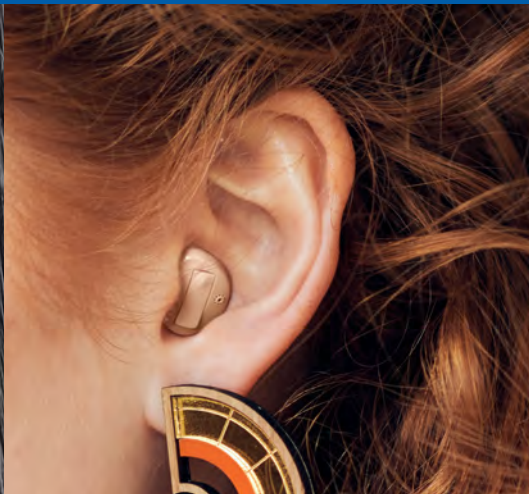
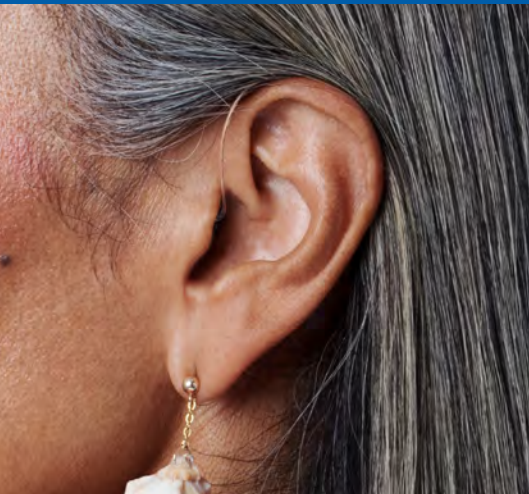




# Your hearing is our expertise



**Audika's Free Guide to Hearing Health**  
[Audika.co.nz](http://Audika.co.nz)



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# Your hearing is our expertise

## Global leaders in hearing

Audika is part of Demant A/S, a global hearing healthcare and technology group headquartered in Denmark, focusing on hearing care, hearing aids, diagnostic equipment and communications. Our story started in 1904, with Hans Demant buying a hearing instrument to help his hearing-impaired wife, after hearing the Danish-born Queen Alexandra of England wore one at her coronation 2 years prior. Since then, Demant's life-changing solutions and services have helped many people connect and communicate with the world around them.

## William Demant Foundation

Founded in 1957, the Foundation's general aim is charity with a particular emphasis on helping people with a hearing impairment. In 2022, the Foundation donated DKK 9 million to humanitarian aid in and outside Ukraine, including a special fund for employees to support Ukrainian refugees through humanitarian organisations of their choice.



Audika helped more than **20,000** clients with screening, diagnosis, or consultation



In 2022, approximately **80%** of clients referred to an implant specialist proceeded with further assessments

[Click here to find your closest clinic](#)



Hearing loss affects people of all ages. It is important to have your hearing checked routinely, as you may begin to experience age-related changes to hearing from as early as around 50 years of age.<sup>3</sup>

## Your hearing journey with Audika

With over 430 million people<sup>1</sup> worldwide suffering from disabling hearing loss and a rapidly ageing global population, Audika is responding to the significant and growing need for hearing care services. The daily ambition of the dedicated hearing care experts at Audika is to help more people hear better by providing personalised care and life-changing hearing solutions.

Audika has more than 2,500 clinics across 25 countries, making us one of the largest hearing retailers worldwide. Established in 2012 in New Zealand, Audika employs more than 40 clinicians who operate in over 30 clinics, offering people a customised approach to treating mild to profound hearing loss.

## Our commitment to the highest level of customer care

Our clinicians are all members of the New Zealand Audiological Society which requires them to meet professional continuing education and ethical practice guidelines. Audika also invests in internal training to ensure clinicians continuously provide a premium level of customer care.

## Beyond hearing aids

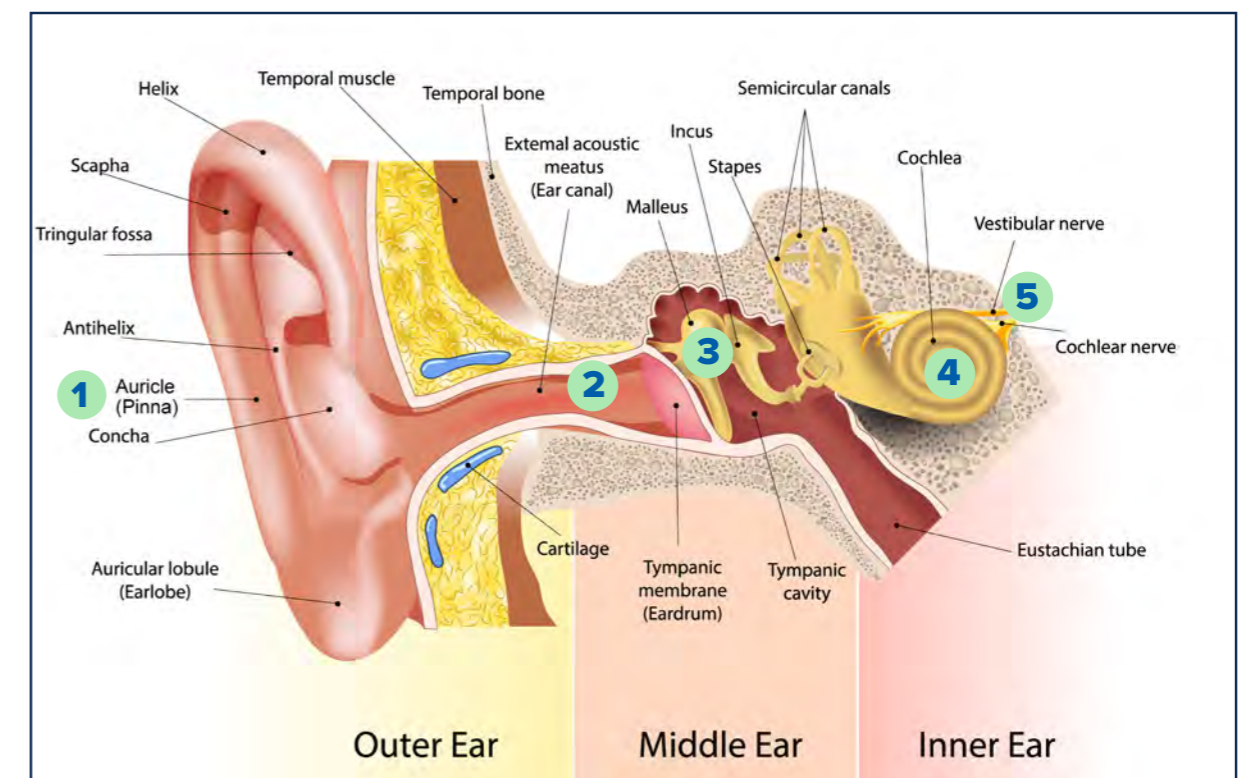
A study published in 2021 shows that living with untreated hearing loss may lead to negative consequences, identity impact and emotional distress.<sup>2</sup> Our hearing care experts can discuss a range of options suitable to your needs. This may include consideration of hearing aids, accessories, and/or auditory rehabilitation. If suitable, we can also guide you on how to access implantable hearing devices. This is our duty of care.



# Understanding hearing loss

## How hearing works

The ear consists of 3 parts: the outer ear, the middle ear and the inner ear.



**1** Sound waves are captured by the auricle or pinna (visible part of the ear) and travel through the ear canal

**2** Sound waves cause the eardrum to vibrate and send those vibrations to the 3 tiny bones in the middle ear (malleus, incus and stapes)

**3** The malleus, incus and stapes amplify sound vibrations, sending them to the inner ear (cochlea)

**4** Vibrations activate tiny hair cells in the inner ear, changing vibrations into electrical signals

**5** Auditory nerves send these electrical signals to the brain, where they are interpreted as sound

## The different types of hearing loss

Click on the videos below to find out more.

### What is sensorineural (SNHL) hearing loss?

Sensorineural hearing loss is the most common type of hearing loss and can be caused by damage to the tiny hair-like cells in the inner ear or damage to the auditory nerve. Often, this type of hearing loss can be managed with hearing aids.

### What is conductive hearing loss?

Conductive hearing loss occurs in the outer or middle part of the ear, where sound is converted to vibrations and sent to the inner ear. Excessive earwax, a ruptured ear drum, or even ear infections can result in conductive hearing loss, which may be managed with medical intervention or hearing aids.

### What is mixed hearing loss?

Mixed hearing loss refers to damage to both the outer and middle ear (conductive hearing loss) and to the inner ear (sensorineural hearing loss).

### Common causes of hearing loss

#### Sensorineural hearing loss

Ageing  
Drugs and medication  
Loud sounds

#### Mixed hearing loss

Head trauma  
Virus or infection  
Genetic disease

#### Conductive hearing loss

Foreign objects  
Ear wax accumulation  
Bone growth

Untreated hearing loss may lead to negative consequences, identity impact and emotional distress<sup>2</sup>



## Understanding your audiogram

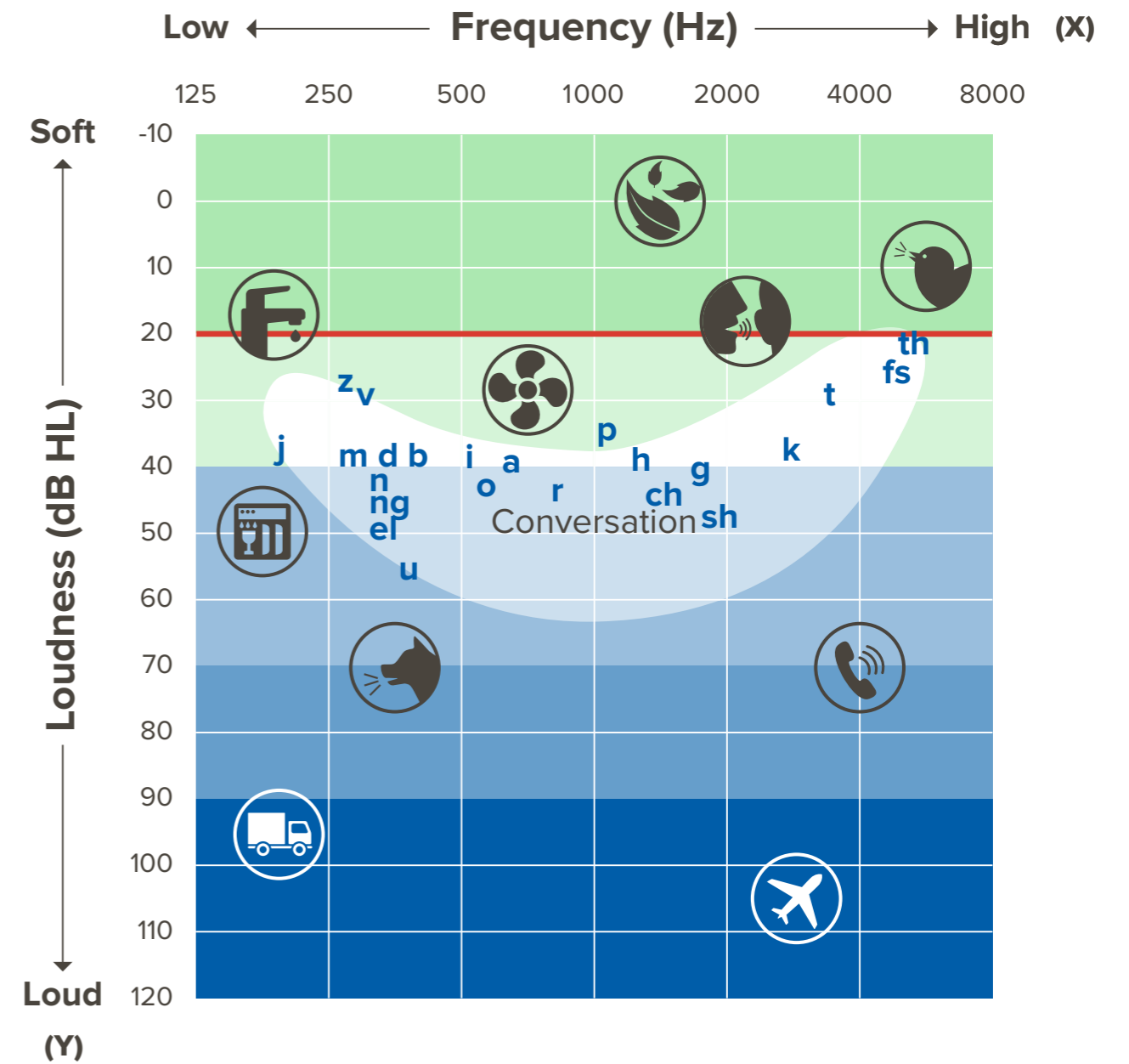
An audiogram is a graphical representation of your hearing ability at different frequencies of the speech spectrum. The vertical axis (Y axis) represents the hearing loudness in Decibels for Hearing Loss (dB HL). The more one moves down the axis, the louder the sound becomes. The horizontal axis (X axis) measures the frequency in Hertz (Hz). Frequency or pitch of the sound increases as you move to the right of the chart.

The icons on the graph indicate the average loudness and frequency (pitch) of certain sounds. For example, distant birds tweeting are more likely to represent soft, high pitch sounds.

The white banana-shaped area on the graph represents the average speech spectrum. Consonants are particularly important components of speech as they tend to carry the meaning behind words. Depending on the

hearing loss, certain speech sounds will be more difficult to hear than others. For example, someone with a high frequency hearing loss is more likely to struggle with 't', 'th', 's' sounds. This means words like 'that' or 'sat' could be misheard as 'cat' or 'fat', because the consonants are missing, and our brain will try to substitute the sound to make sense of the word. This explains why individuals with a hearing loss often feel that people mumble; because they can hear the speech, but they cannot hear it clearly.

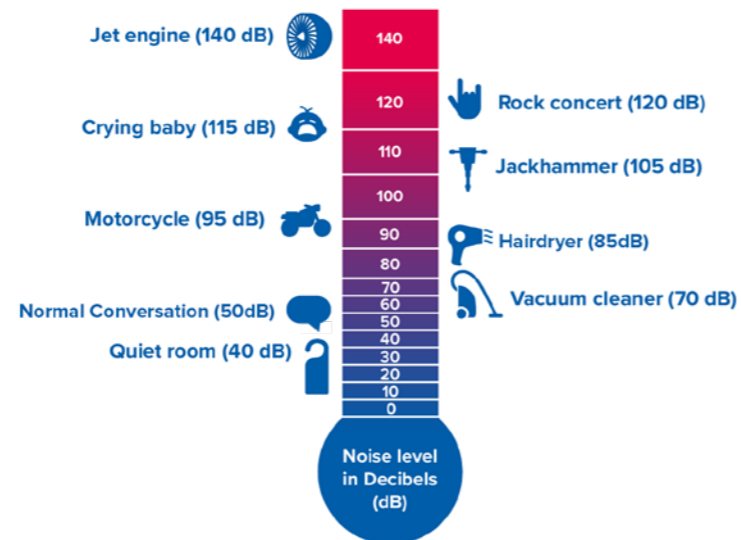
The lines on your audiogram indicate the softest sounds you can hear (not pictured). Everything above your threshold line is no longer within your hearing range. Anything below the 20dB HL line on the graph (louder decibels) indicates a significant hearing loss.



## Are you exposed to excessive noise levels?

Exposure to noisy levels exceeding 85dB can lead to hearing loss. Some of these activities include listening to loud music at a music festival or through headphones, attending car races or mowing the lawn.

Speak to your clinician if your lifestyle exposes you to excessive noise.



## Helping a loved one



Is your loved one having difficulty following conversations?



Are they turning the TV volume too high?



Do you often need to repeat yourself?



Are they disturbed by ringing or buzzing sounds in their ears (tinnitus)?



Has their behaviour changed (for example, withdrawing from social activities)?

## If you recognised any of these symptoms in your friend or loved one, they may be experiencing hearing loss.

Here are some tips to help you address the situation with them:


- Find a private, comfortable space. Try to be patient and understanding. Let them know what you have noticed.
- Be compassionate and objective.
- Do your research. Managing any degree of hearing loss can have a positive influence on your loved one's health and wellbeing, and help them to maintain strong relationships.
- Be supportive. Even if your friend or loved one wants to do something about their hearing loss, they may not know where

to start. You can help by letting them know they can easily make an appointment to have a FREE\* hearing check.

- Offer to come with them to their appointment. Many people find it helpful to have someone with them when they discuss their hearing and communication needs, have their results explained and consider their options.

[To find out more, click here](#)

FREE\* hearing checks are for adults aged 18 or over.



Your family & friends often notice before you do that you are missing sounds, misunderstanding conversations or not engaging in social activities as much as you used to.





# Your steps towards a healthier, happier life

## 1 Step 1: Book your assessment

Audika offers three ways of checking your hearing: a 15-minute computer screen, a 30-minute screening with a clinician, or a 60-minute full test where the clinician will conduct a full hearing assessment. We will help you determine the most suitable hearing test for you when you contact us to schedule an appointment.

To book an assessment, call 0800 569 148 or book online.

[Book online by clicking here](#)

## 2 Step 2: Getting your hearing checked

During a full test, the clinician will ask about your hearing health history, which will help them better tailor the hearing solutions to your specific individual needs. They will also conduct an ear examination and a series of tests to help gain a thorough understanding of your hearing abilities. At the end of your appointment, the clinician will discuss the findings with you.

[More about hearing tests](#)

## 3 Step 3: best solution for you?

If hearing loss is detected, the clinician will discuss the best hearing solution for you. If hearing aids are required, the clinician will assist in choosing the best aids to suit your lifestyle and budget.

## 4 Step 4: Ongoing support

Your journey at Audika does not stop here, and we are committed to supporting you regularly. If hearing aids were necessary, we request that you come back on a yearly basis to ensure they are still helping you hear optimally. If no hearing loss was detected at the assessment, your clinician will let you know if future screening or monitoring is required.

**Remote Care:** We understand visiting us\* in clinic isn't always possible. This is why we offer telehealth appointments, so you can still feel supported, wherever you are.

\*Remote appointments are only available for hearing aid adjustments.



# Personalised hearing care

Untreated hearing loss may have some serious psychological effects. In a study published in 2021<sup>2</sup>, participants described having negative consequences, including:

- Fatigue
- Frustration
- Anxiety
- Loneliness

There are different solutions that may help you manage hearing loss, and your Audika clinician will discuss the best option based on your communication needs, lifestyle, and budget.

## Hearing aids

There are 2 different types of hearing aids:

- Behind-the-ear (or commonly called BTE) styles that sit behind the ear and are more versatile for different hearing losses and ear shapes. Many types also offer Bluetooth connectivity.
- Custom style hearing aids that sit in the ear canal and outer ear. They can vary in size depending on features, degree of hearing loss and ear anatomy.

Speak to your Audika clinician about the best option for you. They will provide advice based on your specific needs.

## Implantable devices

Implantable hearing devices suit specific hearing losses and may be beneficial if traditional hearing aids are not sufficient to meet your hearing needs. Your clinician will refer you to implant experts to discuss the benefits of implantable options if clinically appropriate.

**Your hearing is unique.  
This is why we take a  
personalised approach  
to your hearing health.**



# Don't let cost be a barrier

Audika hearing experts are here to help and assist you in finding out if you are eligible for the various funding options, to make the cost hearing aids more affordable for you. If no funding is available, Audika's 0% interest and fee-free payment plan may be an option<sup>4</sup>.



**Interest**  
payment plans<sup>^</sup>



**60-day**  
money-back guarantee<sup>^</sup>



**12-month**  
loss and damage cover<sup>^</sup>



**4-year**  
warranty on hearing aids<sup>^</sup>

## HEAR Now, PAY Later

We have a 0% interest and fee-free payment plan 4 that offers flexible payment options to suit your individual needs.

[Learn more about Audika's payment plans](#)

## Accident Compensation Corporation (ACC)

You may be eligible for funded hearing aids through the ACC, if your hearing loss is as a result of workplace noise exposure or attributed to an accident<sup>5</sup>.

[More information can be found here](#)

## Ministry of Health (MOH) subsidy and funding schemes

In New Zealand, the Ministry of Health (MOH) has two schemes<sup>5</sup> designed to assist permanent residents getting hearing aids. Depending on your circumstances and your type of hearing loss, you may qualify for the MOH Hearing Aid Funding Scheme or the MOH Hearing Aid Subsidy Scheme.

[Click here for more information](#)



“

I hear speech more clearly, so I'm not second-guessing as much anymore. I've experienced what they can do in noisy crowd situations, where I would before tune out, and have been able to join the conversation as an equal.

– John

”

# Frequently Asked Questions

## What causes hearing loss?

Hearing loss may be caused by damage or disease in any of the delicate structures of the ear.

## How can I detect hearing loss?

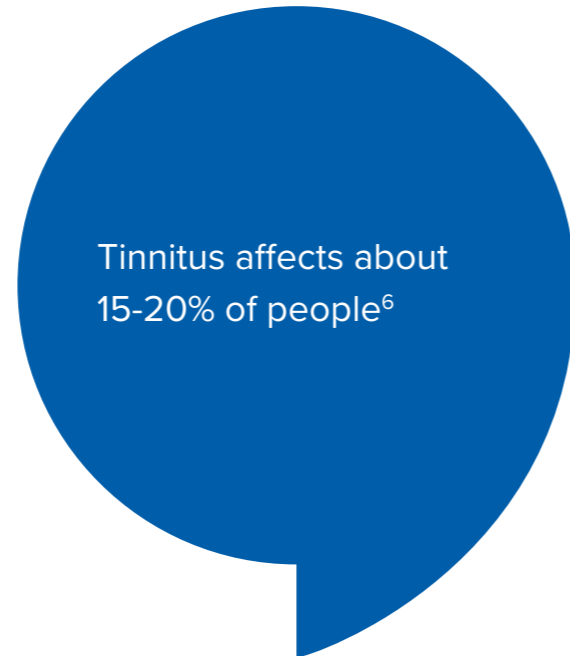
You or your loved ones may notice that you are not hearing as well as you used to. Our clinicians can provide an assessment of your hearing and advise the best options to keep you hearing well.

## I have hearing loss in one ear. What does this mean?

Hearing loss occurs for a range of reasons. Hearing loss in one ear (single sided deafness or SSD) may be due to a simple blockage of wax in the outer ear or could be due to an issue that requires further investigation and management. A hearing check is strongly recommended.

## What is tinnitus?

Tinnitus is the perception of sound without any external stimuli, and is often reported as a hissing, buzzing, or ringing sound. Speak to our clinician if you suspect you have tinnitus.



## What are the effects of tinnitus?

It is often a normal phenomenon, with many people experiencing tinnitus at some stage without any significant impact on their daily lives. However, some people may find tinnitus bothersome, where their quality of life is impacted. Unmanaged, bothersome tinnitus may be distressing, with feelings of anger or isolation. Difficulty concentrating and issues with sleep are also commonly experienced as a result of tinnitus. Hearing aids and/or behavioural strategies may help in alleviating tinnitus symptoms.

## What is the cause of tinnitus?

There are many different causes of tinnitus, and sometimes no obvious cause as well. However, exposure to excessive noise increases your risk of developing tinnitus due to the damage it causes to the tiny hair cells in the inner ear. Stress levels, aging, middle ear infections or head injuries may also play a role.

## Can hearing aids help with tinnitus?

While the presence of tinnitus cannot be removed entirely, its bothersome effects may be alleviated with hearing aids and/or behavioural strategies. Your clinician will be able to assess whether hearing aids might help you, and discuss other options to help you manage your tinnitus.



## My friend / loved one has hearing loss. Can I attend the appointment with them?

We encourage you to attend a hearing health check with your friend / loved one. Your insight and support are valuable.

## How quickly will I get used to my new hearing aids?

Wearing hearing aids, especially for the first time, can take patience and understanding and time taken to adjust can depend on your hearing loss. Audika clinicians will support you but most important is to wear them as much as possible.

## How much do hearing aids cost?

We offer a large range of hearing aids in different price categories. If you would like to get advice on which device is right for you, and chat about budgets including any applicable hearing aid funding, subsidies and payment plans, our clinicians are best placed to offer you a hearing solution to meet your lifestyle and budget.

[More information here](#)

# Contact us

## 5 ways to reach our customer service team



### Call us

Open weekdays  
9am-8:30pm and  
Saturdays 10:30am-2:30pm.

0800 569 153



### Request a call back

Open Weekdays 9am-8:30am  
and Saturdays  
10:30am-2:30am.

Request a call back



### Email us

Our customer service team  
responds to e-mails week-  
days from 9am-5pm.

Send Email



### Chat online

Available weekdays from  
9am-5pm.

Start chat

# 30+ clinics in New Zealand\*

## Auckland Region

Blockhouse Bay  
Botany  
Epsom  
Grey Lynn  
Manurewa  
Milford  
Mission Bay  
Northwest  
Orewa  
Remuera  
Rosedale

## Bay of Plenty

Cherrywood (Tauranga)  
Mount Maunganui  
Papamoa  
Rotorua  
Te Puke  
Whakatane

## Wellington

Johnsonville  
Lower Hutt

## South Island

Richmond (Nelson)  
Kaikoura  
Rangiora  
Hillmorton (Christchurch)  
Shirley (Christchurch)  
Ashburton  
Timaru  
Dunedin

## Waikato / Coromandel

Hamilton (Chartwell)  
Cambridge  
Thames

To book an appointment,  
please click here

## References

- 1 <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss>
- 2 Bennett RJ, Saulsman L, Eikelboom RH, Olaithe M. (2021) Coping with hearing loss distress: A qualitative investigation using Leventhal's self-regulation theory. International Journal of Audiology. Accepted May 2021.
- 3 293025\_HCIA final report\_final.pdf (deafnessforum.org.au) Hearing for Life: The Value of Hearing Services for Vulnerable Australians, HCIA, 2020
- 4 Fee-free, interest-free payment plans, 60-day change of mind return period, and for all Oticon, Sonic and Bernafon hearing aids a 12-month hearing aid loss and damage cover and 4-year hearing aid warranty all form part of the Audika Advantage. Click here for Audika Advantage terms and conditions.
- 5 New Zealand Government subsidies and ACC cover support may be available to make treatment more affordable for you. New Zealand Ministry of Health and ACC Programs are only available to eligible clients and conditions apply.
- 6 Al-Swiahb, J., & Park, S. N. (2016). Characterization of tinnitus in different age groups: A retrospective review. Noise & health, 18(83), 214–219. doi.org/10.4103/1463-1741.189240



Call 0800 569 153  
or visit [audika.co.nz](http://audika.co.nz)



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