the open-fit hearing aid style become so popular?


The quickness and ease of fitting, patient comfort, no "stopped up" feeling while wearing them and the discreet size makes the open-fit style almost invisible when worn.

This category of hearing aid has been widely available for over 5 years and has become HearingPlanet's biggest selling style. Originally designed to fit only high frequency hearing loss, open-fit styles are now even smaller and can fit a wide range of hearing difficulty.

What is the best hearing aid on the market?

This is one of the most frequent questions we're asked. There are several very good major brands, but there is no single "best hearing aid."

The best hearing aid is the one that suits an individual's unique lifestyle and hearing loss. A Personal Hearing Consultant and our local Hearing Professional will be happy to educate you about various options and help select the right model.



The average person waits 7 years after noticing signs of hearing loss.

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What features should I look for in a hearing aid?

HearingPlanet Consumer Feedback Surveys tell us there is a combination of features that provide greater satisfaction. Our customers, typically, are most satisfied with a hearing aid that includes the following features:

- **Directional Microphones.**

These improve speech understanding in noisy environments by using two microphones to better separate unwanted sounds behind the wearer from the important speech sounds in front of the wearer.

- **Multiple Compression Channels.**

These react quickly enough to increase the volume for crucial speech sounds, lower it for louder ambient noises and protect the wearer from sudden loud sounds like slamming doors.

- **Multiple Programs.**

Also called “memories,” these let the wearer change the manner in which the hearing aid processes sound when moving from one environment to another, providing more control over various listening situations.

- **Noise Reduction.**

This makes listening to speech more comfortable in difficult or noisy situations, as well as reducing wind noise when outside. Noise reduction is available in different levels of technology and can vary in its effectiveness. Therefore, it is important to understand that having noise reduction in hearing aids does not mean background noise is eliminated.

- **Feedback Cancellation.**

Annoying whistling or squealing are virtually eliminated with this digital feature, allowing for greater clarity of important speech.

What are the differences among various hearing aid manufacturers?

There is truly very little difference in quality or performance when comparing today’s major brands. While there are more than 20 different hearing aid manufacturers, only about seven companies research and design the digital circuits on the market.

Call HearingPlanet today at 1-800-432-7669



Rediscover the world of clear beautiful sound!

We recommend those brands of hearing aids based on proven quality, digital processing and reliability. In every case, our Hearing Consultants and your local Hearing Professional help in selecting the best hearing aid for your unique hearing loss and personal needs.

I've worn hearing aids before. Will the newer digital hearing aid features help me?

In the past two years, we have seen tremendous advances in hearing aid features. This has led to consumer satisfaction rates reaching an all-time high. Most consumers want technology to help them hear better when background noise is present and to minimize feedback.

Some newer hearing aid features include, but are not limited to, data-logging, automatic program changes, use of remote control and digital feedback suppression. Previous hearing aid wearers should contact one of our Personal Hearing Consultants at 1-800-432-7669 to learn more about these features and if they may be appropriate for their needs.

Will my hearing become worse if I wait to buy hearing aids?

For years we have known that aging and noise exposure take their toll on our ability to hear. This is true whether or not we use hearing aids.

However, research shows that the ability to make sense of what we hear deteriorates more rapidly if the hearing pathway is not stimulated. Therefore, a decision to delay being fit with hearing aids will not cause hearing to become worse, but it may make it more difficult to adapt and benefit from hearing aids later on.

This is a very good reason for not waiting until hearing aids are absolutely needed. Unfortunately, we see too many people make the mistake of waiting to buy hearing aids because they feel their hearing “isn’t bad enough.” The experts at HearingPlanet can help in making this decision.

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Can I use Bluetooth devices such as mobile phones with hearing aids?

Yes, some manufacturers now have integrated Bluetooth systems with their hearing aids. These products became available in mid-2007. As with any new development in high-end technology, some people have found the Bluetooth and hearing aid pairing to work well, while others have been disappointed with its performance and high cost. It's important to note there are other effective options available at a lower cost that will work with various manufacturers' hearing aids. If you are interested in using hearing aids with your Bluetooth phone, computer or MP3 player, please call us to discuss your options.

How much do hearing aids cost?

Hearing aids have a very wide price range and almost 90 percent of people are fit with two devices. Pricing depends on the style and technology level recommended for an individual's hearing loss and lifestyle needs. This is determined after a hearing test is completed.

When purchasing hearing aids through HearingPlanet, you can be assured of paying the fairest prices for the best hearing aids. Our pricing includes all fitting, as well as a minimum of one year of follow-up services through our endorsed local Hearing Professionals.

I see numerous hearing aid advertisements in my newspaper for "thousands of dollars off" a digital hearing aid, "25 people wanted for a study," and "buy one get one free." Are these legit?

We see these same ads in our local paper and realize they are mostly confusing and misleading. For example, ads like these beg the questions: "Thousands of dollars off *what price*?" and "Why are you doing a study *now*? Shouldn't this have been done before the devices came to market?" In addition, do you really think any manufacturer provides a "free" hearing aid?

At HearingPlanet, we do not believe in using misleading marketing tactics to gain your interest. Our goal is to educate you toward making a smart buying decision that is easy and worry-free.

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“I am just a daughter who...has been trying to find a device that would help my mother hear again... We have spent thousands in the past trying to find a hearing device that would help in anyway. And, until now, this has been to no avail. (Mom) She was very skeptical but we convinced her to try one more time. She is absolutely thrilled with the results and so are we. Again, thanks for all the help that everyone concerned has given my mom and my family.”

***Tanya M.,
Moberly, MO***

Frequently Asked Questions About HearingPlanet

Can I really save money on my hearing aid purchase through HearingPlanet?

Yes. HearingPlanet’s pricing is typically lower than a traditional retail clinic. Everyone who contacts us receives personalized attention and guidance from one of our highly skilled Hearing Consultants. Each consultant stays with you throughout the entire process, providing a level of service no other company offers.

Not only does this person take the time to inform you of your hearing aid options, but they will also coordinate a local hearing test and all payment options for any hearing aid purchase. Consider your Hearing Consultant as your “Hearing Concierge.”

In addition, our Endorsed Local Hearing Professionals provide everything from testing, to fitting, to follow-up services at a convenient location. When this is combined with the wide selection of manufacturers we offer, HearingPlanet provides a comprehensive package for anyone researching and buying hearing aids.

What can you tell me about HearingPlanet’s Endorsed Local Clinics?

Our nationwide network of Endorsed Local Clinics is a unique concept. Every one of the 1,200 professional locations must meet our strict standards for expertise, quality and care before we agree to partner with them.

Because of our high standards, we go out of our way to find experts who are highly qualified in evaluating hearing loss, fitting and programming hearing aids, and all other aspects of this highly technical field.

You can take comfort in knowing that we not only pre-screen the local professionals in our nationwide network, but we also continually check performance through monthly client satisfaction audits. We consider it as doing our homework, so you don’t have to.

Another added benefit of our nationwide network is the ability to arrange service for patients who move or are traveling within the United States. A Personal Hearing Consultant quickly puts the patient in touch with a provider convenient to wherever the patient happens to be.

Call HearingPlanet today at 1-800-432-7669



How do I arrange an appointment at an Endorsed Local Clinic near me?

Arranging an appointment at one of HearingPlanet's Endorsed Local Clinics is easy and takes only a few minutes. After the Personal Hearing Consultant asks a few simple questions to learn more about your hearing needs, the Consultant will assist in arranging an appointment at the location closest to your home or work. The process can begin just by calling 1-800-432-7669.

Can you work with me if I'm calling on behalf of a family member needing hearing aids?

Every day HearingPlanet helps sons and daughters calling for parents or grandparents, or nieces and nephews calling for aunts and uncles. Our Personal Hearing Consultants are trained to work with family members in making all the necessary arrangements for a successful hearing aid experience. Some of our strongest patient testimonials are the result of family members helping each other toward better hearing and better living.

Can I talk with an on-staff audiologist if I have questions or a problem?

Yes. HearingPlanet has Audiologists available by phone five days a week: Monday - Friday 7:30 a.m. to 6:00 p.m., Central Time, at 1-800-432-7669. If you call outside those times, leave a message. We will return your call the next business day.

Do I have a choice of hearing aid brands with HearingPlanet?

Absolutely. Unlike franchise retailers, HearingPlanet offers more than a dozen brands of hearing aids. The advantage to this is that we are better able to suit a patient's hearing loss and lifestyle needs.

Some of the brands we carry include: Phonak, Resound, Siemens, Unitron, Oticon, Widex, Starkey, Sonic Innovations as well as many others.

Call HearingPlanet today at 1-800-432-7669



“I am thrilled to be hearing the world again. Thank you so much for your help. Dr. Frank has been wonderful to work with and I have learned so much. My hearing aids are working great. Everyone can tell a difference and my confidence is back. Even my daughter asked me one day if I had them in because I didn't seem to be hearing her. She's only two! Thanks again.”

***Mary. P.,
Fredericksburg, VA***

What is included in the cost of hearing aids when I purchase through HearingPlanet?

The hearing aids, batteries for the trial period, standard manufacturer’s repair warranty, a loss or damage warranty, 45-day trial period, all fitting fees and at least one year’s service from an Endorsed Local Clinic are included in the purchase price. There are no hidden costs.

What should I expect from the local hearing test when scheduled through HearingPlanet?

Many of our patient testimonials specifically address the thoroughness of the hearing exam at an Endorsed Local Clinic. This thoroughness and the consultation afterward are crucial to determining the best hearing aid. In many instances, a HearingPlanet hearing test will be completed at no charge.

In other situations, our local Audiologists, who are classified as medical providers, can bill private health insurance, if needed. This can be discussed in detail when arranging an appointment for a hearing test.

What payment options do I have?

One of our goals is to make hearing care more affordable and paying for it easier. We accept payment by check and credit card and offer payment plans. On certain models, options include 12 months interest-free with a low minimum payment. Financing is also available for up to five years at a low, fixed rate. Whether someone qualifies can be determined over the phone in just a few minutes.

What happens if I am not happy with my hearing aids?

Since HearingPlanet provides a 45-day trial period, there are plenty of opportunities to work with a local professional to see if a particular hearing aid is right. If it doesn’t meet your needs, we can exchange it for a different model. If you choose to return your hearing aids, HearingPlanet will refund 100% of your money. No questions asked. Many other companies charge return or restocking fees. We do not!

Call HearingPlanet today at 1-800-432-7669

Taking the Next Step – A Hearing Test

The first step to take when considering hearing aids is scheduling a professional hearing test. Call us at 1-800-432-7669 and a Personal Hearing Consultant will assist in scheduling an appointment with an Endorsed Local Clinic.

Here's what to expect during the hearing evaluation and consultation:

1. Your Personal Hearing Consultant will complete a Hearing Profile with you to better understand your daily lifestyle, hearing difficulty and communication needs. When this is finished our Endorsed Local Clinic will then be contacted and a hearing evaluation scheduled.
2. While you are at the local hearing test, there will first be a thorough exam of the ears. This may reveal excessive earwax, eardrum damage or other hearing-related conditions. Some hearing problems, like earwax buildup, usually can be resolved quickly and easily. At HearingPlanet, our Hearing Professionals always look for the simplest solution first.
3. There will be a comprehensive hearing evaluation, including pure tone testing, speech understanding and other specialized tests if needed.
4. Our local Hearing Professional will then discuss the test results, explaining the degree and nature of hearing loss. If hearing loss is diagnosed, hearing aid options will be discussed and all questions will be answered.



95% of individuals with hearing loss could be successfully treated with hearing aids.

Call HearingPlanet today at 1-800-432-7669

“So often you only hear of the unhappy people. I wanted to take the time to share with you of an absolute terrific experience I had while trying to help my aunt with her hearing needs. I wish there were more caring and concerned people like you.”

***Renee E.,
Locust Grove, GA***

Hearing Aid Comparison Chart

HearingPlanet has prepared the following comparison chart to assist you as you consider a hearing aid purchase for you or a loved one. Today’s hearing aid choices are greater than ever before, but remember – there is not one “best” hearing aid.

There are other comparison charts available, but we have simplified ours to show what our patients are requesting and to show what we think is most important for someone’s hearing loss and lifestyle. Many of these features used to be reserved only for the premium hearing aids, but many mid-level priced hearing aids now have them as well. First, as you review our chart, the following definitions will help you understand the various columns.

- **Open-Fit Option**

As noted previously in our Buyer’s Guide, open-fit hearing aids are miniature, over-the-ear styles with a thin tube that delivers the amplified sound to your ears. Sound can be delivered to the ear canal by a thin tube or by a speaker (receiver) lying in the ear canal. For the right hearing loss, this style delivers a transparent sound without a plugged-up feeling.

- **Listening Programs**

This technology provides different hearing programs for the hearing aid wearer to select when exposed to various sound environments. Some hearing aids will automatically detect the sound environment, while others will need to be changed manually.

- **Data-Logging**

This unique feature records not only how you use your hearing aids, but it also records your sound environment. This allows you and your Hearing Professional to further customize your hearing aids with objective data.

- **Wireless Communication**

Almost all hearing aid manufacturers now have Bluetooth connectivity, remote control options, and connection for MP3 style devices. If this is an important feature for your lifestyle, your HearingPlanet consultant will discuss the options with you. Several models we offer actually include one of these accessories in the price!

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Bluetooth Info for Comparison Chart

Bluetooth wireless communication with hearing aids is now commonplace and reliable. HearingPlanet has educated hundreds of people about their hearing aid and Bluetooth options, and has compiled the following chart regarding the key features of the most popular brands.

Most of the manufacturers require an accessory to bridge the communication between the Bluetooth signal (i.e., cell phone) and the hearing aids. Depending on the manufacturer, the accessory can cost from \$450-\$650 and the TV transmitter option may cost additional. However, with most premium technology purchases, HearingPlanet includes the Bluetooth accessory at no-charge for HearingPlanet patients. Wireless accessories such as this work with cell phones, computers, MP3 music players, and TV transmitters. Other uses may be available depending on the manufacturer and your needs. Don't hesitate to call us for more information.

Manufacturer	Stereo/Mono Signal	Neckloop Required	Rechargeable	TV Option	Remote Control Function
PHONAK	Stereo	Yes	Yes	Yes	No
SIEMENS	Stereo	No	Yes	Yes	Yes
RESOUND	Stereo	No	Yes	Yes	No
UNITRON	Stereo	Yes	Yes	Yes	No
OTICON	Mono	Yes	Yes	Yes	Yes

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Understanding Our Comparison Chart

Certain features of past digital hearing aid models such as channels/bands, noise reduction, directional microphones, and others are now commonplace on virtually all hearing aids made today. Given this, they are not included on this comparison chart. Also, during 2010, most of the major hearing aid manufacturers successfully brought new hearing aid models to market, making the older models somewhat obsolete. The following chart is inclusive of the most current and popular models our patients are inquiring about and wearing. If you would like more detailed information or do not see a model you are looking for, our team of Hearing Consultants and Audiologists can assist you with your research and questions. Please call HearingPlanet at 1-800-432-7669 and let us work with you toward selecting the right hearing aid.

Manufacturer and Model	Open Fit Option	# Listening Programs	Data Logging	Wireless Capable	Manufacturer Warranty
SIEMENS					
Pure, Life, Motion 701	Yes	5	Yes	Yes	Three Years
Pure, Life, Motion 501	Yes	5	Yes	Yes	Two Years
Pure, Life, Motion 301	Yes	5	Yes	Yes	Two Years
Pure, Life, Motion 101	Yes	3	Yes	No	Two Years
Nitro 301, 701	No	5	Yes	BTE ONLY	2-3 Years Depending on Model
UNITRON HEARING					
Passport	Yes	3	Yes	Yes	Three Years
Latitude 4, 8, 16	Yes	3	Yes	Yes	1-2 Years Depending on Model
Shine	Yes	2	Yes	No	One Year
Next E	Yes	2	Yes	No	One Year
360, 360+	No	2-3 Depending on Model	Yes	No	1-2 Years Depending on Model

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Manufacturer and Model	Open Fit Option	# Listening Programs	Data Logging	Wireless Capable	Manufacturer Warranty
PHONAK					
Ambra	Yes	5	Yes	Yes	Three Years
Audeo S Smart 3, 5, 9	Yes	3-5 Depending on Model	Yes	Yes	2-3 Years Depending on Model
Solana	Yes	4	Yes	Yes	Two Years
Cassia	Yes	3	Yes	Yes	Two Years
Naida 3, 5, 9	Yes	3-5 Depending on Model	Yes	Yes	2-3 Years Depending on Model
Milo Plus	Yes	2	Yes	No	One Year
RESOUND					
Dot Squared 10, 20, 30	Yes	Auto	Yes	No	1-3 Years Depending on Model
Live 5, 7, 9	Yes	2-4 Depending on Model	Yes	No	1-3 Years Depending on Model
Alera 5, 7, 9	Yes	2-4 Depending on Model	Yes	Yes	2-3 Years Depending on Model
OTICON					
Agil Pro & Agil	Yes	4	Yes	Yes	Two Years
Acto Pro & Acto	Yes	3	Yes	Yes	Two Years
Hit Pro, Hit	Yes	4	Yes	No	One Year
Chili 5, 7, 9	No	Up to 4	Yes	Yes	1-2 Years Depending on Model
STARKEY					
S Series IQ, 5, 7, 9, 11	Yes	4	Yes	No	Two Years
Soundlens	No	Multiple	Yes	No	Two Years
Wi	Yes	Multiple	Yes	TV Only	Two Years

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Manufacturer and Model	Open Fit Option	# Listening Programs	Data Logging	Wireless Capable	Manufacturer Warranty
SONIC INNOVATIONS					
Touch 6, 12, 24	Yes	²⁻⁴ Depending on Model	Yes	No	2-3 Years Depending on Model
Velocity 4,6,12, 24	Yes	Up to 4	Yes	Yes	1-3 Years Depending on Model
Varicom 9	Yes	4	Yes	Yes	Two Years
Varicom 5	Yes	3	Yes	Yes	Two Years
Endura	No	4	Yes	Yes	Three Years
WIDEX					
Passion 105, 110, 115	Yes	Multiple	Yes	No	Two Years
Mind 220, 330, 440	Yes	Multiple	Yes	No	Two Years
Clear 440	Yes	Multiple	Yes	Yes	Two Years
Real	Yes	1	No	No	One Year
BELTONE (models compare with Resound)					
TRUE 6, 9, 17	Yes	²⁻⁴ Depending on Model	Yes	Yes	Varies
Reach	Yes	4	Yes	No	Varies
Identity	Yes	3	Yes	No	Varies
Change	Yes	2	Yes	No	Varies
Touch 9, 17	Yes	1	Yes	No	Varies
Marq 9, 17	Yes	Auto	Yes	No	Varies
AUDIBEL (models compare with Starkey)					
Range	Yes	Multiple	Yes	No	Varies
Anthem Plus	Yes	4	Yes	No	Varies
Invisibel	No	Multiple	Yes	No	Varies

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Manufacturer and Model	Open Fit Option	# Listening Programs	Data Logging	Wireless Capable	Manufacturer Warranty
NuEar (models compare with Starkey)					
Look	Yes	Multiple	Yes	No	Varies
Imagine VS	Yes	4	Yes	No	Varies
Imagine Miniscopic	No	Multiple	Yes	No	Varies
Miracle Ear (models compare with Siemens)					
ME-1/ME 5100	Yes	5	Yes	Yes	Three Years
ME-2/ME 4100	Yes	5	Yes	Yes	Three Years
ME-3/ME 3100	Yes	5	Yes	Yes	Three Years
ME-4/ME 2100	Yes	3	Yes	No	Three Years
AVADA (models compare with Oticon)					
Blue Link II	Yes	4	Yes	Yes	Varies
Blue Link	Yes	1	Yes	Yes	Varies

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“...Sometimes in today’s fast paced and transitional way of life, people are overlooked. Well I believe that running a business with high standards and treating people with kindness always pays off, so again thank you for your professional and outstanding treatment with this whole procedure.”

***Joseph B.,
Minneapolis, MN***

Why HearingPlanet?

HearingPlanet’s commitment to our clients, coupled with the highest quality, personalized customer service and nationwide Endorsed Local Clinic network, make us a wise choice when shopping for hearing care needs.

We hope this guide has answered most of your questions about choosing hearing aids. If you’d like more information, want to share your experiences or opinions or are ready to schedule a comprehensive hearing evaluation with one of our local Hearing Professionals, simply call us toll free at **1-800-432-7669**. Ask to speak with a Hearing Consultant and you will receive immediate, courteous assistance.

E-mail us at customerservice@hearingplanet.com
or visit us online at www.HearingPlanet.com

Our Sound Promise – Your Guarantee

We promise you will receive straightforward, personal guidance and expert help to make your choice of a hearing solution as easy as 1-2-3!
That is our **Sound Promise** to you.

The HearingPlanet Sound Promise means you can count on:

- Personal attention and exemplary service from qualified Hearing Professionals
- Finding a hearing solution unique to your needs that will enrich the quality of your life
- Unbiased product information across all major brands
- Best value for your dollar with our competitive pricing policy
- A professionally-fit hearing aid and our 45-day evaluation period

**It’s easy to find the right hearing solution for your needs!
Call today at 1-800-432-7669.
Talk to your Personal Hearing Consultant.**