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**HDR**  
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# Ask the Professional



Dr. Gordon L. Fletcher, Au.D.

## Audiology

### **VIEWMONT AUDIOLOGY**

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**Q: I hear a lot about digital hearing aids. Are these considered the best one can buy?**

**A:** When digital hearing aids were first introduced in 1996, they represented the highest end of hearing aid technology. The term "digital" became synonymous with this level of technology. Only the most expensive and most technically advanced hearing aids were "digital". Today, digital technology is present in hearing aids across a broad price range. This technology is no longer limited to the highest end or "premium" product. Rather, it has become the standard platform that nearly all new hearing aids use. Therefore, a digital hearing aid purchased today does not necessarily represent the highest level of technology. The term "premium digital" typically applies to instruments with this highest level of technology. Premium instruments all use digital technology and may incorporate advanced features such as directional microphones, adaptive directionality, multiple memory, noise reduction and speech enhancement.