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WE'RE COMMITTED to Our Community



Hearing, one of the most important senses, connects you to loved ones' voices, favorite songs, and countless other sounds that are central to your life. We've been deepening connections in the community through better hearing for years, but we'd like to spend even more time with our friends and neighbors!

Do you belong to a church, neighborhood association, or community organization? We'd love to speak to your group on the importance of protecting, preserving, and promoting the benefits of better hearing. It's complimentary — we consider it part of our duties as a member of the community.

The topics we can cover include:

- ▶ How to know if you have a hearing loss
- ▶ Maintaining healthy hearing
- ▶ Hearing and balance
- ▶ How overall health affects hearing health
- ▶ Emerging technology
- ▶ Tinnitus (ringing in the ears)



If this sounds helpful, we'd love to talk to you — call today to schedule an event. Thank you for helping us share the gift of better hearing!

2591 Baglyos Cir, Ste C-48 • Bethlehem • 610.866.2929



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SoundNews

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Myth Busting: 4 FACTS About Your Hearing Health



Is hearing loss just an inevitable part of growing older? Can a simple sound amplifier take the place of hearing aids? Is there nothing I can do about that ringing in my ears?

You took a big step toward greater wellness in getting your hearing checked by our caring team, but common myths and misconceptions can sometimes get in the way of continuing the journey to better health.

We're busting a few myths with some helpful facts. Read on, and get empowered to improve your hearing today.

Myth: Hearing impairment simply comes with aging.

Fact: "Age is the strongest predictor of hearing loss among adults aged 20 to 69," according to the National Institute on Deafness and Other Communication Disorders, but did you know that some 2 to 3 of every 1,000 U.S. kids enter the world with a detectable impairment in one or both ears? Plus, noise-related hearing damage — a common, cumulative, and preventable public-health problem — widely affects adults and youth.

Myth: A personal sound amplification product, or PSAP, will take care of my hearing loss.

Fact: Wearable electronic amplifiers, designed to hear environmental sounds for those who don't have hearing loss, only make a sound louder and are neither FDA-regulated nor recommended to treat actual hearing loss. Misuse or overuse of PSAPs could even cause or aggravate hearing damage, so it's best to let your hearing care professional evaluate your hearing and help you determine the best solution for your unique listening needs.

Myth: That ringing in my ears is all in my head, and nothing can be done about it.

Fact: If you perceive a ringing, buzzing, whistling, or humming in your ears that nobody else seems to hear, you may be among the nearly 50 million Americans with tinnitus, a condition that can be managed. It's commonly linked to health issues such as hearing loss, and treatments such as behavioral therapies and devices that may include hearing aids can make a difference in handling the problem.

Myth: Hearing loss is an isolated issue that doesn't affect my overall health.

Fact: On the contrary, hearing loss is a chronic public-health challenge that, if left untreated, can have far-reaching consequences for physical, mental, social, and even financial wellness. For example, individuals with moderate hearing loss are three times as likely to develop dementia, and untreated hearing loss can reduce household earnings by as much as \$30,000.

Knowledge is power, so don't let myths and misconceptions keep you from moving forward on the path to better health. Visit us online at www.CenterAudiology.com to learn about hearing, tinnitus, hearing aids, and more. We're here to help!

Sources: National Institute on Deafness and Other Communication Disorders. Quick Statistics About Hearing. <https://www.nidcd.nih.gov/health/statistics/quick-statistics-hearing>. Accessed Oct. 31, 2017. American Tinnitus Association. Understanding the Facts. <https://www.ata.org/understanding-facts>. Accessed Oct. 31, 2017. The JAMA Network | JAMA Neurology. Hearing Loss and Incident Dementia. <http://jamanetwork.com/journals/jamaneurology/fullarticle/802291>. Accessed Oct. 31, 2017. Northern Virginia Resource Center for Deaf and Hard of Hearing Persons. BHL: People With Untreated Hearing Loss Lose Income Annually. <http://www.nvrc.org/2011/03/bhl-people-with-untreated-hearing-loss-lose-income-annually/>. Accessed Oct. 31, 2017.