



Supporting people with hearing loss  
and related conditions

# Audiology Service

**Your Hearing, Your Choice**





# All about our Audiology Service

Thank you for considering Hear for Norfolk's Audiology Service. We understand how important your hearing is to your daily life, relationships, and well-being. That's why we offer clear, compassionate care with flexible options tailored to your needs.

Hear for Norfolk is your local charity dedicated to improving the health and wellbeing, aiding communication and enhancing the quality of life of people of all ages with all degrees of hearing loss and hearing related conditions.

We provide private hearing services for people of all ages — whether you are a parent concerned about your child's hearing, an adult seeking clarity on your own hearing changes, or someone needing a professional hearing report for legal or employment purposes.

## Our private Audiology Service include:

- Full hearing assessments
- Prescription and fitting of hearing aid/s developed with cutting edge technology.
- Aftercare support
- Aural microsuction (ear wax removal)
- Medico-legal hearing evaluations



Call us today on  
01603 40 44 40 or email  
[audiology@hearfornorfolk.org.uk](mailto:audiology@hearfornorfolk.org.uk)  
to book your consultation at  
our clinic.



# Why people experience hearing loss?

Most hearing loss occurs naturally over time, with about one-third of adults over the age of 65 experiencing some degree of hearing loss. This natural process usually affects our ability to hear soft sounds, resulting in the brain only receiving parts of speech. This means you might hear people talking but find it difficult to understand what they are saying.

Poor hearing in adults can have a significant impact at both personal and societal levels. It affects communication, which can significantly disrupt everyday life, leading to feelings of loneliness, social isolation, loss of independence, low self-esteem, anxiety, depression and can lead to cognitive decline/onset of dementia.

Recent research shows that hearing loss in middle age can increase the risk of dementia later in life. However, using hearing aids consistently has been proven to lower the risk of cognitive decline. Early diagnosis and management of hearing loss with hearing aids are essential for maintaining cognitive function, improving communication, and reducing the risk of dementia.

Loud noises can damage the cochlea (hearing organ), causing permanent hearing loss and tinnitus. Exposure to loud noise is the second biggest cause of hearing loss. Common causes include working with loud machinery, sudden explosive noises or prolonged exposure to unsafe listening practices from voluntary use of portable listening devices (loud music from headphone/earphones) and attendance at loud entertainment venues. The latter is highly prevalent in adolescents and young adults, and it's estimated that 0.67–1.35 billion adolescents and young adults worldwide could be at risk of hearing loss from exposure to unsafe listening practices.

We are here to help you, whatever age you are. There is ample evidence demonstrating the importance of using hearing aids regularly to protect your brain health and quality of life.

## What is a Hearing loss?

Hearing loss happens when there is a problem with one or more parts of the ear, the nerves inside the ear, or the part of the brain that controls hearing. There are four main types of hearing loss:

- Sensorineural – usually permanent, related to the tiny hair cells in the inner ear (cochlea) being damaged, usually through natural ageing (called presbycusis), or long periods of exposure to loud noises, or damage to the auditory nerve.
- Conductive – often caused by blockages (e.g. wax, fluid, infection) preventing the sound from traveling (conduct) through the ear to reach the tiny hair cells in the inner ear.
- Mixed– a combination of both types of hearing loss outlined above.
- Auditory Processing hearing loss – where the ears can transmit and essentially 'hear' sounds fine, but the brain has trouble processing and understanding them.

Hearing loss is common and manageable. The earlier it is identified, the sooner we can help you make sense of sound again.

# What are some of the signs of hearing loss?

Hearing loss can develop suddenly or gradually and may impact one or both ears. Many people don't realise how much they're missing until they've had a hearing test.

Do you recognise or identify with any of the following?

	YES	NO
I have to ask people to repeat themselves		
I have to turn up the TV louder than my family and friends		
I find it difficult to hear in noisy places (like restaurants)		
I miss parts of conversations and/or people sound like they are mumbling		
I feel tired or stressed from having to concentrate while listening		
I have started to avoid social situations as I struggle to hear		
I have 'ringing' in my ears		
My family, friends or work colleagues suggested that I might not be hearing well?		

If you have answered YES to any of these questions and would like to find out why, we recommend getting your hearing tested **with one of our fully qualified and experienced Audiologists.**

Call us today on 01603 40 44 40 to book your consultation at our clinic.



“

*The complete service was 1st class, and I will strongly recommend Hear for Norfolk to my family and friends.*

”



# What to expect at Your Initial Consultation

## Your First appointment: 30-Minute Initial Consultation

We start with a relaxed, no-obligation conversation to understand your hearing needs and explore what you're looking for from our private Audiology Service.

### What will happen:

#### We talk – you will meet with one of our friendly team to discuss:

- Any hearing difficulties you're experiencing
- Your lifestyle and listening environment
- Any previous hearing assessments or hearing aid use
- Your goals and preferences

#### We explain – you will be guided through:

- How we carry out the hearing assessments
- What options might be suitable for you
- Timeframes, next steps, and pricing guidelines

We plan – if you're ready to proceed we will carry out an ear otoscopy (checking for ear wax) and, if no ear wax was identified, book your full hearing assessment with one of our HCPC or AHCS registered Audiologists.



This consultation  
is your opportunity  
to ask questions  
and explore your  
options.

## What to expect during Your Hearing Assessment

Our Audiologist will carry out tests to find out what type and level of hearing loss you have. Before they begin, they will ask you about your hearing and your lifestyle.

They will then test one ear at a time. For the standard hearing test, called Pure Tone Audiometry, you will listen to noises through a set of headphones. You will hear sounds of different tones and volumes and will be asked to press a button each time you hear a sound. The noises will gradually become quieter to find the softest sounds that you can hear. The results will be recorded on a chart called an audiogram.

The Audiologist might then ask you to wear a headband with a vibrating pad. This pad sends sound through the bones in your head directly to the cochlea (the hearing organ in your inner ear). Again, you will be asked to press a button each time you hear a sound. This test checks whether the cochlea and hearing nerve are working or damaged. At some point, the Audiologist might play a rushing noise into one ear to cover up sounds while they test your other ear.

Depending on the results of the hearing test, another test called Tympanometry may be performed to check how the middle ear is functioning. This involves placing a small rubber tip into the entrance of the ear canal which will create a small change in pressure. It takes less than a minute to perform and you won't be asked to do anything except to keep still.

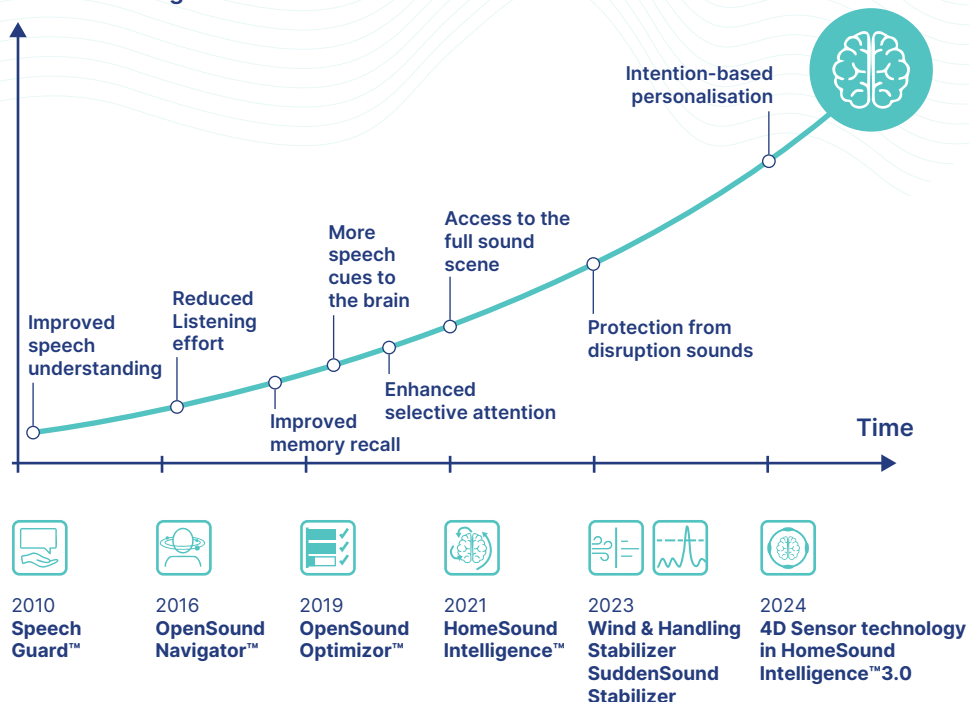


# Hearing aid technology options

## Taking our BrainHearing™ technologies to the next level

- **New Brainhearing insights\*** reveal that peoples communication behaviour reflects their listening needs and intentions via head and body movements
- **The world's first 4D Sensor technology** incorporates information from head and body movement, conversation activity and the acoustic environment to support effective communication in any situation
- This ground-breaking technology in Oticon Intent helps users move beyond just hearing and listening, **helping them to communicate and fully engage with life**
- 4D Sensor technology represents **the next leap forward in our BrainHearing technology**

### Natural hearing



\*Higgins et al. (2023), Head movement and its relation to hearing.



## Hear for Norfolk's other private services

We offer a range of other hearing and ear health related services designed to meet the needs of our service users. These include:

- Aural Microsuction – ear wax removal, performed by fully trained and registered nurses and Audiologists (CQC regulated service)
- Custom earplugs (e.g. Swim plugs, Musician custom moulds, noise cancelling and motorcycling ear plugs)
- Hearing assessments and reporting for legal or occupational reasons

Whether you are seeking peace of mind, a second opinion or a trusted place to start — we are here for you.



## Why Choose Us?

Hear for Norfolk is a local charity with over 125 years' experience of looking after people with all degrees of hearing loss and hearing related conditions. Being a registered charity, we strive to offer cost-effective services and pride ourselves in delivering high quality, reliable, responsive and accessible hearing services.

We know you have choices when it comes to hearing care. Here is why many people trust us with their hearing health:

- Personalised Care – tailored assessments and fittings for your unique needs.
- Qualified Professionals – HCPC and AHCS registered Audiologists.
- Full range of Services – from full hearing test, fitting a full range of high-tech rechargeable hearing aids and offering reliable aftercare to aural microsuction and medico-legal assessments.
- Fast Access & Flexible Appointments with evening/weekend availability.
- Transparent & Supportive – no hard selling, just honest and expert guidance.

“

*This has been an excellent experience given by well trained, warm and friendly staff.*

”

“

*My treatment was outstanding, with care and consideration shown at all times.*

”

“

*Everything about my appointment was perfect, everyone was so helpful and friendly, it is amazing facility we are very lucky to have it.*

”

## FAQs

### **Do I need a GP referral?**

*No referral needed — you can book directly.*

### **What if I already have hearing aids but I am not getting on with them?**

*We can discuss and explore new options.*

### **Do you offer hearing assessments and summary for legal or work purposes?**

*Yes — we provide medico-legal and occupational assessments.*

### **What brands do you offer?**

*We offer trusted brands, such as Oticon.*

Whatever your reason for exploring a private hearing assessment — reassurance, diagnosis, or advanced technology — we're here to help.

## How to Book Your Appointment

Booking is Simple:

### 1. Get in touch

Call us: 01603 404440

Email: [audiology@hearfornorfolk.org.uk](mailto:audiology@hearfornorfolk.org.uk)

Book online: [www.hearfornorfolk.org.uk](http://www.hearfornorfolk.org.uk)



2. Choose a time that suits you – we offer daytime, evening, and Saturday appointments.

3. Attend your 30-minute consultation – come as you are and you are welcome to bring someone along.

4. Decide your next step – if you wish to proceed, we'll book your full hearing assessment.

## Need help deciding?

Call or email us, we're happy to talk things through and answer any questions.



# How to find us

## Travelling by car

Parking is at the rear of the building and restricted to marked bays. Please do not park on the road because doing so may result in you receiving a penalty notice.

## Travelling by public transport

Buses to the Meridian Business Park:

From the Train Station: (Stop DE) 15, 15A and 16

From St Stephens Street: (Stop BF) 15, 15A and 16



 Hear for Norfolk | 14 Meridian Way | Meridian Business Park | Norwich | NR7 0TA

 [www.hearfornorfolk.org.uk](http://www.hearfornorfolk.org.uk)  [nda@hearfornorfolk.org.uk](mailto:nda@hearfornorfolk.org.uk)  01603404440

**Hear for Norfolk is the operating name of Norfolk Deaf Association (NDA)**, a Charitable Company Limited by Guarantee registered in England & Wales No. 07966408 Registered Charity in England & Wales No. 1146883



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