

Cortland Hearing News



Hearing news you can use!

Fall 2012

WANTED: 30 People with Hearing Loss

Cortland Hearing Aids is looking for 30 people with hearing loss to evaluate new digital, noise reduction hearing aids, RISK-FREE! To be a candidate you must have difficulty hearing, especially in noisy situations. If you have never worn hearing aids, or your current hearing aids are more than three years old, we encourage you to call our office for this special event. Dr. Suzette Pace will perform hearing screenings at no charge to determine if you are a candidate for this program.

**Call 607-756-1053
today to reserve
your space!**

Diabetes and Hearing Loss

If you have diabetes, know or are related to someone with diabetes, you are probably familiar with the damage the disease can do to the circulatory system including the heart. What you might not know is that the same glucose overload that destroys other parts of the body can and does diminish hearing. According to a study conducted under the National Institute of Health (NIH) by Bainbridge et al. and reported on in the Annals of Internal Medicine, hearing loss is more than twice as likely among diabetics.

Many times those who suffer from reduced hearing do so unknowingly, unaware that an untreated hearing loss has diminished their quality of life.

It is often assumed that a deficit in hearing would be quickly recognized by the individual, but in actuality the person suffering with hearing loss attributes the condition to noise levels in the room or to "mumbling" of those they are trying to understand. The average length of time for a person to recognize and seek aid for their hearing loss is five years. This is a startling fact considering deficits in hearing can weaken a person's ability to communicate, creates feeling of depression and isolation, and can contribute to memory robbing diseases like Alzheimer's and dementia.

"Diabetes may be prematurely aging the ear" (Bainbridge et al., 2008).

Decreased hearing function is not confined to older diabetics. It has been evidenced in children and people as young as 30, inhibiting communicative abilities with severity ranging from mild to moderate levels. This insipid deterioration slowly ensures that a good deal of the auditory world is inaccessible to a diabetic individual, cutting them off little by little. Awareness of this issue must be raised by diabetics and their families as screening for hearing loss, unlike vision, is not among the current battery of test routinely given to diabetics. Advances in technology and testing make diagnosing and treating hearing loss relatively easy and cost effective, thus making limited information and insufficient risk evaluation in healthcare two of the greatest reforms needed to improve the auditory health of a diabetic.



Dr. Suzette Pace, Au.D. looks forward to seeing you soon. Call **Cortland Hearing Aids** today at **607.756.1053** to schedule your next appointment!



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RETURN SERVICE REQUESTED

607.756.1053

www.CortlandHearingAids.com

A seasonal reminder from Cortland Hearing Aids

Autumn has arrived, and that means that the holiday season is just around the corner! As you plan your family gatherings and celebration feasts, consider how valuable these times spent with loved ones are to your life.

Oftentimes, the people we love the most are busy throughout the year, and the holidays are usually the only times that everyone spends together. If you suffer from hearing loss, you're probably missing a lot during

these rare celebrations. Hearing is critical to effective communication, and the holidays may be your only chance this year to communicate with the family members that are "on the go" or those that live far from you.

Perhaps you have a child visiting from a far-away college this autumn, and you'd like to hear all of the stories this young scholar has to share! Maybe you have an infant grandchild you don't see as often

as you'd like, and you want to experience every giggle and sound while you have the chance during the holidays.

There's a lot to be thankful for this autumn, and there's a lot to miss out on if you're not hearing as well as you could... Don't let hearing loss rob you of precious times with loved ones this holiday season -- schedule an appointment with our practice to treat the problem before it's too late!

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Referral Rewards Program

The greatest compliment our practice can receive is the referral of a friend or family member by one of our satisfied patients. When your friend or family member purchases hearing aids through us, they will receive a **\$50 discount**, and we will provide you with a **\$25 gift card!**

Call **607-756-1053** today for more information.