

DOES THIS "SOUND" LIKE YOU OR SOMEONE YOU LOVE?

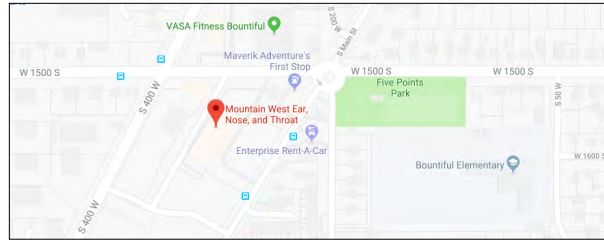
- "My hearing isn't bad enough yet!"
- "I can still hear people even though I can't always understand them."
- "People mumble more these days."
- "Only my spouse complains about my hearing."
- "I just ask people to speak up!"

WHY A HEARING TEST IS IMPORTANT...

- Baseline hearing tests are recommended to compare your quality of hearing later down the road.
- Some types of hearing loss require medical attention. Treatment and outcomes are more successful if the hearing loss is caught early.
- A hearing test is painless and takes less than an hour.
- If your hearing test is normal, you can tell your friends the great news.

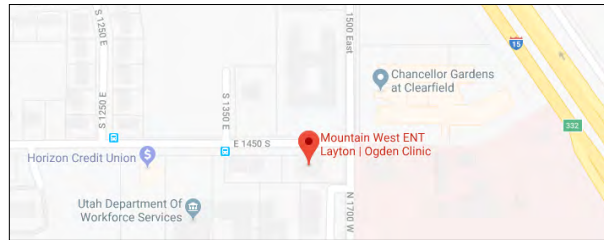


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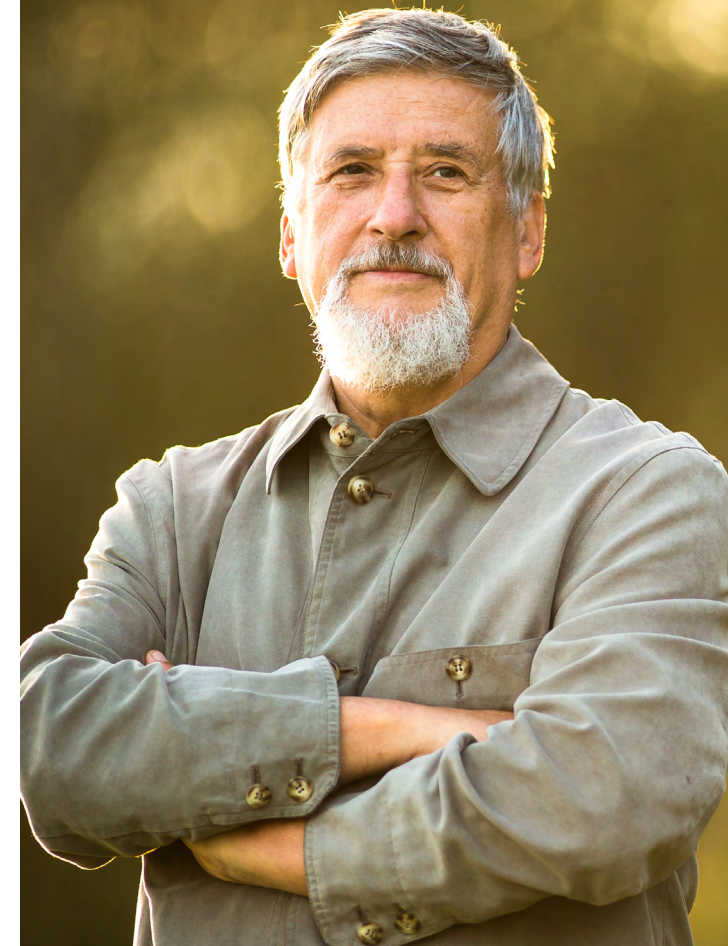
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HEARING LOSS DISRUPTS YOUR QUALITY OF LIFE AND HEALTH.

Have you gotten used to feeling left out of conversations because you can't hear clearly? Do you struggle to hear female voices and children? Do you turn up the TV or radio volume while others say it's too loud? If so, you're not alone. Hearing loss is the third most common health problem in the US and it's on the rise.

WHO EXPERIENCES HEARING LOSS?

Thousands of people live with some degree of hearing loss and many don't even know it. People of all ages will experience gradual hearing loss due to aging or consistent exposure to noise. A number of other culprits can contribute, like a virus or bacterial infections, heart conditions, diabetes, heredity, or the use of certain medications.

Hearing loss falls into one of two categories: conductive or sensorineural. If you have a combination of these, it's called mixed hearing loss.



WHAT COULD HEARING LOSS INDICATE?

Hearing loss is a treatable condition that's most successful when started early. If you suspect you have hearing loss, why not find out for sure?

- Hearing loss may be an early warning sign or red flag for other health conditions including cardiovascular disease and diabetes.
- Untreated hearing loss increases your chance of developing dementia.
- Untreated hearing loss increases your chances of falling.
- Treating hearing loss with hearing aids is proven to reduce the risk of cognitive decline.
- Untreated hearing loss is known to contribute to depression and social isolation.
- Hearing loss treatment has been shown to improve earning power.
- Because you're proactive about your health and care about your quality of life.

Schedule your hearing test with a Mountain West ENT audiologist today. You've got nothing to lose and possibly much to gain.



CONDUCTIVE HEARING LOSS

Conductive hearing loss occurs because there is a problem inside the ear canal, ear drum, or the bones in the middle of the ear. Middle ear infections or a ruptured eardrum frequently cause this type of hearing loss. Medication or surgery can often cure conductive hearing loss.

SENSORINEURAL HEARING LOSS

This type of hearing loss occurs when tiny hairs and/or nerve connections in the cochlea are either damaged or missing. Sensorineural hearing loss is usually permanent and may require hearing instruments to treat.

MIXED HEARING LOSS

Mixed hearing loss is a combination of conductive and sensorineural hearing loss. Patients with mixed hearing loss have irreversible hearing loss caused by an inner ear or auditory nerve disorder and, in addition, have a dysfunction in the outer or middle ear mechanism.