



Cambridge Hearing Centre Better Hearing, Better Quality of Life

If you suspect you have a degree of hearing loss, then you already understand the challenges of effectively communicating. According to the Canadian Hearing Society, 530,210 people in Ontario are deaf or hard of hearing (Canada Census 2006). Defined as the most widespread disability, studies show that hearing loss is now associated with an increased risk of dementia, falls, hospitalizations, and diminished physical and mental health generally. The good news is that it's never too late to begin regular hearing checkups, and Cambridge Hearing Centre can help.

Newly launched this past January, Cambridge Hearing Centre is a privately owned, family-focussed clinic, serving the Tri-city area. Born and raised in Cambridge, owner and Hearing Instrument Specialist Cathy Houselander is a devoted and active member of her community. She offers 15

years of industry expertise, sharing duties with her husband, Mark, who takes care of the business side. Her goal is simple: to help everyone hear.

To make the process as easy as possible, Cathy provides a one-stop experience for her patients and highly competitive prices on hearing aids that include many complimentary services. No matter what brand you select, she offers a three-year manufacturer's warranty. Battery replacements are free and minor repairs are provided, gratis, onsite. Even cleaning supplies are without charge at your follow-up appointments. As a globally affiliated company, Cambridge Hearing Centre offers **24-hour care** in the event of unforeseen problems, especially for those travelling. "We can arrange for the client to go to a provider for free," she says. Do you have trouble getting to a clinic because of job or mobility issues?

Besides Cathy's regular office hours from **Monday to Friday, 9 a.m. to 5 p.m.**, Cathy can also arrange to see you in the **evening, at home or on the weekend.**

A member of the Chamber of Commerce, Cambridge Hearing Centre is registered with ADP, VAC, WSIB and ODSP, and is a preferred supplier of Manulife, Sunlife, Great West Life and Greenshield. **If you don't have insurance coverage, inquire about personalized financial options.**

Bilingual in English and Portuguese and providing an authentically caring setting, Cathy believes in building close relationships with her clients. "Education and realistic goals for clients are absolutely essential for successful hearing aid use, and I provide these for their spouses or significant others also," she notes. "Many people don't realize that hearing aids can't restore what hearing has been lost, but they can dramatically improve what hearing is left." She stresses that many people who suspect they might have hearing loss wait on average five to seven years before taking action. "When patients do finally get their hearing aid, the difference they experience



can be profound," she adds. "Most of them wish they had received a checkup sooner. Cathy also emphasizes her no-risk policy: "You can return and replace your hearing aid if it doesn't meet your expectations for whatever reason, or get a refund."

When you come to Cambridge Hearing Centre, you'll be seen by a professional who will take your case history and administer a complete hearing test. If you choose to go forward with the device of your choice, Cathy will arrange your subsequent hearing aid fittings with follow-ups of two weeks, six months, annually, and as needed. "We offer every model and size from five leading manufacturers to suit the needs, lifestyles and budgets of our clients," Cathy says. "It's a rapidly changing field of technology, so we are constantly upgrading to the latest models, including hearing aids that you can control with your iPhone. A tiny or "hidden" hearing aid is created to be more powerful than before and is especially suitable for those who are active and have no dexterity issues." If dexterity is a problem, larger styles and behind-the-ear models are also available. "We can custom-size as well, building the hearing device from the impression I take of the ear."

Cambridge Hearing Centre is located at 7 Grand Avenue South, Unit 107, in Cambridge. Call 519-621-4317 to arrange your appointment. You can also visit their website at www.cambridgehearing.ca for more information.



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