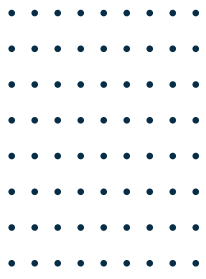




HEARING AID  
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**VIDEO COURSE TRANSCRIPT**  
**MODULE-2 | VIDEO-4**



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**Please Note:**

These transcripts have been updated to the most current information available and in certain places may not exactly match video the recordings.



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Actually, the report was with the Seniors Research Group and we want to give them credit. This was a report that was produced and published in 1999 and distributed widely around the world.

It was this report that established a foundation from which all persons associated with correction of hearing loss could be thankful and could relate to a diminishment of psychosocial conditions and of the psychological dilemmas and problems after hearing instruments were correctly fit.

I might note, that if the hearing aids were not correctly fit, it may make things absolutely chronically worse.

What struck me in the conversation that I've had recently with the dispensers, was that some education and seminar type of work has been done around the country addressing psychological and psychosocial issues with respect to how they are treated and described and predicted.

This is with respect of families when they come in to get hearing instruments, or to enter into that type of process or event.

What I heard was extremely troubling and it's not the first time I've heard it. I want to make sure that you, as a student, consider it and think about it, right now; so that you can establish your own framework.

I'll do so by reading short parts of this report with respect to the topics of sadness and depression. I want you to pay really careful attention to how and what is said.

Respondents, who do not use hearing aids, were more likely than hearing aid users to report that there had been a period during the past year when they felt sad, blue or depressed.

This difference remains when controlling for other factors, such as the respondents' age and income. So, this was done properly. It was presented in a subjective manner.

How many time a year or did you so many times a year feel sad, blue or depressed?

Well, in the terms of benefit and treatment they go on to say "Most users of hearing aids reported significant improvements in the quality of their lives since they began to use hearing aids" and the improvement categories are:

- Relationships at home
- Feelings about themselves
- Life overall
- Mental health
- Self-confidence
- Relationships with children and grandchildren
- Willing to participate in group activities,
- Their sense of independence and safety

- Their ability to play card or board games
- Their social life, physical health, dependence upon others
- Their relationships at work
- Their ability to play sports
- Their sex life

Now, I want to share with you, that when you are experienced and licensed and you see the opportunity to discuss psychosocial behavior that is counterproductive to a normal and healthy relationship, you absolutely cannot say that the dispensing of hearing aids will cure depression or will stop the loneliness or the worry.

This is because, for all you know, there are so many other elements out there contributing to these negative emotions and these harmful conditions in this families' lives. For you to sell hope is the worst possible thing you can ever do.

So, I want to make sure that you understand and to be able to say this is justified. Many families, significant numbers of families, have reported that they have increased the quality of life, and that the proper fitting of hearing instruments brings a wholesomeness to life that wasn't there previously.

You can paraphrase it. You can quote it. You just cannot take it to the end, by saying it will cure depression. In doing so, if you did, it will not only be ignored, but it would also be incredibly misleading and ultimately stupid.

This is because someone who comes back to you at some point and says he is still depressed and you promised; now, what are you going to do about it? You talk about a real professional personal dilemma; you are got to be able to reload.

A report such as this and the millions of others that are out there. So, make sure you are very clear with what you promise and what you offer, and of what you can deliver. You can't say something like that regarding depression and hearing instruments.

It is significantly true that persons, because of the impact of their hearing loss, will reduce their depression or their depression would get better where the treatment for hearing loss is concerned. That's what this report shows. But not overall. You just got a watch for that.

Now, let's take a look at obstacles to treatment.

I would like for you to turn on the page on obstacles to treatment in your manual. We will be dealing with the twelve most predominant reasons that people deny access to treatment.

I actually should say refused, because deny is always first reason.

What denial means, is the disagreement that hearing loss is an obstacle in the person's life, when treatment is offered, or suggested, or hinted at, or even recognized by the notice of a hearing instrument in the newspaper or buying ad that may fly by on the TV.

One of the things that is most common, is for a person to say, "I don't have hearing loss, it's not that bad, I'm sorry". When everybody around would go, "oh, my gosh!"

If they were telling the truth, you've got to be kidding, Sortn. You've had hearing loss for fifteen years. You don't hear thunder. You can't hear your grandchildren, c'mon.

This person is still struggling with it. Maybe trying to convince himself, maybe trying to convince others, maybe pleading in a way.

Let it go! This isn't such a problem in my life. Let it go!

Denial is really a problem. It is a problem that will require the explorations of the reasons for it, and then the gentle assault on it by you. We are going to teach you how to do that.

The ability to cope, if the person has mild or moderate hearing loss and they have developed superior coping skills, they may be telling you, with absolute conviction, that they are okay and they can go a while longer without getting hearing instruments.

The ability to cope is a legitimate reason when confronted by it. It may not be true, because there still may be 15 20 25 30 percent poorer word recognition that they really need. They may have gotten used to the energy, the hamster wheel, of working with it.

Working on it coping, coping, coping and that maybe okay for them. But it's not okay for their family and we will find out later, that it's really seriously not okay for their ability to relearn and to increase their word recognition, even with the use of hearing instruments.

Self-diagnosis happens all the time.

"I'm not that bad, it is not that bad, I get along just fine, thank you."

Do you know what that represents? The human version of a red brick wall. That is what that does. I am going to tell you in minute.

If you look at the self-diagnoses and put little tick marks, there. In the next material we are going to show you how, with the dispenser's role as we define it, you can deal with problems like that. That's coming up in just a minute.

The expense of hearing loss, actually the hearing loss on the whole, or hearing instruments on the whole, relate to about maybe 3 dollars a day, maybe \$2.50 a day across the average life of five years.

Some people just think of it as just 4000 dollars or \$5000 dollars. You know how many cars I can buy for \$5000? Do you know how many vacations we can go on for \$5000? I've always wanted to build a cabin on the lake, I promised her. I'll do that first, then I'll get my hearing aids, or whatever.

There are all of these reasons to use the money for something else, or in uncertain times to

save it, because "I can get along, it's not that bad."

So, where are we? We have come to the root cause of the denial, no, we haven't. None of this is a root cause. These are obstacles, but none of them are the root cause, and that's what you are digging for.

You, the gardener, you have got to get to the root. That's where we are.

If Julie and Sortn are going to a Sunday school class for retired people, while we know it's true, they have more disposable income than anybody else, it's still fixed. They can't go overtime to get little bit more. These people think so, it's just going to decline overtime. Well, that may or may not be true.

Well, here comes one of their friends, he really got courageous and said two weeks ago. "Oh, I saw an ad in the paper for two hearing aids for 699 dollars. I can afford that".

It must be good, and it must be true so, everybody knows that it's like ha-ha we are going to follow his lead. He is one of a hundred who is going to stand up and do something about it. We will see what he does.

So, he grabs his wife (she is a second cousin of Julie, by the way). He grabs her and they go down and all of a sudden they figure out oh, my gosh, he just told us that that was just for extremely mild hearing loss, and it wasn't really programmable, and we know that we need (for some reason) programmable hearing aids.

So, we spend \$4000 instead of \$699. He just add 4000 so in anticipation because he is been open honest and forthcoming about what he is going to do. He announced it two weeks later when Sortn and Julie came into the Sunday school class.

Here he is, he is a retired professor of the local community college and he says, "Yeh, they do pretty well." Did they cost 699? No. So, what did they cost? Well, this is kind of private. I don't want to share, and she looks up at his wife (second cousin to Julie) and says, 4,699 dollars.

Everybody goes well we thought they were \$699. "Well, they were but, then they said those don't fit well". Everybody has heard that conversation before. When he begins experience problems with those hearing aids, which I promise you he will, if or no other reason than the normal progression of awareness of a fitting. Maybe it is complete or maybe it hasn't been finished yet.

That's what people are going to hold on to and say, "I don't think that they have much value because he has still got problems.

Well, maybe the people that say that don't realize that still having problems is normal. Still having issues is normal for an uncertain period of time; until the auditory cortex actually begins to put together that residual capacity and become acclimatized to the sounds that have been missing for many many years.

And at that point, with much care, with the adjustment of hearing aids, then a family can judge that measure. But they picked it like vultures, and they still don't believe that. They know exactly did you hear that? He spent 4,699 dollars on hearing aids, and he still says, huh?

It happens all of the time. \$5000 on hearing aids that will be fit today in this country. It will happen 4,000, 41 hundred, 42 hundred times. That same scenario or skit will be play out in churches and in groups.

There will be people sitting back knowing that they have somebody in their family and there has been conflict about getting hearing aids. There are all kinds of reasons to show, well, he didn't do well. Well, he is still having problems. What are we going to do about him? He still can't understand very well. So, I'm not going to pay 5,000 dollars. Besides, they said it's going to be 699.

You can see where the confusion comes from. You can see there is a correlation to the doubt of value. These people really doubt the value of hearing instruments and they are legitimately entitled to the doubt. It's crazy!

So, let's discuss the marketplace. It looks like a little funky business there with the advertisement.

So, here are people who have been through the mill, who have developed survival skills that are coping in nature and then when that goes on so long, and they are just sick and tired of being sick and tired of being frustrated, they finally begin to withdraw.

It's like, hey, this is the last twenty or thirty years of their life. They are going to just shut her down because they can't hear clearly anymore.

Can you imagine what's going to happen? When you learn how to turn that around, oh my gosh, you are going to be able to take a family and say come on back this way, this a path of normal hearing. Not the way you are going.

When you earn that trust, and when you have developed the skills that we are teaching you; here, as I speak, you are going to be thrilled. You are going to be successful and you are going to be humbled by all of it.



# END OF

## MODULE - 2 | VIDEO - 4



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