

## **Help Your Loved One Hear for the New Year**

During your holiday visits with friends and relatives, did your loved one often misunderstand what was being said? Did he or she have trouble following the conversation at a holiday party? Were they hesitant to attend a family function because they were afraid they could not participate in conversations? If you answered “yes” to any of these questions, your loved one may have a hearing loss. Hearing loss typically occurs gradually and sometimes can go unnoticed for years. Start 2010 with a bang; make it your resolution to help a loved one *Hear for the New Year!*

According to a recent Better Hearing Institute (BHI) survey of nearly 47,000 households, more than half (51%) of new first-time owners of hearing aids indicated that family members were a key factor influencing their purchase of a hearing aid in 2008. Fifty-five percent of new hearing aid users sought treatment once they realized through testing how serious their hearing loss was.

Hearing loss is one of the most commonly unaddressed health conditions in America today, and affects more than 34 million Americans. Six out of ten Americans with hearing loss are below retirement age. Numerous studies have linked untreated hearing loss to a wide range of

physical and emotional conditions, including irritability, negativism, anger, fatigue, tension, stress, depression, avoidance or withdrawal from social situations, reduced alertness, impaired memory, reduced job performance and earning power, and diminished psychological and overall health.

A comprehensive hearing test at The Place for Better Hearing is the way to get started. This is the easiest way to determine if your loved one has a hearing loss; most hearing losses can be treated with hearing aids.

Audiologists Dr. Laurie DeWine and Stefanie Godbey will perform a hearing evaluation and review the results of this evaluation immediately.

“Half of people with untreated hearing loss simply aren’t aware of their hearing loss and the impact it has on their lives and the lives of their loved ones- while others deny or minimize their known hearing loss,” states Dr. DeWine. “We are capable of explaining the results of your loved one’s hearing test in several different ways, even with the help of computerized demonstrations. This ensures that the severity of their hearing loss is understood to its fullest degree.”

Dr. DeWine and Ms. Godbey can help your loved one choose the best hearing aid for them. They will discuss their hearing test results, lifestyle, and communication needs. Remember, not all hearing aids are alike; hearing aids come in a variety of sizes, technology, and prices.

“Helping a loved one who isn’t willing to help himself is one of the most painful challenges a family can face,” says Godbey. “And helping a family member deal with hearing loss is no exception. However, the most loving course you can take with someone in denial over their hearing loss is to help them come to terms with it so they can seek treatment.”

The Place for Better Hearing provides state-of-the-art hearing aids to help your loved one hear better. They are currently working with the most sophisticated hearing aids available today- **S Series** by Starkey Laboratories. The precision and flexibility of **S Series** gives hearing aids the ability to more accurately tailor amplification for the hearing aid wearer’s listening and lifestyle needs. The Place for Better Hearing takes pride in working with Starkey Laboratories for their continued advances in providing groundbreaking technology and because Starkey is an American owned and operated company.

Make 2010 the year you help a loved one get motivated to address their hearing loss. By helping improve your loved one’s hearing, you can improve their quality of life. For more information or to schedule an appointment, call *The Place for Better Hearing* at (513)268-4532 or visit [www.HearingBetter.net](http://www.HearingBetter.net) .