



# Hearology's Comprehensive Hearing Test

Explained by Hearology's Co-founder  
and Director of Audiology

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BSc (Hons), MSHAA, HCPC, CECF



Hearology®

For the Love of Sound

# Hearology's philosophy

“At Hearology, we have tried to create a blend of clinical excellence and outstanding client service.

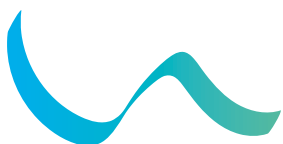
We understand that the prospect of confirming hearing loss is not a very palatable one, and the prospect of having to buy and wear hearing aids possibly even less so.

Yet something has obviously made you think about booking an appointment with us. Whatever this is, we will get to the bottom of it, and we will do so with care and objectivity.

Care and objectivity are important to us. This is why we, unlike most of our competitors, employ Clinical Audiologists, NOT hearing aid dispensers. This is also why we, unlike nearly all of our competitors, do not pay our Audiologists any commission on hearing aid sales.

Many of those who come to us for hearing tests go on to see our microsuction ear cleaning team, our ENT Doctor, or our Balance Specialist – because they do not have hearing loss. What they have is ear wax, an ear canal infection, or a balance system or middle ear issue.

All this can happen at Hearology, and only at Hearology, because we offer complete ear care at very affordable prices, and ears are all we do.”



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Hearing Tests

Independent Expertise  
High Street Prices  
Hearology Care

Most of our  
competitors offer  
*non*-diagnostic  
hearing tests,  
which only  
measure the  
*degree* of  
hearing loss



Independent Expertise  
High Street Prices  
Hearology Care

# Hearology's Comprehensive Hearing Test is a diagnostic test which measures the degree, type and configuration of the hearing loss

TYPE

Conductive or sensorineural hearing loss\*

CONFIGURATION

This is the shape of the hearing loss across a range of frequencies

DEGREE

The extent of the hearing loss

\*Conductive hearing loss is treatable (through medication or surgery), whereas sensorineural hearing loss can only be addressed with amplification (via Hearing Tech).



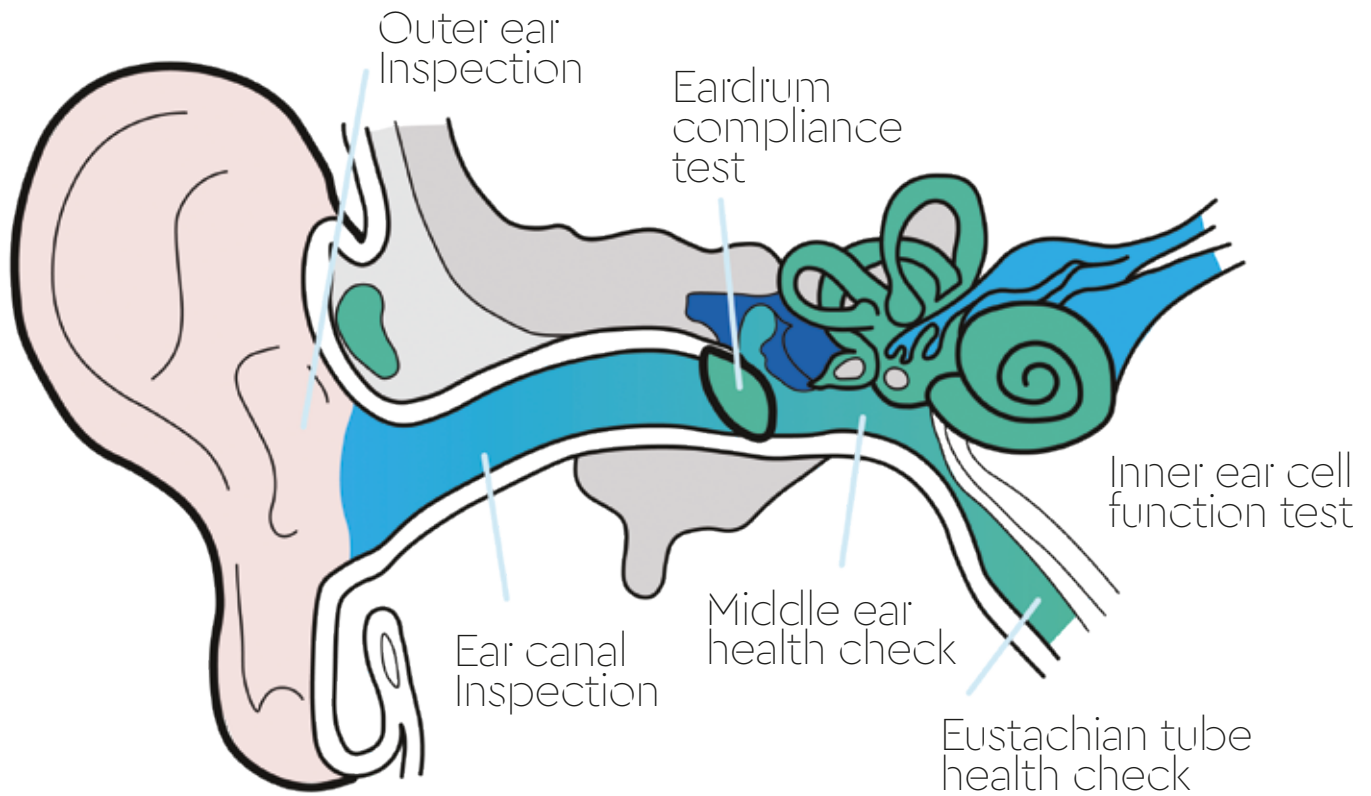
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The important differences between a diagnostic and non-diagnostic hearing test are as follows...

Quality aspects of hearing test	Diagnostic hearing test (the Hearology Way)	Non-diagnostic hearing test (offered by most of our competitors)
Degree of hearing loss	✓	✓
Type of hearing loss	✓	✗
Configuration of hearing loss	✓	✗
Duration	60 minutes	20-30 minutes
Tympanometry – tests the mobility of the ear drum	✓	✓
Acoustic reflex testing – assesses the functionality of the auditory nerve	✓	✗
Air conduction and bone conduction – for a more detailed analysis of the hearing spectrum	✓	✗
Range of frequencies tested	Wide	Narrow
Ultra-high frequency testing – can be very useful for musicians	Optional	Not an option
Speech in noise test – to assess the ability to hear speech in a noisy environment	✓	✗
Testing environment	A soundproofed booth	Any quiet room
Specialist carrying out the hearing test	Always a Clinical Audiologist	Mostly a Hearing Aid Dispenser

# “ Let me take you through Hearology's Comprehensive Hearing Test step by step...



## Outer ear and ear canal inspection

A Hearology Comprehensive Hearing Test starts with an inspection of the ear canal and ear drum for wax or any sign of infection. We will use one of our surgical microscopes if necessary to do this, to ensure maximum visibility. If there is a blockage, we will remove it on the spot to ensure the accuracy of the hearing test. Sometimes, this is enough to resolve the perceived hearing loss!

## Ear drum compliance, middle ear and Eustachian tube health check

This part is about the mobility of the eardrum, and the healthy functioning of the middle ear and Eustachian tube. Here we often discover other causes for the perceived hearing loss, e.g. fluid in the middle ear or Eustachian tube dysfunction, that require an ENT solution rather than Hearing Tech. We direct these cases to our ENT Doctor. ”

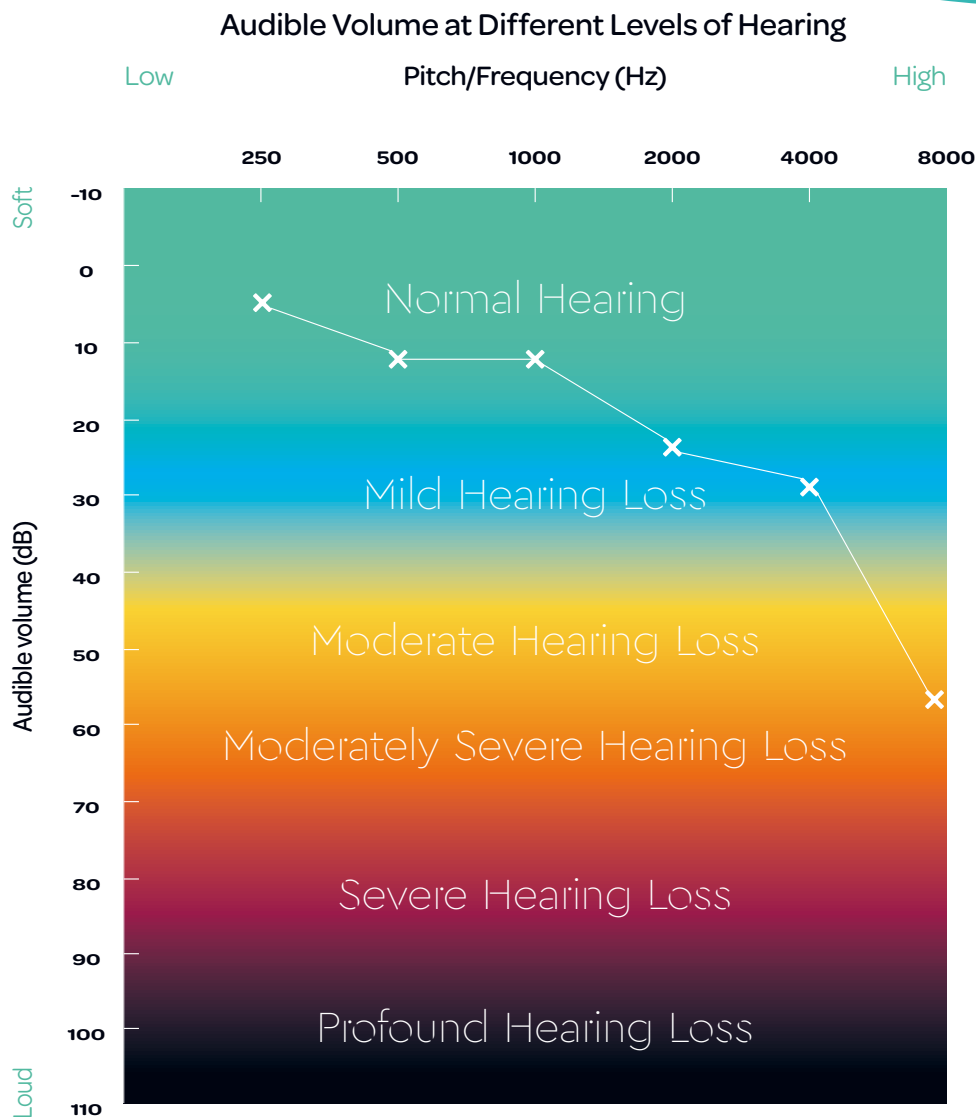
# Inner Ear Tests Part ①

“This part of our Comprehensive Hearing Test pinpoints the specific frequencies at which your hearing needs some help. This is relevant because normal hearing is defined as the ability to hear sounds quieter than 20dB across the entire range of everyday frequencies – from low pitch sounds to high ones. To get an idea of what 20dB is, think about a quiet whisper.

You can see precisely how an Audiologist defines and classifies different levels of hearing loss from the *Audible Volume at Different Levels of Hearing* diagram below. For example, the ability to hear

the softest sounds constitutes normal hearing, whereas the inability to hear sounds below the 40dB level is defined as mild hearing loss.

Hearing loss rarely occurs across all frequencies equally, which is why hearing test results pinpoint hearing strength at different frequencies. The results of the hearing test depicted by the white line and crosses in the diagram below indicate low frequency hearing ability within the normal range, with hearing loss present at the higher frequencies. This particular hearing test result would be classified as mild-moderate high frequency hearing loss by an Audiologist. ”

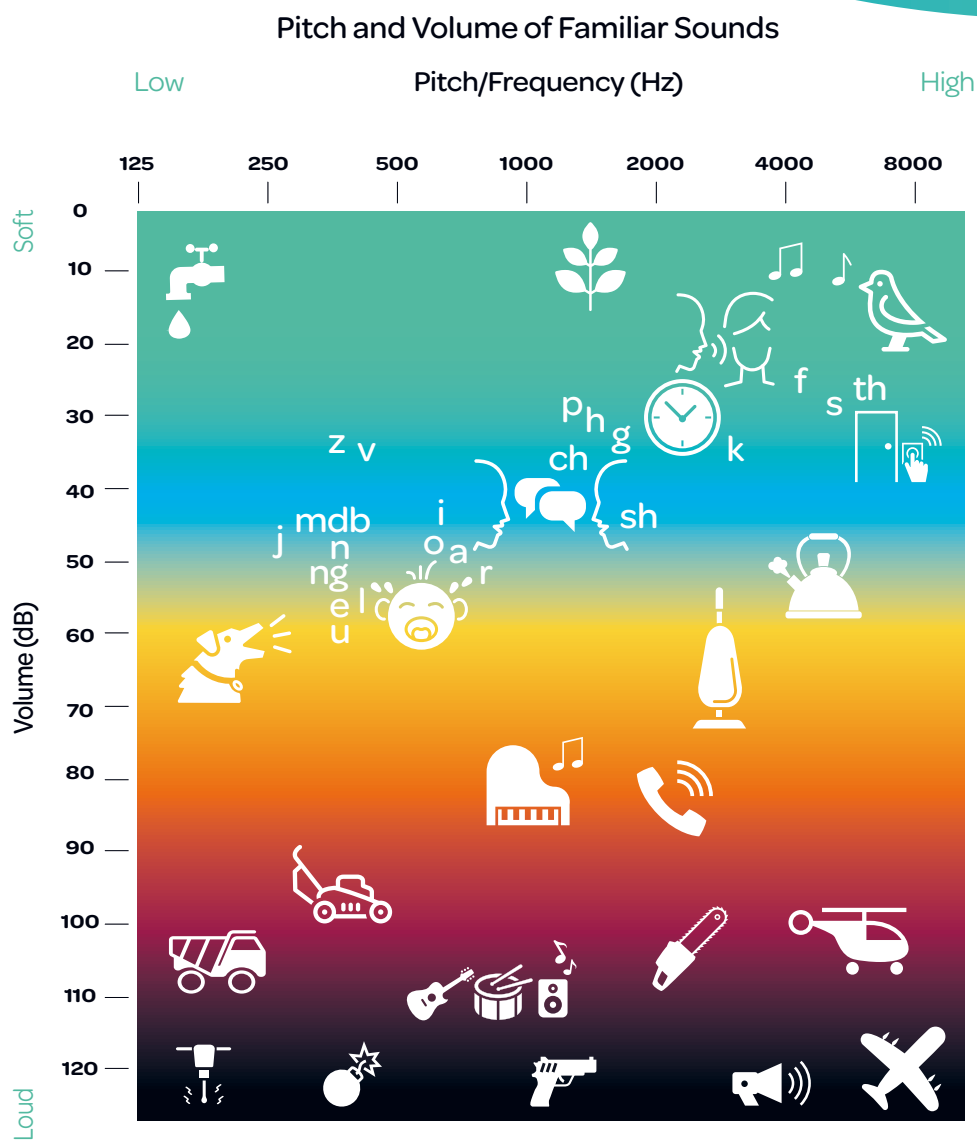


# Inner Ear Tests Part ②

“The *Pitch and Volume of Familiar Sounds* diagram below illustrates the frequency levels of everyday sounds – you can see that even the different sounds of human speech operate at different frequencies. So, for example, the mild-moderate high frequency hearing loss depicted on the previous page would manifest itself in hearing difficulty with the sounds ‘f’ and ‘th’, whilst the sounds ‘z’ and ‘v’ would be audible.

A loss of sound clarity is an early indicator of high frequency hearing loss, e.g. difficulty hearing a woman’s or child’s voice – but a rumble of thunder or a bass drum will be heard perfectly well. High frequency hearing loss is a lot more common than low frequency loss.

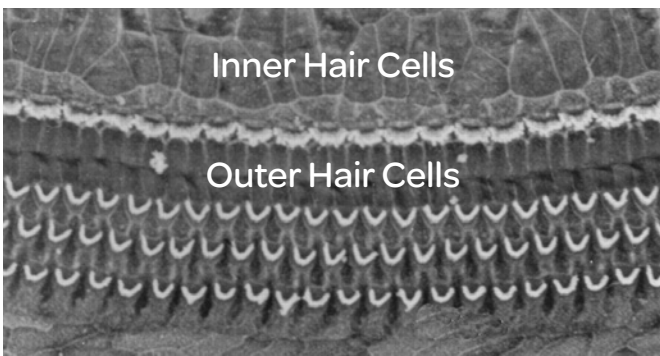
One of the many advantages of Hearology’s Comprehensive Hearing Test is that we test your hearing at a full range of frequency points, which provides a much more accurate auditory profile than a typical, quick, *non-diagnostic* hearing test. The extra data provided by this multi-point frequency testing enables super-fine-tuning of Hearing Tech by one of Hearology’s Clinical Audiologists. This means that the Hearing Tech works perfectly in tandem with the strengths and weaknesses of your hearing, providing just the right amount of amplification where it’s needed - and only where it’s needed. If your hearing is normal at a certain frequency, then amplification of sound at that frequency is not only unnecessary, but could cause discomfort and even damage.”



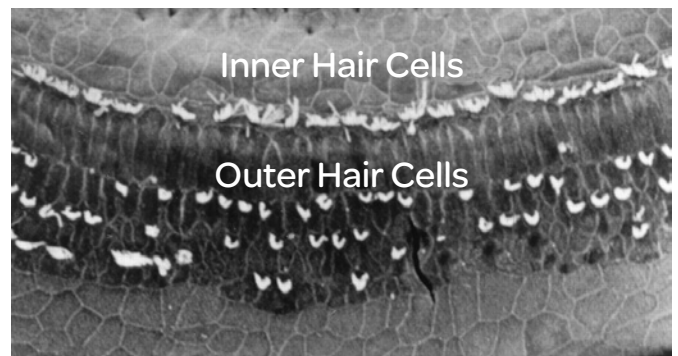


# Inner Ear Tests Part ③

“As part of the Inner Ear Test, we also measure inner ear hair cell function. These tiny hair cells convert sound waves into electrical impulses that our brains can process, and they deteriorate over time and can also be damaged by excessive noise. This is one of the most important parts of Hearology’s Comprehensive Hearing Test, not just because we are one of the few to carry it out, but also because measuring inner ear hair cell health is the only way to measure hearing strength objectively.”



NORMAL



DAMAGED

## Speech-In-Noise Test

“This helps us to understand, amongst other things, your ability to discern speech in background noise. This is an important part of the hearing test because the inability to discern speech in noisy environments is a common symptom of hearing loss which can be easily addressed by Hearing Tech to provide a significant quality of life improvement.”



# High Frequency Hearing Test

“ We also have an extended high frequency component to our Comprehensive Hearing Test which is especially useful for musicians or indeed for anyone who enjoys listening to music. ”



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“Now, let me introduce my excellent team of Clinical Audiologists and Clinical Ear Care specialists.



Michael Field

B.Ed, MSHAA, HCPC  
Tinnitus Lay Counsellor



Simon Harrison

BCommPath Audiology (Hons),  
HCPC, RCCP



Dylan Walker

BSc (Hons), HCPC



Bridget McCubbin

BSc (Hons), RGN



Bernadette  
Wilson-Bristol

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Harry Davidson

BSc (Hons), MSc, CAC, RCCP



Dr. Krishna Kirthi

ENT Clinical Fellow



Alex Stanciu

BSc (Hons), RGN

If you have any questions, please do not hesitate to call or write and ask to speak to me or one of my team. If we are in clinic or otherwise unavailable, a call back time will be organised: 0203 747 4615. Otherwise, please don't hesitate to go ahead and book a free, Comprehensive Hearing Test with us – call the same number, or use our online booking system. I hope to see you soon. ”

V.J. Howard



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# At Hearology, Ears Are All We Do

0203 747 4615

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Visit our online shop at [www.hearology.uk](http://www.hearology.uk)

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