

FOR PROFESSIONALS ARE YOU A HEARING OR HEALTH EXPERT?

TRUE LISTENING

- Can be integrated into any professional setting.
- Supports speech processing, focussed listening, and auditory cognitive functioning.
- Adds an innovative tool to your practice and positions you as a STATE-OF-THE-ART practitioner.
- Brings in extra income.

A NEW ERA OF HEARING CARE

The TREND is clear: people want to take on an ACTIVE ROLE in their health. TRUE LISTENING brings AWARENESS and a self-care mindset to hearing health – through hearing training and the power of NEUROPLASTICITY. Professionals who embrace this shift can offer clients an INNOVATIVE, empowering way to PROACTIVELY care for their hearing health.

For Advanced Hearing Professionals.

TRUE LISTENING is a rehabilitation tool that increases the global acceptance rates of hearing aids from 50% to 90%. Our 20-DAY neuroplastic training course turns the HEARING AID FITTING and adaptation process into a STRUCTURED and CONTROLLED workflow. This gives you and your clients a clear pathway, ensuring a smooth and effective adaptation process to new gain settings, spectral changes, and altered input dynamics. Integrate our hearing training course into your practice and make hearing aid adaptation more SUCCESSFUL. TRUE LISTENING is a 20-DAY neuroplastic auditory-training program that can be integrated into CAREGIVING, THERAPEUTIC, EDUCATIONAL, and ORGANISATIONAL settings — without changing your workflow. This lets clients, residents, and employees train at home while giving your team a reliable, low-effort tool to support hearing health, speech understanding, focused listening, and cognitive auditory functioning. Our course ENHANCES YOUR SERVICE OFFERING, either as a built-in part of your pricing or as an add-on, providing both differentiation and a new revenue opportunity.

FOR PROFESSIONALS IDENTIFY YOUR CLIENTS

TRUE LISTENING is a low-threshold rehabilitation program that trains:

- Speech understanding
- Directional hearing
- Auditory processing
- Pitch differentiation
- Cognitive auditory pathways

NOISY ENVIRONMENTS

Having trouble with conversations in noisy environments is a common hearing experience for WOMEN OVER 50. Many assume it's simply "sensitivity," but it's actually weakened HEARING FILTERS and reduced DIRECTIONAL HEARING. TRUE LISTENING offers preventative auditory training that strengthens hearing filters and improves directional hearing. Help your clients keep their sense of hearing active and resilient long before hearing loss emerges.

HEARING LOSS

MILD HEARING LOSS often leads to waiting — waiting for the moment hearing aids become "necessary." This phase is ideal for training one's sense of hearing. People who regularly train their sense of hearing have a higher chance of delaying, or even avoiding, the need for HEARING AIDS. Empower your clients by offering structured hearing training that supports their hearing health between appointments.

HEARING AIDS

Integrating our 20-DAY TRAINING COURSE into your practice significantly increases client hearing-aid acceptance rates. It makes the FITTING PROCESS more efficient by giving you and your client more structure, smoother appointments, and fewer delays. TRUE LISTENING helps clients understand that adapting to hearing aids takes time and isn't a 'plug & play' solution.

FOR PROFESSIONALS

FIND YOUR FIELD

TRUE LISTENING fits into many settings.

MEDICAL & HEARING CARE

Medical & Hearing care focussed on hearing, speech, and cognitive health.

- To Prevent
- To rehabilitate
- To Adapt

MEDICAL SPECIALISTS

Professionals Working with Hearing, Speech or Sensory Health.

- ENT Specialists
- Audiologists
- Speech & Hearing Scientists
- Pediatricians
- Neurologists
- Neurorehabilitation Specialists

HEARING CARE & THERAPEUTIC PRACTICE

Experts Supporting Hearing Care, Rehabilitation and Listening Skills.

- Hearing Aid Acousticians
- Hearing Care Professionals
- Speech & Hearing Therapists
- Occupational Therapists
- Allied Health Professionals
- Early Intervention Specialists

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INSTITUTIONS, CARE & WELLBEING

Where hearing focused support and cognitive abilities play a key role

- To Prevent
- To rehabilitate
- To Adapt

CLINICAL & EDUCATIONAL INSTITUTIONS

Institutions Providing Medical, Therapeutic, and Sensory Support.

- Hospitals & Clinics
- Hearing Centers
- Rehabilitation Centers
- Schools for the Visually Impaired & for the Deaf and Hard-of-Hearing

CARE & SUPPORT SERVICES

Professionals Supporting Hearing and Cognitive Needs.

- Hearing Care Professionals
- Speech and Hearing Therapists
- Occupational Therapists
- Early Intervention Specialists
- Nursing & Home Care Providers
- Dementia & Geriatric Care Professionals
- Allied Health & Rehabilitation Support

COACHING, TRAINING & WELLBEING

Supporting Sensory & Cognitive Awareness, Performance and Clarity.

- Wellness, Breathwork, Mindfulness & Meditation Practitioners
- Lifestyle, Communication, Cognitive & Performance Coaches

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INDUSTRY & OCCUPATIONAL SAFETY

Noise-exposed industries & occupational safety where hearing-focused safety and compliance are essential.

- To Prevent
- To rehabilitate
- To Adapt

INDUSTRIAL PRODUCTION & PROCESSING

High Noise Environments Driven by Machinery and Material Processing.

- Manufacturing & Production
- Construction
- Machinery Operations
- Metalwork & Woodwork
- Utilities & Energy
- Mining & Quarrying
- Recycling & waste Management

OPERATIONAL & FIELD-BASED SERVICES

Noise Exposure in Active, Mobile, and Service-Orientated Environments.

- Security, Police & Military
- Airport Ground Operations
- Logistics & Warehousing
- Fire & Rescue Services
- Maritime
- Agriculture & Forestry
- Music, Entertainment & Events