

Avada offers free hearing screenings to honor Grandparents Day

We all hear plenty about Mother's and Father's Days, but one of the most important days of the year is often overlooked: Grandparents Day. On Sept. 7 we will honor grandparents, the cornerstones of our families, and the part of the population that is most likely to suffer from the frustration, isolation, and the embarrassment of a hearing loss. Avada Hearing Care Centers, operating subsidiary of Hearing Healthcare Management, Inc. (HHM), is offering free hearing screenings throughout the month of September to help grandparents preserve their precious ability to hear their family.

John Bartolucci, Regional Director of John Bartolucci, stresses the importance of telling your grandparents to take care of their hearing. "Our community and our families continue to treat hearing loss as a minor problem, while studies show that when people cannot hear properly the quality of their family-life can severely decline," said Bartolucci. "Hearing loss can usually be diagnosed easily, and there are solutions in the form of digital and

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programmable hearing instruments, many of which are not visible."

A grandparent with a hearing loss can have serious implications, possibly putting their lives and the lives of their loved ones in danger. They may not be able to react to the sound of a smoke detector, traffic, or worse, the cries of their grandchildren. One such story from Sergei Kochkin, Ph.D., of the Better Hearing Institute demonstrates the danger in this: A 66-year-old man who was aggravated that his wife dragged him into a hearing evaluation, decided that he did not need the amplification the audiologist recommended. Eighteen months later, while watching his three-year-old grandson, the child

opened the screen door of the living room while his grandfather was there and wandered down the street. A neighbor found and returned him. Luckily, this story had a happy ending.

The Better Hearing Institute's statistics indicate that 18 percent of baby-boomers (ages 45 to 64) have hearing loss and 29 percent of people over 65 have hearing loss. Recent research indicates that one in five new users of hearing instruments do so out of concern for their safety or the safety of their loved ones.

Everyone over the age of 55 should have annual hearing screenings. John Bartolucci 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 270 hearing care centers nationwide. For more information about John Bartolucci and its services, please call 860-1188 or visit www.avada.com.

