

## **Study Shows Positive Benefits of New Hearing Device May Make It Hard to Resist - Even for People Who Put Off Dealing with Hearing Loss**

Dr. Kiz Robertson of Professional Hearing Services in Waukesha recently attended a professional conference in Los Angeles that introduced a new hearing device that is specifically designed to address the needs and preferences of people new to hearing instruments.

Results of a recently released international study conducted at two universities, Towson University in Maryland and The Hörzentrum in Oldenburg, Germany, show that new Oticon Intiga triggers immediate acceptance by people new to hearing instruments. "With Intiga, I am finding people who were reluctant to try hearing aids not only accepting their new hearing solutions immediately but also seeing themselves as long term users of amplification."

Professional Hearing Services is one of the first hearing care practitioners in the US to offer Oticon Intiga. "Intiga delivers immediate and obvious benefits to first time users," says Dr. Robertson. "Intiga's advanced technology combined with its sleek ergonomic design and miniature size can motivate people with hearing loss to take action now to improve their quality of life."

In addition to quality of life benefits, Intiga also appeals to the almost universal desire for a hearing instrument with discreet size and style. Intiga's small, sleek ergonomic design hides easily behind the ear and is comfortable to wear throughout the day. The fully automatic technology also means there are no buttons to adjust.

Intiga is available in 13 colors ranging from subtle shades that blend to complement natural skin and hair tones to more vibrant contemporary colors including terracotta, vivid lilac and natural henna.

For more information about new Intiga and hearing health, contact the Audiologist of Professional hearing services or visit our website at [www.professionalhearingservices.com](http://www.professionalhearingservices.com).