

## Avada Hearing Care Center, in North Branch, offering free hearing screenings to honor Mother's Day & Better Hearing and Speech Month

The month of May marks two very important events: Better Hearing and Speech Month, and Mother's Day. This year, Avada Hearing Care Centers, operating subsidiary of Hearing Healthcare Management, Inc. (HHM), including Avada, of North Branch, located at 38790 6th Avenue, is offering free hearing screenings throughout the month of May to not only honor North Branch-area mothers, but families everywhere.

Mothers are often putting the needs of everyone else before theirs. Hearing loss can cause a breakdown in family communications, which can have a profound effect on relationships. It is important to encourage your mother to take time for herself this month to come in for a free hearing screening.

Jim Neve, regional director of Avada of North Branch, MN, stresses the importance of telling anyone you care about to take care of their hearing. "This country and our community must stop treating hearing loss as a minor problem. Research shows that when people cannot hear properly, they make less money and their inability to hear can disrupt family life," said Neve. "The good news is that hearing loss can easily be diagnosed and for most people, there are solutions in the form of digital and programmable hearing instruments, many of which are not visible.

Symptoms of hearing loss include not being able to understand well in a crowded room or restaurant, having to ask friends to repeat what they are saying, or not being able to hear sounds that others seem to be able to hear.

Surveys published by the Better Hearing Institute (BHI), a not-for-profit organization that educates the public about the neglected problem of hearing loss and what can be done about it, have found that:

- An overwhelming majority (93 percent) of consumers with hearing devices say the devices have improved their quality of life.

- Eighty-five percent (85 percent) say they are satisfied with the benefits they get from hearing instruments.

- Specific improvements associated with better hearing health include more effective communications (71 percent), better social life (56 percent), better relationships at home (55 percent) and in the work place (48 percent), improved emotional health (40 percent), improved mental/cognitive ability (35 percent), and better physical health (24 percent).

- Ninety percent (90 percent) of the respondents said their hearing instruments improved communication in one-on-one situations, while more than eight out of 10 were satisfied by the instruments' performance in small groups and while watching television. Three of four respondents were satisfied with their hearing instruments when outdoors, while listening to music, while participating in leisure activities, in the car, at a house of worship and in a restaurant.

Founded in 1973 and based in Alexandria, Virginia, BHI is working to:

- Erase the stigma and end the embarrassment that prevents millions of people from seeking help for hearing loss.

- Show the negative consequences of untreated hearing loss for millions of Americans.

- Promote treatment and demonstrate that this is a national problem that can be solved.

Everyone over the age of 55 should have annual hearing screenings. Avada, of North Branch, offers free hearing screenings for those interested. Nationwide, Avada



Hearing Care Centers' mission has always been to serve the hearing impaired with the highest degree of professionalism, technology and service available. Avada operates more than 240 hearing care centers nationwide.

For more information about Avada, of North Branch, and its services, please call 952-541-1799 or visit [www.avada.com](http://www.avada.com).