

HELP YOUR LOVED ONES HEAR BETTER THIS HOLIDAY SEASON

Hearing Professionals is urging families within Maryland to be alert for relatives and friends who seem to have trouble hearing this holiday season.

Hearing loss affects the ability of people to celebrate the holidays with family and friends, often leading to isolation and depression. Hearing loss is one of the most commonly unaddressed health conditions in America today. More than 34 million people in the United States have hearing loss—roughly 11 percent of the population.

“The holidays are a time to gather together with family and friends,” says **Lisa Nelson, Au.D. and Owner of Hearing Professionals.** “But for friends and relatives with untreated hearing loss, the holiday season can be bittersweet. By staying alert to the signs of unaddressed hearing loss, and by encouraging those we love to address the problem, we can help them regain their quality of life and strengthen our relation-

ships with them.”

Hearing loss occurs at all ages. For example, among people aged 46 to 64, about 15 percent already have hearing problems. Sixty percent of people with hearing loss are below retirement age. Hearing loss can occur due to exposure to loud music or noises.

There is increasing evidence that people with certain medical conditions—such as diabetes, Alzheimer’s disease, kidney disease, heart disease, and even vision loss—may be at an increased risk of hearing loss. And numerous studies have linked untreated hearing loss to a wide range of physical and emotional conditions.

According to a BHI study, family members play a critical role in whether loved ones address a hearing loss. More than half (51%) of new first-time owners of hearing aids said that family members were a key factor influencing their purchase. Fifty-five percent of

new hearing aids users sought treatment once they realized through testing how serious their hearing loss was.

In the vast majority of situations, hearing aids can help a person hear better. Studies have shown that hearing aid wearers experience significant improvements in quality of life and decreased depressive symptoms; have significantly higher self-concepts compared to individuals who do not wear hearing aids; and their functional health status improves significantly after three months of hearing aid use.

**FREE Listening
 Demonstration**

*(No obligation to purchase, just “hear”
 the difference technology can make!)*

**Offer Expires 12/31/2010
 Must be 18 or older**

Hearing Professionals is here to help! Encourage your friends and/or loved ones to call and schedule an appointment in December for a free hearing screening.

“Qualified ears” can take the hearing aids for a test drive. We want you to hear the difference for yourself in your home and or working environment.

HOW TO HELP WITH HEARING LOSS—THE RIGHT WAY

Does someone you love often ask you to repeat what you’re saying? If so, you may not be doing your loved one a favor by repeating what you just said.

Helping a loved one who isn’t willing to help himself is one of the most painful challenges a family can face. And helping a family member deal with hearing loss is no exception. Sadly, denial - when someone will not acknowledge hearing loss - poses the most significant barrier to the improved

well-being of people with unaddressed hearing loss.

Some people associate hearing loss with growing older. But in reality, hearing loss can - and does - affect people of all ages, especially in this day of loud music and other loud noises that can damage hearing.

To compensate for hearing loss, people in denial often ask those around them to repeat information at greater volume, unintentionally compelling their loved ones to act as their ears. Yet acting as ears for a loved one with hearing loss in denial can actually do more harm than good.

denial doesn’t help them. Rather, it encourages unconstructive codependent relationships. By compensating for their hearing loss in this manner, you’re actually enabling the hearing loss to have a negative impact on many aspects of your loved one’s quality of life, including job performance.”

Studies link hearing loss to feelings of irritability, negativity and anger, fatigue, tension, stress, depression, social isolation, reduced alertness, impaired memory, poor job performance and earning power, and diminished psychological and overall health, according to the BHI Web site.

“Clearly, the more loving course to take with your family member with hearing loss in denial is to help him or her come to terms with his hearing loss and get treatment to help him hear better,” Kochkin says.

**Discounts for “trading in” your
 current devices for newer
 technology and tax credits on
 your 2010 tax return!**

***Some restrictions apply.*

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SUCCESS! SUCCESS! SUCCESS!

I remember Christmas of 2009. I was in the midst of my family and close friends celebrating in the usual tradition, when I felt like an outsider looking in. I had no idea why I suddenly felt so lonely, depressed and angry. Everyone was having a lovely time, the adults were conversing, the teenagers were sharing music and discussing bands and my three college age granddaughters were commiserating about cafeteria food, dorms and roommates. I thought to myself, I love these people, I invited them here, why am I so frustrated?

Just then my daughter asked me a question. "What?" I said. So she repeated the question and I answered. She asked if I would like to go talk in another room where we could have some privacy. She asked if I was feeling well and said she was concerned about me. "You're just not yourself. Mom, what's up?"

I made an appointment with my family doctor and I received a good report. Other than the normal recommendations, less salt, caffeine and more exercise, my doctor suggested I have a hearing test.

So, I made an appointment. I really didn't think too much would come of it. I figured this was a standard at my age and just went along. MY WORLD CHANGED! I could not believe how much I had been missing! No wonder I had felt so miserable at Christmas, it was my hearing loss that left me feeling like I was an outsider. I now wear two hearing aids and I LOVE them. I don't strain to hear, I don't have to ask people to repeat nearly as often, I can again enjoy company and conversation and my large loud family.



4 Full Service Locations

Bowie	4000 Mitchellville Road, A-202	301-464-2036	Waldorf	3460 Old Washington Road, #203	301-932-4237
California	23077 Three Notch Road, #101	301-737-4040	Laurel	14201 Laurel Park Drive, #109	301-604-3177

Visit our website at www.hearing-professionals.com