

“REPROGRAMMING YOUR BRAIN”

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Before you can obtain maximum benefit from your new hearing instruments, your brain must relearn some or all of the sounds your ears haven't been able to pick up and send along because of your hearing loss.

Our brain is designed to be moldable, like plastic. If one has a stroke, for example, another part of our brain can sometimes learn to take over some even all of the tasks the damaged part was doing.

When we lose some of our hearing, the corresponding part of our brain, which now has NO input from our ears in some frequencies, gets “rewired” to do other things and is no longer programmed to recognize those sounds. They are GONE, even when we first use our new hearings aids.

If your hearing loss has not progressed too far before you obtain help, your brain WILL relearn some or even all of the sounds it now receives with the help of quality hearing instruments.

But, this does NOT happen immediately. In fact, recent studies show that our brain takes little or no use of such new information for five to six weeks. Then, the “re-programming” begins. Little by little, we begin to recognize more of the sounds that we've been missing and we begin to understand more of what people are saying.

How long does reprogramming take? While this depends entirely on the individual, most people begin to enjoy dramatic improvement within ninety days, if they have good quality instruments.

Your PATIENCE is a key factor to your hearing rehabilitation.