

New Study Proves Link Between Hearing Loss and Income Loss

WEST SPRINGFIELD - A new study, released by the Better Hearing Institute in Alexandria, VA, proves that untreated hearing loss may impact household income by as much as \$12,000 per year.

Further, the study shows that hearing loss, which affects 31 million Americans, almost two thirds of whom are still in the work force, may result in an annual loss to the country of more than \$100 billion in wages and worker productivity.

The good news is, people who take action and find the right kind of help for their hearing loss, can save themselves a significant amount - up to 50% - of that lost income.

According to John Bartolucci, Regional Director of the 30 New England Avada Hearing Care Centers, "One of the misconceptions about hearing loss is that it's 'an old person's ailment'. But we know that hearing loss crosses all income and ethnic lines, and impacts people of all ages as well.

"With the recent breakthroughs in digital technology, along with our ability to design hearing aids so small they're almost undetectable, working people should feel very comfortable with the idea of wearing hearing devices, especially when it's been proven they can earn more money and improve their family's overall quality of life", Bartolucci went on to say.

Jay Cotrino, who is a professional musician and barber and a patient of Avada's backed up that contention by saying, "Everyone is always very friendly when I come to Avada for my visits but most important, the hearing instrument specialist took the time to fine tune my hearing aid so that I can play my music with

more confidence, which I was unable to do before I received my hearing device".

According to another survey by the BHI, only 37% of those with hearing loss are at retirement age, leaving the majority still in the work force. But only 23% of all those with hearing loss currently wear hearing aids, even though they are the necessary treatment for an estimated 95% of people with hearing loss.

As research into the causes and treatment of hearing loss continue to shed new light on what is the nation's and the world's third most common medical problem, more has also become known about the range of negative impact it has on human life.

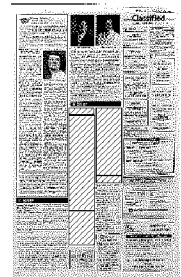
Worker productivity, social skills, self-esteem, physical and emotional health and relationships with family, friends and co-workers are among the important areas negatively impacted when hearing loss is left untreated. All of these are known to significantly improve with the use of hearing aids.

"One of the best parts of being in this business is when we get to listen to our patients after they've been fitted with new hearing aids"; Bartolucci added, "telling us stories about how much happier and more productive they feel because they decided to take action."

To help people understand the nature of hearing loss and what can be done to help, the Avada Hearing Care Centers in New England offer Free Hearing Screenings as a service to the community.

"These Free Hearing Screenings are followed by a detailed discussion of the results and the best options available to help each patient," Bartolucci concluded.

Those concerned about their own



**hearing are urged to contact Avada
Hearing Care Centers at 1 800 313
2870, to arrange for a Free Hearing
Screening.**

Printing imperfections
present during scanning