

Cortland Hearing News



Hearing news you can use!

Spring 2013

Spring Travel Tips

Better Hearing, Better Travel

Traveling this spring? Before you leave, make sure you take the following precautions to ensure your hearing aid is functioning properly while away from home.

- Get new batteries and have your hearing aids cleaned by a professional. The first thing you do when traveling by car is to have your car serviced, the same should be true of hearing aids. Having a professional clean and change the batteries can go a long way in preventing a vacation disaster.
- Look into insurance for your hearing aid in the event it's lost or damaged. Hearing aid insurance, much like trip insurance, helps to give you peace of mind when traveling.
- If heading to a humid climate, purchase a drying agent to keep your hearing aid from getting damp. A dehumidifier, cloth, and a cover for the speaker on your hearing aids are all ways to keep moisture from infiltrating the delicate mechanisms of your hearing aid.
- Visit your audiologist before you leave if you're experiencing any problems with your hearing aid. Find out before you go if your hearing aids need to be repaired.

Remember it's much easier to take these steps before you leave and are away from home than when you are in another state or outside the country.

Better hearing will lead to better enjoyment of your trip!

Baby Boomer Hearing Loss

In our ever changing world, baby boomers are unique. They are a generation that grew up healthier and wealthier than their parents. In general baby boomers are among the first generation with a strong belief in an improving world. As baby boomers have grown older, they have tended to face the changes in their health and bodies with an open and optimistic attitude. The rock and roll generation's fun-loving and active lifestyles are setting the tone for those that follow. And so it comes as a surprise that the same is not true of baby boomers with hearing loss.

A recent study found that 38 million baby boomers in the United States experience various degrees of hearing difficulties. But according to Parent Giving, "Only one in every six individuals has been medically diagnosed and only one in three has gotten his or her hearing tested." The majority of boomers with hearing loss fail to seek medical attention despite the fact that half of them admitted that their hearing problem interfered with their family life. In addition, about one third reported problems hearing and understanding a telephone conversation.

Why are boomers so timid about getting their hearing fixed when improved hearing means better relationships, more income, and has been shown to relieve depression and feelings of isolation? Quite simply, it's a matter of old stereotypes. Literally. Boomers don't mind doing what they can to stay young and active, but they don't like the idea of facing a condition that to them seems to indicate they are old.

Past stereotypes of people with hearing loss and those who wear hearing aids as being old and out of touch means hip baby boomers shy, almost spasmodically, away from dealing with their hearing loss. The irony is that the stereotypes are not true. People who deal with their hearing loss are shown to feel and act younger and are seen as more in touch. They have less problem understanding conversations, are more relaxed in social settings, and because today's hearing aids are so small, they are rarely spotted. In fact, it is much more conspicuous to people when someone with hearing loss is denying their issue. Many times someone with hearing loss nods or smiles or pretends to understand in the hopes that they will fool people, but this is never the case. The only person they are fooling is themselves. So come on, baby boomers, you've led the way before. You've championed change and have shown your kids how to live more active and adventurous lifestyles as they age, so its time to step up. See your audiologist and get back into the hearing world!



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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The Consequences of Untreated Hearing Loss

A study by the National Council on the Aging found that an estimated 19 million adults from age 45 and up have hearing loss but fewer than half use hearing aids. Their study was aimed at discovering the consequences of untreated hearing loss for older adults. Untreated hearing loss has economic, emotional, and health costs.

Health

“Anything we can do to preserve our hearing- whether it’s avoiding damage in the first place by limiting exposure to loud sounds, or by getting a hearing aid to boost input levels-will potentially preserve the health and function of the brain regions involved in processing sounds and speech.”
Dr. Jonathan Peelle

Recent studies have found a shocking connection between hearing loss and serious health conditions like dementia and Alzheimer’s. It is thought that the strain of having to decode words over the years, the lack of stimulation delivered through the ears to the brain, or the social isolation that often occurs with hearing loss is responsible for this connection. It’s not just mental functions that are diminished with untreated hearing loss, people with untreated

hearing loss have been shown to be less healthy than those that seek treatment.

Economic

“Hearing loss was shown to negatively impact household income on-average up to \$12,000 per year depending on the degree of hearing loss.”
Better Hearing Institute

26 million people live with untreated hearing loss. A majority of those people cite the high cost of hearing aids as the reason for refusing treatment, but individuals and society still pay the cost in lost income, higher health care cost, and lost taxes. Untreated hearing loss costs the average person 12,000 a year, and the collective monetary cost of untreated hearing loss is thought to exceed 100 billion dollars a year. It is believed lower salary is due to more mistakes that come about due to an inability to engage in every day communication.

Emotional

“Blindness separates us from things but deafness separates us from people.” Helen Keller

A comparison of older adults with hearing loss who did not use hearing aids and those who did

use hearing aids showed a marked difference in levels of happiness and general satisfaction with life. Those who did not use hearing aids were more likely to report sadness and depression, worry and anxiety, paranoia, less social activity, emotional turmoil and insecurity.

Treatment

“When someone in the family has a hearing loss, the entire family has a hearing problem.” Mark Ross, PhD

There is a myth around hearing loss that suggests correcting hearing loss is not necessary to live a fully engaged life. This isn’t true. People who improve their hearing with hearing aids more often reported better relationships with their families, better feelings about themselves, improved mental health, and greater independence and security. Thus, hearing loss can impact health, income, and emotions in ways people fail to realize. There are many important reasons for treating hearing loss. See your audiologist to begin your journey back to hearing fitness.

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.



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