By Saleem Assaf
Hearing Instrument Specialist

Yes, there is such a thing as selective hearing. It can be easier for us to “tune out” voices we are the most familiar with, like partners, spouses, co-workers, children, and parents. In fact, our brains are programmed to tune out many sounds and noises and move them to the background while we tune in to other sounds or voices. Nearly 28 million Americans try to “tune in” to voices and sounds around them but are hampered by hearing loss. Amazingly, only one in five who could benefit from using hearing instruments actually uses them.

With today’s advanced hearing systems that are managed with smartphone apps and small Bluetooth remotes, it is difficult to understand why more people aren’t using them.

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O ur favorite places in Austin share some things in common. They are unique. They are lively and fun. And they are NOISY! Think of places in Austin you have been with family and friends in the past month. Some of them were so noisy that it was hard to have a decent conversation. People probably changed some plans in order to avoid the noisiest places or to go when it was less busy. And if you are being honest, you can likely remember a time you did not want to blurt your way through another conversation. Sound familiar?

Even someone with very good hearing will have trouble when there is enough noise. When you already have some trouble hearing, noise will multiply the impact of your hearing loss. For many people, the combination of loud, hard to understand voices plus loud noise can cause anxiety and discomfort. So they often avoid noisy places altogether. For other people, being in a noisy restaurant is tolerable, but requires a lot of nodding and bluffing their way through conversations with quick smiles and the occasional “uh huh” or “uh huh.” It can be tiring and uncomfortable.

Take charge of how well you hear. Get a good, baseline hearing test to determine if you have genuine hearing loss or if you only have trouble when it’s noisy.

Contact me for a complimentary appointment at the Better Hearing Center of Austin at 512-282-4327. You will receive insightful information throughout your detailed exams and hearing aid demonstration. If you want to hear better in spite of noise, I’ll show you how.

The message at Jo’s Coffee on South Congress has new meaning when you hear better.