

Good teeth! Good eyesight! And your hearing?



HearingCoach

Preventative Hearing Healthcare

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Having your ears checked regularly is just as important as having your teeth checked

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Hearing damage due to loud music or industrial noise...

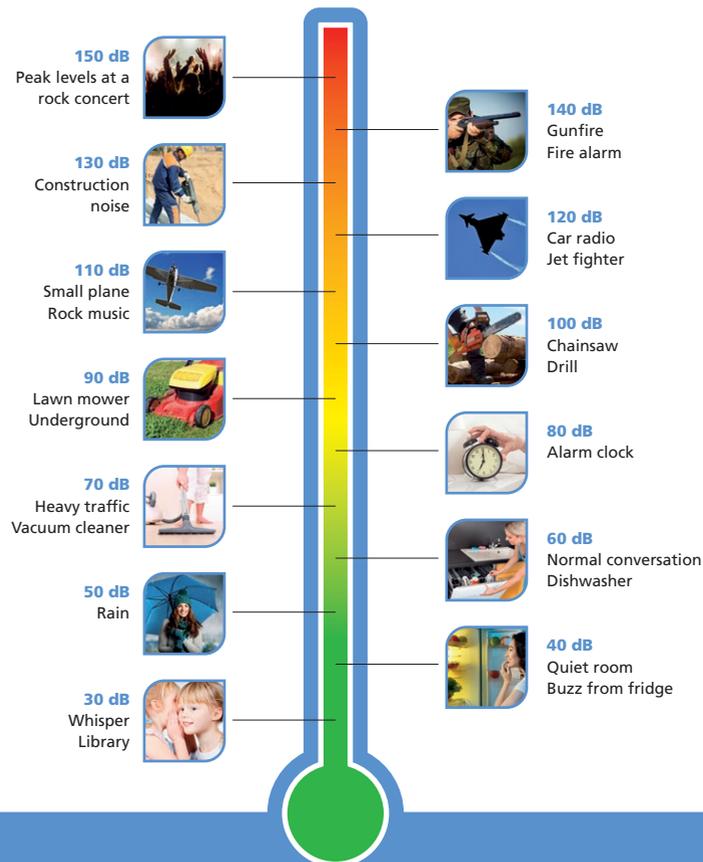
Hearing damage is a fast-growing problem. The good news is that it is 100% preventable!

What levels can your ear actually cope with?

The risk of hearing damage depends on both the volume and the duration of the exposure. Often the first warning sign that your ears have been exposed to excessive noise is a feeling of

muffled hearing which can last for 24 hours or more, and or tinnitus. These are noises in your ears which are sometimes described as ringing, buzzing or hissing sounds.

75 dB: max 8 hours
78 dB: max 4 hours
81 dB: max 2 hours
84 dB: max 1 hours
87 dB: max ½ hour
90 dB: max ¼ hour



Music, the louder the better?

Loud music during concerts and festivals or via your iPod is of course fantastic, but at the same time you run a significant risk of hearing damage *. According to the World Health Organisation (2018) 1.1 billion young people (aged between 12–35 years) are at risk of hearing loss due to exposure to noise in recreational settings.

** Note: when you are pregnant, noise is also harmful to your baby. The amniotic fluid and the abdominal wall only damp 5 decibels. Sounds that are harmful to yourself are also harmful for your baby!*

What will you notice?

You hear someone talking, but you do not always understand what is being said. In the beginning you notice this mainly in noisy environments such as restaurants, nightclubs and in crowded rooms, but as the damage gets worse you will also have problems in quieter environments. You may also need to turn up the TV or radio.

How can you prevent hearing damage?

Remember hearing damage CANNOT be cured, so follow these steps to protect yourself from developing a hearing loss:

- ◆ Reduce your exposure to loud noises as much as possible.
- ◆ Never listen to music through headphones or ear buds with the volume all the way up.
- ◆ Wear ear plugs or protective earmuffs during any activity that exposes you to noise at or above 85 decibels.
- ◆ Have your hearing checked regularly.

What will be the impact on your life?

Hearing loss or deafness can have a serious effect on your social well-being. It can cut you off from the world around you.

Hearing damage in a nutshell

Complaints

- ◆ Ringing or noises in your ears
- ◆ Loss of hearing acuity
- ◆ Problems with understanding speech

Causes

- ◆ Loud music
- ◆ Noise at work
- ◆ Environmental noise

Consequences

- ◆ Decline in quality of life
- ◆ Reduced social interaction
- ◆ Difficulties in maintaining your job or getting a new job

Treatment

- ◆ Cannot be cured
- ◆ Hearing aids do not restore your hearing

Prevention is the only treatment

Preventive hearing screening

early detection of hearing damage

HearingCoach has developed a new technique that detects hearing damage at as early a stage as possible.

Not the classic hearing test

A traditional hearing test will not identify damage to your hearing until it is too late. A more suitable test is the Otoacoustic Emission (OAE). This shows what damage is being done to the hair cells in your ears.

During preventive hearing screening, the external ear, the middle ear and the inner ear are examined in turn.

External Ear

Otoscopy



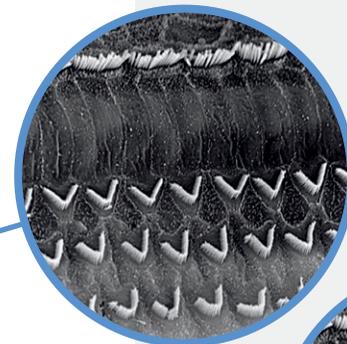
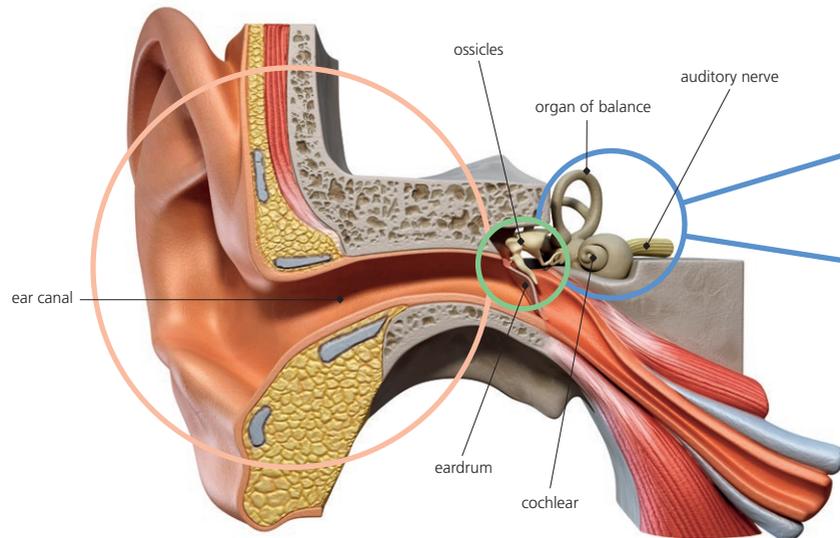
Middle ear

Tympanometry

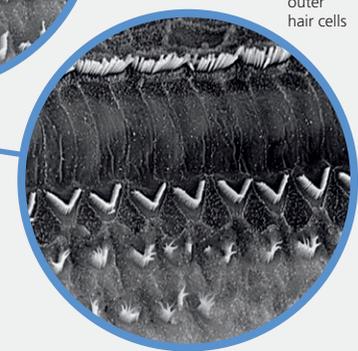


Inner Ear

Otoacoustic Emissions (OAEs)



Healthy outer hair cells



Damaged outer hair cells

Damage to hair cells is irreversible

Our results

are not in decibels but percentages

Any damage to your hair cells is shown as a percentage, which makes it easier for you to understand. The greater the damage to the hair cells the bigger the chance that you will go on to have a hearing loss.

Hair cell damage	Right ear	Left ear
First measurement (baseline) Date:	%	%
Following measurement Date:	%	%
Subsequent measurements Date:	%	%

What do these percentages mean?

0-40%

You have little or no damage. You have no difficulties understanding speech, even in difficult listening conditions.

40-85%

You notice that you sometimes have to make an effort to follow a conversation, especially in noisy situations such as listening on a bus, during a noisy meeting or in a restaurant or nightclub.

> 85%

You find it increasingly difficult to follow a conversation, even in a quiet environment. The volume on the TV is probably tuned up louder too.

It is important to regularly re-test your hearing to ensure you are taking the correct actions to preserve your hearing.

Comparing measurements:

- ◆ If the percentage has remained the same, then you are doing well!
- ◆ If the percentage has worsened by more than 10% compared to the previous measurement, then your ears have not been sufficiently protected. Your HearingCoach will advise you which preventative measures must be taken to avoid further damage
- ◆ If the percentage has improved by more than 10%, it is possible that you had a cold in the previous measurement or you had a temporary effect. This means that you were exposed to noise without hearing protection prior to the examination, but the resultant effect was only temporary.

What can you do?

to prevent hearing damage

If your percentage of damaged hair cells rises by more than 10% compared to a previous measurement or is higher than one would expect, then there may be a problem. Our healthy hearing programme monitors you on a yearly basis to ensure no further damage occurs.

* Awarded 'Best Practice' by the European Agency for Safety and Health at Work (EU-OSHA)

healthy
hearing
programme



The 'Healthy Hearing Programme'

Our qualified professionals will help you assess potential risks and implement a preventative programme based on the following 4 objectives:

1. Sound
2. Hearing
3. Hearing protection
4. Behaviour

sound

We will identify your personal noise exposure, both at work and in your leisure time. On this basis we can determine your risk profile on how likely you might need a hearing aid if no protective measures are taken.

hearing

The preventative scan provides information on how much damage is being caused to the actual hair cells. These results allow the HearingCoach to evaluate the precise level of ear protection that should be used.

hearing protection

Your HearingCoach will advise you on the most suitable hearing protection. In some cases the best option is a custom made earplug that fits snugly in your ear. We will make sure you know how to fit the protectors correctly, will check if the hearing protection functions properly and verify if the protection provided is appropriate.

behaviour

We provide one-to-one personal coaching to make sure that you understand the dangers and associated risks of not wearing your ear protection.

HearingCoach online

even if you do not see us we are there!

You can view and print your personal results online. This information can be useful as a supplement to your personal medical file.

