

# Snake Oil Slogans

## Stuff my 1st cochlear audiologist said: (with possible real meanings)

1. It only sounds loud because you're not used to hearing those frequencies.  
(I don't know how to turn down individual Current Units.)
2. Practice listening to words; the noises will just fade away into the background.  
(I don't know how to find and suppress those noises.)
3. Your brain this and your brain that...  
(Maybe I can find out what to try before your next appointment in 3 months.)
4. It takes a long time...  
(I don't know what to adjust right now.)
  - 4a. It takes a long time to LEARN to hear ELECTRONICALLY.  
(I don't know what to do with that specific upper mid-range frequencies that cause that robotic telephone sound even if you can tell me which frequency it is.)
5. It won't sound like normal speech.  
(I can't program well enough to even get close!)
6. I have \_\_\_\_\_ years experience; I know what you hear better than you do.  
(Sing "do you hear what I hear....." My playbook of presets has a lot of patterns I can just plug into your processor.)
7. It's different for everyone.  
(My comprehensive excuse for my incompetent programming)
8. I can't actually HEAR what you hear; I can only make adjustment based on what you tell me.  
(But I still couldn't adjust my own radio.)
9. That'll just fade way into the background. .... That, too.  
(I sure hope that noise fades away before my credibility does.)