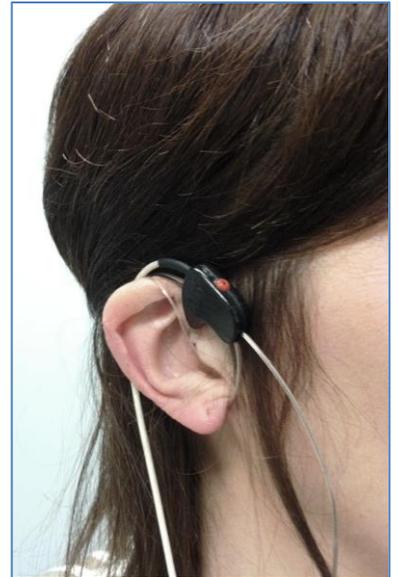


## **Real Ear Measurements (REM):** **The PROVEN Way to Fit and Adjust Hearing Aids Correctly**

Ever since modern hearing aids were invented, research audiologists and engineers have perfected certain technologies and procedures that greatly improve a patient's satisfaction with their hearing aids. They are now so well established that ASHA and AAA have made them a critical part of the **Best Practices** recommended to all audiologists and hearing aid dealers.

While few hearing aid dealers and even many audiologists don't use REM, the audiologists at Now Hear This® employ them when serving each and every patient. Our patients enjoy these benefits as a result:

- Less visits for Re-Adjustments (reduces frustration and saves time for you)
- Best Hearing-in-Background Noise (like in busy restaurants)
- Loud sounds are made comfortable (like at concerts and sporting events)
- Soft sounds are made appropriately louder (like the sounds of babies, songbirds, people with soft voices, and the unique sound of autumn leaves falling from a tree)



### **What is "Real Ear Measurement"? Why is it necessary? How does it work?**

The answer is hearing aids have to be adjusted for each person's particular hearing loss AND the unique shape of their ear canal. This is critical as each person's hearing is as unique as their fingerprint not to mention that ear canals shape every sound in their environment in unique ways as well. Ear canal shape influences the performance of your hearing instrument as well.

A Real Ear Measurement tells the audiologist exactly how any hearing aid is performing in your ear so that he or she can make the adjustments to give you the maximum benefits. Without Real Ear Measurement, only guesswork and estimations can be used.

With Real Ear Measurement, sounds are presented to the person's ear. A very tiny microphone measures the sound's loudness directly inside the ear canal near the eardrum. A computer helps the audiologist makes the appropriate adjustments and the patient experiences no discomfort and receives **all** the benefits described above.