

A close-up photograph of a woman's face, showing her eye and nose on the left. Her right hand is raised, pointing her index finger upwards. A small, yellowish-brown hearing aid is attached to the tip of her index finger. The background is a plain, light color.

Lyric®

A Buyer's Guide  
— to —  
Hearing Solutions

PHONAK  
life is on

# Introduction

Hearing loss is not uncommon—about 1 in 5 American adults have some form of it.<sup>1</sup> And although we sometimes think of hearing loss happening to people in their 60s and 70s, age-related hearing loss often begins in individuals as young as in their 40s.\*

Hearing loss typically occurs gradually, so the symptoms may be subtle at first: more difficulty in noisy restaurants and social gatherings, or a need to turn up the TV volume. As time goes on, people with hearing loss often begin to feel other symptoms, like headaches or fatigue, from the increased efforts they need to spend on listening.

The great news is that the right hearing solution can make a world of difference. Not only will the right solution help you hear better, it will also fit your lifestyle so that you can focus on life—instead of focusing on your hearing.

Take Lawrence. He was amazed by the immediate difference the Lyric hearing device made in his quality of life:

**“ I was able to hear sounds I hadn't heard in years. I heard my kids speaking ... Before I had problems hearing and understanding what my family said to me ... It was just like turning on a switch. It was amazing. ”**

-Lawrence, Lyric Wearer

With the tremendous advances in hearing technology over the last few years, there are more hearing loss treatment options than ever. How can you determine which solution is right for you?

In this helpful guide, you will learn ...

- How to identify possible hearing loss: take our short quiz!
- The advantages of addressing hearing loss early
- What to look for in a hearing solution
- The different hearing device options
- How to obtain a risk-free trial<sup>†</sup> of the Lyric extended wear hearing solution

<sup>1</sup>Lin FR, Niparko JK, Ferrucci L. Hearing Loss Prevalence in the United States. *Archives of internal medicine*. 2011;171(20):1851–1852. doi:10.1001/archinternmed.2011.506.

<sup>†</sup>Professional fees may apply. Annual subscription begins the first day of trial. Consumers in CA, NY, NM, and VT will receive a 45-day trial. Lyric is not appropriate for all patients. See a Lyric Provider to determine if Lyric is right for you.

# Are you at risk for hearing loss?

Certain factors may put you at greater risk for hearing loss:<sup>1</sup>

- Family history of hearing loss
- Repeated exposure to loud noises
- Smoking
- Medical conditions like diabetes
- Certain medications

## How to Identify Hearing Loss

Hearing is essential to fully enjoying and participating in life, but hearing loss is one of the most common medical conditions in the United States. Over 48 million Americans, or 1 out of every 5 adults, have some degree of hearing loss, and the incidence increases with age. In fact, nearly 45% of people 60 years or older have hearing loss.<sup>2</sup>

Are you or someone you love one of those 48 million? If you answer "yes" to any of the five questions below, we strongly encourage you to call 1-855-337-9694 today to make a hearing test appointment with a specially-trained hearing care professional.

Do people seem to mumble or talk in a softer voice than they used to?

YES    NO

When in a crowd or in a busy restaurant, is it hard for you to follow the discussion?

YES    NO

Do you feel the need to turn up the volume on your TV or radio such that it is too loud for others?

YES    NO

Do you often need to ask others to repeat themselves?

YES    NO

Has someone close to you pointed out that you may have a hearing problem?

YES    NO

<sup>1</sup>Cruickshanks KJ, Klein R, Klein BE, Wiley TL, Nondahl DM, Tweed TS. Cigarette smoking and hearing loss: the epidemiology of hearing loss study. *JAMA*. 1998;279(21):1715–1719; Van Eyken E, Van Camp G, Van Laer L. The complexity of age-related hearing impairment: contributing environmental and genetic factors. *Audiol Neurotol*. 2007;12(6):345–358; Van Eyken E, Van Laer L, Fransen E, et al. KCNQ4: a gene for age-related hearing impairment? *Hum Mutat*. 2006;27(10):1007–1016.

<sup>2</sup>Lin FR, Niparko JK, Ferrucci L. Hearing Loss Prevalence in the United States. *Archives of internal medicine*. 2011;171(20):1851–1852. doi:10.1001/archinternmed.2011.506.

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# Why You Should Address Hearing Loss

The good news is that people who treat their hearing loss report greater connectedness with loved ones and benefit from higher earnings potential than those who do not address their condition. In fact, there is overwhelming proof of the quality-of-life benefits hearing devices can provide.

In the February 2007 issue of the *Journal of the American Academy of Audiology*, a task force reported on the social, economic and psychological effects of hearing loss and the impact hearing devices have on these areas. The 33-page report can be summed up in one sentence from the committee's conclusion:

**"Hearing aid use greatly improves adults' health-related quality of life by reducing psychological, social and emotional effects of hearing loss."**

If you are losing your hearing, there are advantages to addressing that problem now, rather than later:

1.

Increase your safety:  
Hear and respond  
to hazards in your  
environment.

2.

Maintain your auditory  
senses: Keep your brain  
sharp in its ability to  
interpret sound and  
speech accurately.

3.

Preserve or improve your  
relationships: Minimize  
misunderstandings and  
enhance communication  
with friends, co-workers  
and loved ones.

4.

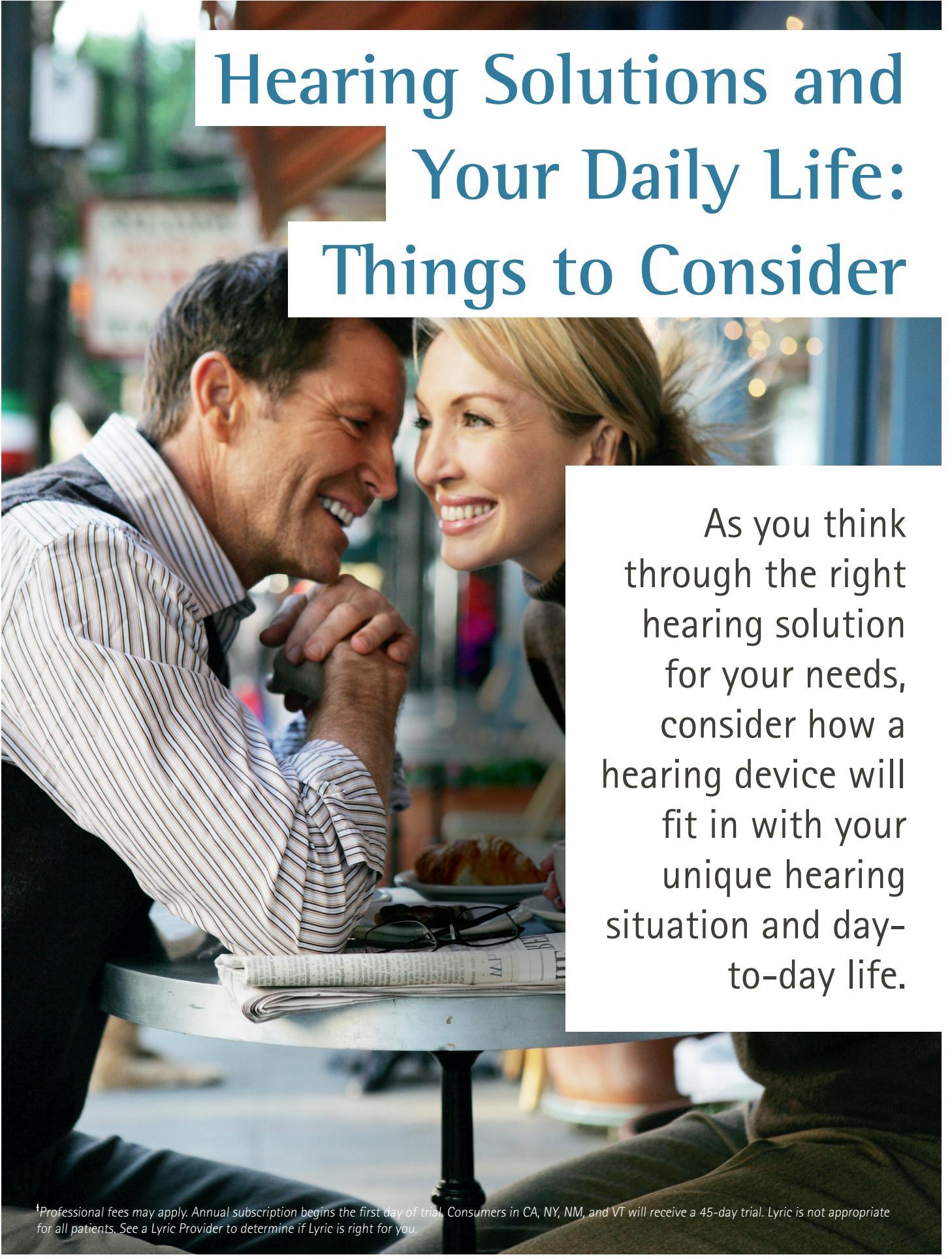
Fully participate in life:  
Listen to music at a  
concert, watch TV at  
a normal volume, hear  
telephone conversations  
or overhead  
announcements without  
needing repetition or  
clarification.

There's every reason to take action now if you believe you have a hearing loss. Hearing devices, when properly fit by a licensed hearing care professional, are a low-risk treatment for the majority of hearing loss. What's more, you may have the opportunity to try a device at little to no cost before committing to a purchase.

**“When I'm out with people, I don't have to say 'what, can you repeat that?'... I hear everything now, and it's a blessing to me.”**

- Ellie, Lyric Wearer

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# Hearing Solutions and Your Daily Life: Things to Consider

As you think through the right hearing solution for your needs, consider how a hearing device will fit in with your unique hearing situation and day-to-day life.

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# Consider this:

## Your level of hearing loss

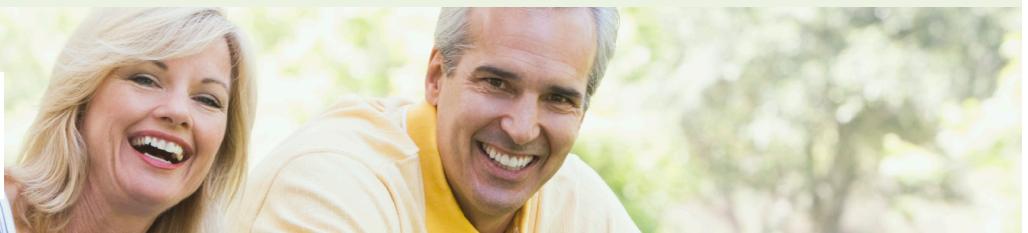
The most important factor in choosing a hearing solution is whether it addresses your hearing needs. Different types of hearing devices are better suited for different types and levels of hearing loss. Your hearing care professional can recommend a solution based on your level and type of hearing loss.

## Aesthetic preferences

How much does appearance matter to you? There are different levels of visibility across the range of hearing devices. You may wish to find a solution that matches your ear and hairstyle, or you may want something even more discreet. Newer hearing technology like the Lyric hearing device can be completely invisible. Once in the ear canal, Lyric cannot be seen (even if you're looking for it), and it does not require any surgery to be placed. Aside from Lyric, there are other types of hearing devices that are quite discreet, although Lyric is still the world's first and only completely invisible solution.

**“ I'm very vain; I'll admit it ... I couldn't possibly have hearing aids if people could see them. ”** -Stu, Lyric Wearer

## Lifestyle



Think about the types of situations you find yourself in on a regular basis. Are you often in situations with a lot of background noise? Do you regularly take part in activities like hiking, running, scuba diving or swimming? All of these factors will impact what the best hearing solution for you will be.



If you lead an active lifestyle, you want to make sure your hearing aid is comfortable over long periods of time and fits securely so that you will not lose it while you are out. If you travel, you may prefer an extended-wear device that will not require you to pack and change batteries when you go out. You should discuss your daily activities and lifestyle with your hearing care professional to find the solution that best fits your needs.

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# Hearing Device Options: Is Extended Wear Right for You?

Based on the considerations you just read about, your hearing care professional will help you narrow down the range of hearing devices. In general, there are four major categories of hearing solutions.

The first three categories below are known as "daily wear" hearing solutions because they are inserted and removed daily. These are traditional hearing aids, which require battery changes and may occasionally need maintenance and repairs. The fourth category is "extended wear" hearing. Extended wear means that the user can wear the hearing device for months at a time<sup>1</sup>—through activities like showering, sleeping, and exercising. This is the only type of hearing solution that does not require battery changes or daily insertions and removals.

## Types of Hearing Aids:

1.

### Behind the Ear:

This daily wear hearing aid is housed in a durable case that rests on the back of the outer ear.

2.

### Receiver in the Ear:

This daily wear device contains a thin plastic tube that extends over the outer ear and into the ear canal.

3.

### In the Canal:

This daily wear instrument is made of a custom acrylic shell that holds all the electronics and fits in the ear canal.

4.

### Extended Wear:

Fit completely inside the ear canal, it can be worn 24/7 for months at a time. Completely invisible. Never change batteries.



Extended wear hearing is an especially good option for people with active lifestyles, or for people who do not want to deal with battery changes. If you are interested in extended wear hearing, you will want to learn more about Lyric, which is the only extended wear hearing device on the market today.

<sup>1</sup>Individual patient needs may vary. Lyric is not appropriate for every. See a Lyric provider to determine if Lyric is right for you.

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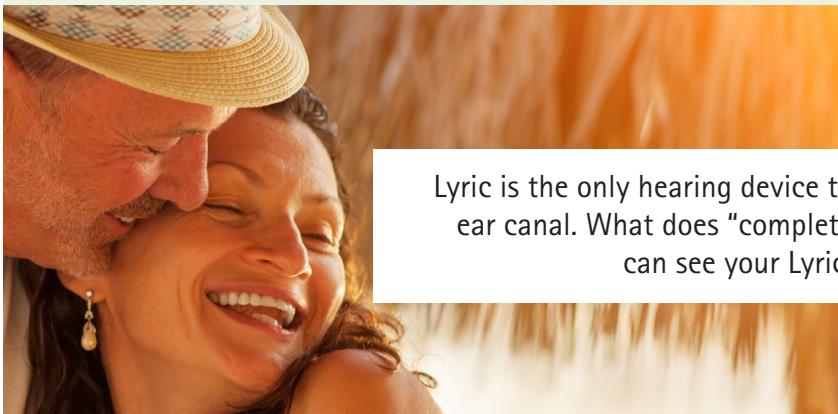
# Lyric Invisible Hearing Solution



The revolutionary Lyric hearing device is the world's first and only 100% invisible, extended-wear hearing solution. Once placed, it can be worn 24 hours a day, seven days a week, for up to months at a time. Like a contact lens for your ear, Lyric has clear advantages.

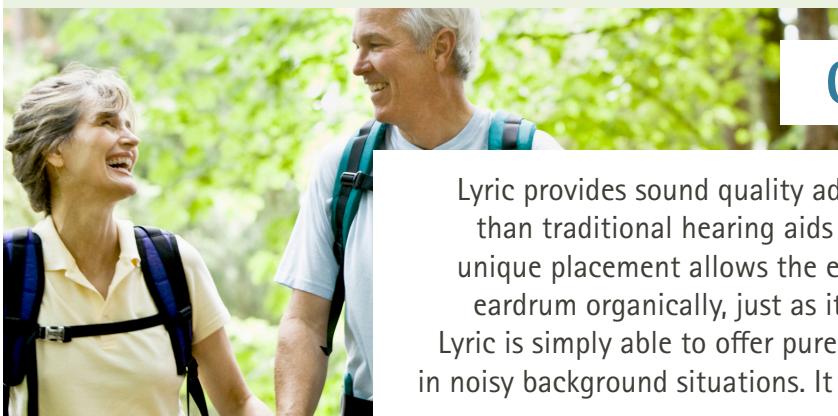
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# Why Lyric?



## 100% Invisible

Lyric is the only hearing device that is completely invisible once placed in the ear canal. What does "completely" mean? From any angle, any time, no one can see your Lyric. In fact, you might forget it's there yourself.



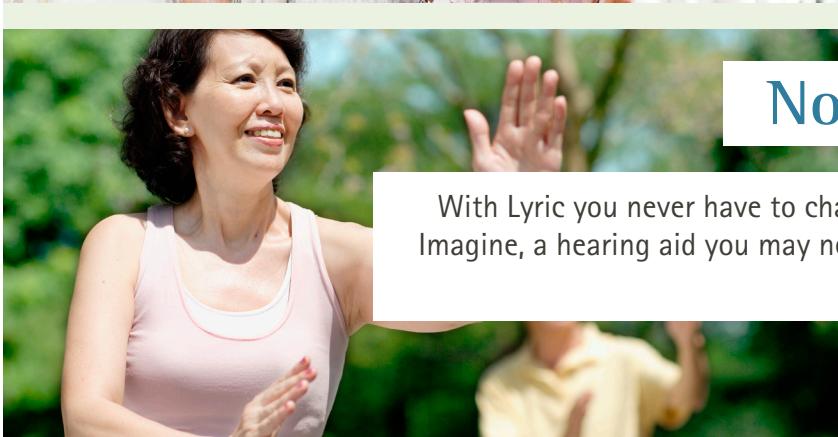
## Clean, Natural Sound

Lyric provides sound quality advantages. It is placed deeper in the ear canal than traditional hearing aids are — comfortably close to the eardrum. This unique placement allows the ear to capture sound and funnel it toward the eardrum organically, just as it would without a hearing device. As a result, Lyric is simply able to offer pure, natural sound quality and improved hearing in noisy background situations. It can do all this without any need for multiple settings and complicated programs.



## No Daily Hassles

Lyric has exclusive battery technology and moisture protection, so it performs 24/7, for months at a time\* through daily activities like showering, exercising and sleeping. *\*Individual patient needs may vary. Lyric is not appropriate for every. See a Lyric provider to determine if Lyric is right for you.*



## No Batteries to Change

With Lyric you never have to change a battery or perform daily maintenance. Imagine, a hearing aid you may never have to touch — much less be distracted by every day.

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# Bruce Can Hear the Lyric Difference

Is Lyric right for you? For Bruce Blythe, a professional speaker, entrepreneur, and owner of crisis management companies, it's a life-changer.



**“ I wore traditional, completely-in-the-canal hearing aids for over 10 years. I started using Lyric on a trial basis over two years ago and heard the difference over my old hearing aids immediately. It's revolutionary sound. I'm not saying 'What?' anymore. I hear, and I understand. It helps in business, it helps in personal relationships and my overall life satisfaction. I hear so much better than I ever have, and I am one happy camper. The Lyric device is fantastic! ”**

## How does it work?

Lyric is offered through Certified Lyric Providers who have been specially trained to fit and program the Lyric device. Each Lyric device is designed to perform for months at a time<sup>1</sup>.

## How much does it cost?

The price of Lyric falls within the range of traditional hearing solutions.

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# How Can I Try Lyric?

We want to help you experience the Lyric difference risk-free<sup>†</sup>. Call 1-855-337-9694 to make an appointment with a Lyric Provider today.

At the hearing evaluation and consultation, your Lyric Provider will help you determine whether Lyric is right for you.

1. Your Lyric Provider will complete a hearing profile with you to better understand your daily lifestyle, hearing difficulty and communication needs.
2. If this is your first time visiting a Lyric Provider, there will be a comprehensive hearing evaluation to check your hearing levels. He or she will also examine your ears to check for earwax and other hearing-related conditions.
3. Your provider will assess your results and take a few quick measurements of the ear canal if you are a candidate for Lyric. He or she will then place a dummy device to check the way it fits in the ear.
4. After confirming the right device size, your Lyric Provider will program Lyric to your hearing needs and place it gently in your ear canal. Once it has been placed, you should notice an immediate difference in how well you are hearing.

After your appointment, you will have the chance to experience everyday life with Lyric. As you rediscover sounds, you will be able to adjust the volume on your Lyric devices to a comfortable level or turn them off as needed. You may initially be aware of the device in your ear canal. However, this feeling typically dissipates after a brief initial adjustment period (7 to 14 days) so that many users forget they are wearing Lyric at all.

During your trial period, we encourage you to try Lyric in the different listening environments that you discussed with your provider so that you can confirm whether it is the right hearing solution for you. As you adapt to hearing with Lyric, your Lyric Provider will be available and excited to support you.

There is no obligation to buy Lyric after you try it, so there is no risk to seeing how many ways Lyric could enhance your quality of life. For a risk-free trial<sup>†</sup>, **call 1-855-337-9694 today!**

Learn more at [www.phonak.com/lyric](http://www.phonak.com/lyric)



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