

May is Better Hearing Month

Spring into Better Hearing!



Spring 2025

The Science Behind Real Ear Measurements

May is Better Hearing Month Promotion

Office Updates:

- Holiday Office Hours



The Science Behind Real Ear Measurements

If you've been researching hearing aids, you may have come across the term "real ear measurements" or REM for short. But what does this actually mean, and why is it important for your hearing aid fitting? And is it even a necessary step in the hearing aid process?

We believe in providing the most accurate and personalized hearing aid programming possible. That's why we use real ear measurements to fine-tune your hearing aids so you can hear your best in every situation. Let's dive into the science behind REM and how it improves your hearing. We promise, it's super interesting!



What Are Real Ear Measurements?

No two ears are exactly alike, and the shape and size of your ear canal impacts how sound is delivered to your eardrum. That's why a one-size-fits-all approach to hearing aid programming won't provide you with the best results. That's where REM comes in!

How Real Ear Measurements Work

First, a small, flexible tube is placed inside your ear canal and we position it next to your eardrum. Then, your hearing aid is placed in your ear while the tube measures how much

sound actually reaches your eardrum.

We will adjust your hearing aid settings based on these real-time measurements to ensure you're getting the proper amplification. Our patients often comment that it tickles! Don't worry, it's not painful!

This precise measurement process allows us to program your hearing aids based on your unique hearing loss and your specific ear shape. This allows you to hear an array of different sounds that you typically do not get with a computer-generated first fit:

Benefit #1 - A Customized Hearing Aid Fit

Real ear measurements ensure that your hearing aids are tailored to your uniquely shaped ear canal. Even if two patients have the same hearing loss, the same hearing aids, and identical settings, their hearing experience can still be different. This is because the unique shape of each person's ear canal affects how sound travels and is perceived. Instead of relying on generic manufacturer defaults, we can fine-tune your hearing devices so you get clearer, more natural sound.

Benefit #2 - Better Speech Understanding

Studies show that patients who receive REM-guided programming experience:

- Higher listening ability
- Improved speech understanding in background noise
- Better communication in daily life

If you've ever struggled to hear conversations in noisy environments, REM helps optimize your hearing aids so you can focus on speech and minimize background distractions. It's so helpful, sometimes, if a patient is having trouble understanding a specific person, we ask them to bring that family member or friend to an appointment. This allows us to fine-tune the hearing aids to better pick up and process that person's voice.

Benefit #3 - More Comfort, Less Annoyance

New hearing aids take time to adjust to, and certain sounds may seem too sharp or too loud at first. With REM, we can fine-tune your settings for:

- A comfortable listening experience
- The right balance of volume and clarity
- Less listening fatigue throughout the day

Instead of toughing it out with settings that don't feel right, let our expert audiologists make the necessary adjustments to improve your hearing aid's performance!

Real Ear Measurements Lead to Greater Satisfaction

We can talk all day about the benefits of REM but there is actually research out there to back us up. A study by [Valente et al. \(2018\)](#) found that hearing aid manufacturers' "first fit" settings often don't match prescription targets (which just means patients may not get the right volume across different frequencies).

When audiologists use REM, hearing aid fittings are significantly more precise, leading to better outcomes. In fact, 79% of patients preferred the hearing aids that were programmed

with REM compared to only 21% who preferred the manufacturer's default settings.

We recommend real ear measurements at every hearing aid fitting and anytime hearing changes because we believe in giving you the best hearing experience possible! Better programming leads to better hearing... and that's what matters most to us and you!

Celebrating Better Hearing Month in May



May is Better Hearing Month! Celebrate with this special promotional offer during the month of May:

To celebrate Better Hearing month, we are offering our patients who choose to upgrade their devices a complimentary accessory. There are several different types of accessories that can assist in extending the life of your devices, and help you hear life in different types of listening environments.

TV Devices connect to your TV and allow you to stream directly to your hearing aids. Some devices can even stream to multiple pairs of hearing aids at a time. These devices allow for you to independently control the volume of the TV through your hearing aids, while others can listen to it at their preferred volume.

Remote Microphones connect your hearing aids to a microphone to allow conversations to stream directly to your ears. Some common ways to use the remote microphone include clipping it to someone's shirt in a noisy environment to improve your listening experience with them. It can also be placed on a large table so that you can hear more of the conversation around you, or even placing it on a podium for lectures, classes, and other listening situations.

Hearing Aid Dryers are a favorite, because they are a great way to protect your hearing aids. They help to remove moisture from the inside of your hearing aids, that, if left unchecked, can lead to problems with the circuitry, sound quality, and overall performance of your hearing aids. Moisture in your hearing aids can be caused by humidity, sweat, storing your hearing aids in the bathroom, and even normal wear and use.

Extra Charger for rechargeable hearing aids. No longer worry about forgetting your charger at home. Have an extra to keep in your travel bag or vacation home.

If you've been considering upgrading your devices, take advantage of this special promotion by mentioning that May is Better Hearing Month when you schedule your appointment.



[Schedule online
Here](#)

or by giving us a call at 919-570-8311

Office Hours

Raleigh office:

7718 Six Forks Rd.

Ste 102

Raleigh NC 27615

Phone number: 919-670-3777

Hours: Tuesdays and Thursdays 8:30am - 5:00pm



Wake Forest Office:

1954 S Main St.

Wake Forest, NC 27587

Phone number: 919-570-8311

*Hours: Monday through Thursday 8:30am - 5:00pm
Friday 8:30am - 12:30pm*

Holiday Office Hours:

Closed Monday, May 26th for Memorial Day

Closing Early Friday, May 30th at 10:30am for Staff Photos

Closed Wednesday, July 4th for Fourth of July

Let's Get Social!

At Wake Audiology, we commit to reconnecting you to your friends and family through better hearing. Helping you hear life! Your satisfaction is of most importance to us and we want you to have an exceptional experience at every visit. Your feedback is very valuable and appreciated. Please consider sharing your experiences by reviewing us on Google or Facebook and following our Instagram.



Hear What Our Patients Are Saying...

"I have been to this practice multiple times and did not realize the practice changed hands, but the service was as good as ever, the office staff were incredibly polite and personable and the Dr. was very thorough and took the time to explain the results. Excellent visit all around!" - JP

"The whole staff at Wake Audiology could not have been more helpful! They are always eager to please and take care of all my mom's questions." - JW

"Hearing is important and I feel like I am getting the absolute best chance to improve mine as much as possible. State of the art expertise, comfortable atmosphere and friendly people." - JT

Thank You

We Appreciate Your Referrals

Referring your friends and family is the highest compliment you can pay us. As a thank you for referring new hearing aid patients, we will make a contribution to a charity of your choice.

Thank you for choosing Wake Audiology as your hearing care provider.

Sincerely,

Dr. Samantha Vrooman, Dr. Jessica Silvani, Dr. Katrina Dorsey
Ginny, Rachel, Rose, Julie, and Jasmine



Patient Testimonials

We have dozens and dozens of patient reviews of our staff and services

Patient
Comments



Meet Our Staff

We're here to serve you and your hearing needs. Learn more about us.

Our Staff



Our Office

Come visit our conveniently located office. We look forward to seeing you.

Contact Us



Wake Audiology | 1954 South Main Street | Wake Forest, NC 27587 US

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