



From fitting to *flourishing*

Your expert guide to adapting
to life with hearing aids



Hidden Hearing

Your hearing is our expertise

Meet Teodora Daneva, one of Hidden Hearing's experienced audiologists

Teodora believes great hearing care is built on clinical excellence, curiosity and compassion. With over 10 years' experience in hearing healthcare, advanced training from Queen Margaret University and membership of the Irish Society of Hearing Aid Audiologists (ISHAA) since 2020, Teodora is passionate about helping people achieve their best possible hearing. Drawing on her experience in diagnostic audiology, tinnitus care and aural rehabilitation, she is passionate about delivering personalised, evidence-based solutions that help people hear - and live - better every day.



Fitted
*not
finished*

Welcome

to the start of your journey to better hearing

Congratulations on taking the first step towards better hearing! Acting on hearing loss is one of the most important decisions you can make for your health, confidence, and quality of life.

Many people don't realise that although getting your hearing aids fitted is a major milestone, it's not the finish line. Nearly half of people fitted with hearing aids expect them to work immediately, like a pair of glasses, which isn't always the case.

In my experience, successfully adapting can take time and getting the right support from your audiologist is important. Your brain needs time to adjust, and your hearing aids will need fine-tuning, not just for your ears, but for your lifestyle. After all, you know better than anyone the situations where hearing your best matters most!

We designed this guide for anyone who wants help adapting to life with hearing aids, and for those wondering what to expect from a professional hearing care experience.

Inside, you'll find practical tips, expert insights, and clear advice on how to adjust to your hearing aids.

At Hidden Hearing, we'd like to see more people who have been fitted with hearing aids flourishing and rediscovering the sounds they love. It's our mission to help more people hear better and we want you to keep living the life you love.

Teodora Daneva
Hidden Hearing Audiologist
DipHE, HAA, MISHAA

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Don't give up

Hearing aids shouldn't end up in a drawer

Getting hearing aids is a big step - one that can be truly life changing.

What we've learnt

We commissioned a nationwide survey¹ to better understand how people use their hearing aids. The research involved over 670 hearing aid users, and looked at different groups to understand why some people successfully adapt to hearing aids, and some find it harder and give up.



Our extensive research shows that people who don't wear their hearing aids as recommended decide, on average, just eight days after their fitting that they're unlikely to persevere. Many of these people would have waited for years to seek help, but their hearing aids end up in a drawer a little over a week later.



"Hearing is invaluable, forming a vital part of how we interact with the world around us. As a doctor, I've seen firsthand the negative impact untreated hearing loss can have on a patient's quality of life."

Dr. Clodagh Gallagher

Here's what we found:



52%

of those who stopped wearing their hearing aids gave up within two weeks of fitting.



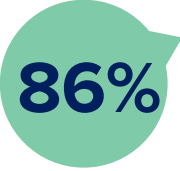
23%

of those who felt unsure after their first hearing aid fitting **said they felt embarrassed about wearing a hearing aid.**



98%

experienced at least one challenge early on - but say these challenges could have been overcome with better support.



86%

of those who have stopped using their hearing aids say they intend to try again, suggesting many remain open to re-engaging with hearing care, given the right support.



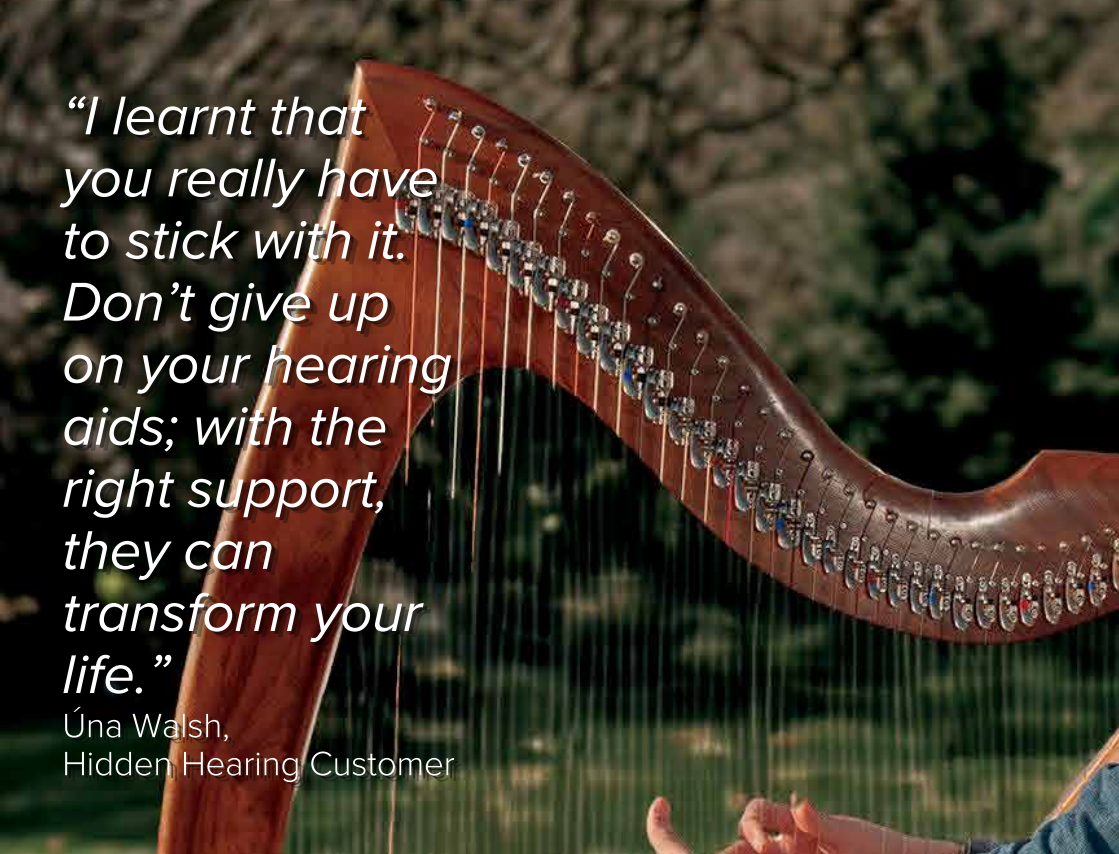
99%

of people who wear their hearing aids for the recommended amount of time **say they have a positive impact on their lives.**

With over 35 years' experience helping thousands of people hear better, we know success isn't just about fitting hearing aids, it's about the support that follows.

The first few weeks take time as your brain and ears adjust to hearing differently again - and that's completely normal.

1. A nationwide survey conducted by Censuwide in June 2026. The research involved 500 ROI adults and 171 NI adults who had been prescribed a hearing aid, with quotas designed to reflect different usage habits.



“I learnt that you really have to stick with it. Don’t give up on your hearing aids; with the right support, they can transform your life.”

Úna Walsh,
Hidden Hearing Customer

Úna’s story

When Úna Walsh was first fitted with hearing aids, it marked a turning point in her life. As a young child, Úna had hearing tests, but no one suspected anything was wrong because she was so good at lip-reading. “I didn’t know anything was different,” she **told us**. “I just thought that was how the world sounded.” By age ten, her hearing difficulties were more obvious, and she was prescribed hearing aids for the first time, marking the start of her journey with hearing support.

At first, hearing aids opened up a new world, but like many people, the experience took time to adjust to.

Having spent years subconsciously compensating through lip-reading, suddenly hearing more could feel overwhelming. Sounds were fuller, sometimes unfamiliar, and there were times when persevering took more effort.

A talented harpist and performer, Úna has shared her music with audiences across Ireland - including millions of viewers during her unforgettable Late Late Toy Show performance in 2021. It was this moment that first brought her to the attention of Hidden Hearing. Already **benefitting from** hearing aids, Úna was supported as a Gift of Hearing recipient and fitted with state-of-the-art technology,



helping to elevate her hearing to a new level. With this advanced support came a new phase in her journey. As technology moved forward, so too did the possibilities for how Úna could experience sound - but, as before, it required time, patience, and perseverance to adapt. Each adjustment, fine-tuning, and follow-up appointment with her audiologist helped her grow more comfortable, until her hearing aids became part of everyday life.

For her family, the difference has been profound. After one fitting, Úna phoned her mum, something she had never been able to do easily before. "She's always texted," her mum Barbara explained.

"There was no point ringing because background noise would block everything out. But now she can reduce that noise and turn up what she needs to hear. I heard her say, 'Hi Mam, how's it going?'" It was beautiful and emotional."

Recently, Úna returned to Hidden Hearing for the next stage of her journey, upgrading to the latest Oticon Intent technology. The difference wasn't just in sound quality, but in how naturally she could stay connected in every moment. "I can follow conversations more easily with my family and friends," she shared, describing how everyday interactions feel simpler and more effortless. With advanced AI technology that supports how the brain processes sound, Úna can move seamlessly between busy social settings, music, and quiet moments, without having to think about it.

But just like her first experience, the upgrade wasn't a one-off moment. It was another step forward, supported by expert care, fine-tuning, and guidance along the way.

Today, Úna is a powerful example that hearing care doesn't stop at the first fitting. Needs change. Technology evolves. And the right support makes all the difference. Her advice to others, especially young people starting their own journey, is simple:

"Give it time, work with your audiologist, and don't be afraid to keep going - it's worth it!"

Our experts'

top tips for adapting to hearing aids

"You might be aware of the hearing aids in your ears initially, but this usually fades with time."



ENDA DOOLEY
HIDDEN HEARING
AUDIOLOGIST



DAVID COURTNEY
HIDDEN HEARING
AUDIOLOGIST



TEODORA DANEVA
HIDDEN HEARING
AUDIOLOGIST

"Everyday noises - like birds singing or the rustle of a newspaper - may feel unfamiliar or distracting at first, but this will improve as you adjust."

"Do not hesitate to get in touch with your hearing care professional if you have any queries or concerns. It's natural to need help early on!"

"Be patient with yourself. Your brain is relearning how to process sounds, so it's normal to feel tired or overwhelmed at first."

"Wear your hearing aids regularly. The more you use them, the faster your brain will adapt to them and you'll be able to enjoy the full benefits of hearing aids."

"It's important to establish what your hearing goals are. For example, maybe you want to hear your favourite TV show more clearly, or be able to hear your grandchildren at the dinner table."

"Tell friends and family you're adjusting to using a hearing aid. They can give you feedback & support."

Top Tips at a Glance

Start small, build up

Begin with quiet settings, then expand to more challenging environments.

Don't give up too soon

Adaptation can take several weeks.

Keep notes

Bring feedback to your follow-up appointments.

Ask for help

Adjustments are part of the process.

Be kind to yourself

Celebrate small wins.

Watch our Quick How-To Videos

Scan for step-by-step support.



How to: Change filters



How to: Change domes

Familiarising yourself with hearing aids

Every new hearing aid user experiences an adjustment period. Some of the challenges you'll face during this time aren't signs of failure: they're part of the process your brain and ears go through as they reconnect with sounds you've been missing.

You might notice some of the following:

1 Everyday sounds feel "too loud" or "sharp"

Why it happens: Hearing aids restore missing sounds instantly, so things like clinking dishes, rustling paper or even ticking clocks can feel too loud or overwhelming at first.

The science: This is called auditory acclimatisation - your brain needs time to recalibrate.

What helps: Wear your hearing aids consistently. Within weeks, your brain will normalise these sounds. If things still feel uncomfortable, your audiologist can adjust the amplification settings or fine-tune specific frequencies.

2 Background noise feels overwhelming

Why it happens: When hearing aids restore more sound, your brain needs time to relearn how to separate speech from background noise.

The science: Modern hearing aids use advanced noise reduction and directional microphones, but adaptation is still key.

What helps: Start wearing your aids in quiet places first before trying noisier situations. If you still find noisy places difficult after a few weeks, your audiologist can adjust directional settings or even activate special programs for challenging listening environments.



3

Your own voice sounds different

Why it happens: Hearing aids not only amplify external sounds but also the resonance of your own voice, making it feel “echoey” or “boomy” at first.

The science: This is known as the occlusion effect, and it’s common with newly fitted hearing aids.

What helps: Your audiologist can adjust venting or programming to reduce this effect. It usually improves as you adapt.

4

Mild discomfort, or being aware of the device

Why it happens: Your ears aren’t used to having anything behind and/or inside them.

The reality: Physical adaptation takes time, just like wearing new glasses.

What helps: If discomfort continues, your audiologist can adjust the fit, change the dome or mould, or recommend a different style. Comfort should never be a long-term issue.

5

Feeling self-conscious

Why it happens: Many people worry others will notice their hearing aids or judge them.

The reality: Modern hearing aids are discreet and, often, almost invisible. Most people won’t even notice; they’re much more likely to notice the improvement to your hearing and confidence.

What helps: Focus on the benefits: clearer conversations, less listening fatigue, and reconnecting with life. Your confidence will grow as hearing aids become part of your routine.

6

You’re still struggling after a few weeks

Why it happens: Adapting to hearing aids takes time. Everyone’s hearing is different and you may have needed help for years.

The reality: Your brain is relearning how to hear sounds that it may not have had proper access to for years. Plus, you’ll be getting used to wearing something behind and/or in your ear.

What helps: If things don’t feel right, reach out to your hearing care professional. They can make further adjustments and give you personalised support.

First month success plan

Your roadmap to better hearing

Start with a wish list of what you hope to achieve with better hearing. Think about the situations or environments that you'd like your hearing aids to help you with the most.

Review this as you go - both on your own and with your audiologist - identifying the small and big wins to help you on your journey.

For many people, if their first month of hearing aid use doesn't go as well as they'd hoped, their hearing aids will end up in a drawer.

But during this first month, your brain is relearning sounds, and your hearing aids will need to be fine-tuned accordingly.

A good hearing care provider should offer personalised aftercare, so you can get the support you need every step of the way.

**Use your full
8-week planner
to keep track of
your progress**



“The key to early success was following my audiologist’s advice.

I wore my hearing aids from day one, as long as I could each day. Now, I put them in when I wake up and don’t take them out until bedtime. They have changed my life completely.”

– Kevin Quaid, Hidden Hearing Customer

WEEK 1

Small steps can build confidence

- Practise putting your aids in with your audiologist.
- Wear your hearing aids for as long as possible every day.
- Expect some sounds to feel “too loud” or “different” - this is normal as your brain adjusts.
- Book your first follow-up appointment (within 14 days of fitting).

Tip from our experts: If you experience any acute feelings of discomfort, contact your audiologist for immediate support.

WEEK 2

Add in social situations

- Try wearing your aids in different listening environments.
- Keep a journal of what feels good and what doesn't.

Insight: People who adapt faster don't avoid challenging environments - they ease into them gradually.

WEEK 3

Fine-tuning time

- Share your notes, concerns and successes with your audiologist - it will help them make the right adjustments.

Why this matters: Hearing aids aren't “one-size-fits-all.” There are millions of possible configurations - a good hearing care professional will keep adjusting your aids until they work better for you.

WEEK 4

Open up a world of sound

- Test your hearing aids in different listening environments (such as restaurants or being outdoors).
- Celebrate your progress - notice any sounds you've regained.

Tip from our experts: If you're still struggling, don't wait to call your audiologist. With the right care and adjustments to your hearing aids, it's still possible to achieve the comfort and clarity you need.

What to expect from Hidden Hearing

We helped over 60,000 people last year with their hearing care needs, and we're here for you too.

Love your ears with our personalised hearing care

Your hearing is as unique as your fingerprint, which is why we'll make sure that your journey to better hearing is completely tailored to you and your hearing needs.

Hearing care experts

Our years of experience fuel our commitment to truly personalised hearing care and to help more people hear better.

Innovative technology

We believe the best hearing solution is one that's personalised to you.

Total commitment to your aftercare

Providing ongoing care and support means we can continue to personalise your hearing journey long after your first appointment.

We make all our customers a simple promise: **we'll help you rediscover the sounds you love in 90 days, or we'll give you your money back.**



Our
better
hearing
promise



From Titting to *flourishing*

we hope you've found this guide helpful and that you're feeling more confident about your hearing journey. Getting the right support is vital to succeeding with your hearing aids.

Need extra help or advice on your better hearing journey?

VISIT niddenn hearing.ie to find out more, or call 1800 370 000 to book a free hearing assessment at your local clinic.



Trustpilot

Rated 'Excellent'



As of July 2026

HEARING CENTRES

Athlone

2a & 2b John Broderick Street, Irishtown Central, Athlone N37 E8W9
090 647 0590

Ballina

Rowe House, Tolan St, Ballina, Co. Mayo
096 508 50

Bray

55 Main Street, Bray A98 C9C8
01 286 3971

Cashel

Unit 1 Cawley's Yard, Feehans Road, Cashel E25 RD21
062 633 96

Castlebar

Unit 12A, Hopkins Rd, Castlebar, Co. Mayo F23 NX06
094 907 3333

Cavan

19 Main Street, Cavan H12 F6Y1
049 438 0242

Coole

Coole Clinic, Coole N91 F7XR
044 966 2333

Cork - Blackrock

2nd Floor, Blackrock Hall Primary Care Centre, Blackrock Ave, Eden, Cork T12 X3FV
1800 844 454

Cork City

27 Marlboro Street, Cork T12 T65X
021 427 2565

Drogheda

15 Shop Street, Drogheda A92 F98C
041 980 2180

Dublin 1

49 Middle Abbey Street, Dublin D01 Y6W3
01 872 1985

Dublin 4

238 Merrion Road, Ballsbridge D04 X026
01 218 0886

Dublin 5

2A Morningside Park, Malahide Road, Artane D05 Y8W3
01 818 7434

Dublin 6W

8 Rathfarnham Road, Terenure Village D6W N294
01 406 7807

Dublin 12

3/4A Supervalu Centre, Sundrive Road, Kimmage D12 XK83
01 492 4878

Dublin 15

Unit N2, Roselawn Shopping Centre, Blanchardstown D15 XKT5
01 851 3222

Dublin - Liffey Valley

Tesco Extra, Liffey Valley, Clondalkin, Co. Dublin D22 N6F4
01 620 1992

Dublin - Swords

Unit 1, 14 Main Street, Swords, Co. Dublin K67 X2C8
01 813 5880

Dundalk

57 Dublin Street, Dundalk A91 AC81
042 939 2420

Ennis

O'Connell Square, (Former National Irish Bank), Ennis V95 VK16
065 679 7027

Galway

124 Eyre Square, Galway H91 Y1X2
091 539 230

Gorey

103 Main Street, Gorey, Co. Wexford Y25 KO26
053 901 6111

Kilkenny

1 James' Street House, James' Street, Kilkenny R95 YCD8
056 776 3941

Killarney

Unit 5, Scott Street, Killarney V93 XV8Y
064 663 0044

Letterkenny

1 McCaul House, Pearse Road, Letterkenny F92 EY1X
074 911 3515

Limerick

18 Catherine Street, Limerick V94 Y2N2
061 409 770

Maynooth

Unit 10, Manor Mills Shopping Centre, Mill St, Maynooth, Co. Kildare W23 N968
01 525 8888

Navan

Unit 3 Preston Place, Navan, Co. Meath C15 V674
046 909 3868

Newbridge

Unit 4, Whitewater S/C, Newbridge W12 NA49
045 450 352

Portlaoise

Unit 9, Laois SC James Fintan Lalor Avenue Portlaoise, Co. Laois R32 VA48
057 850 4444

Sligo

Unit 12, Quayside S/C, Wine Street, Sligo F91 C786
071 917 0568

Waterford

3 Arundel Square, Waterford X91 F44C
051 878 872

Wexford

2a & 2b Redmond Rd, Townparks Wexford Y35 F7XW
053 912 3676

HEARING CLINICS

Athenry

Bailieborough

Ballina

Bandon

Bantry

Boyle

Carlow

Castlereagh

Citywest

Claremorris

Clonakilty

Clonmel

Donegal

Dundrum

Killybegs

Kilrush

Longford

Loughrea

Macroom

Malahide

Mallow

Midleton

Monaghan

Monkstown

Mullingar

Naas

Nenagh

Newcastle West

Rialto

Tallaght

Tralee

Tullamore

Westport

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