

Hearing Facts And Figures

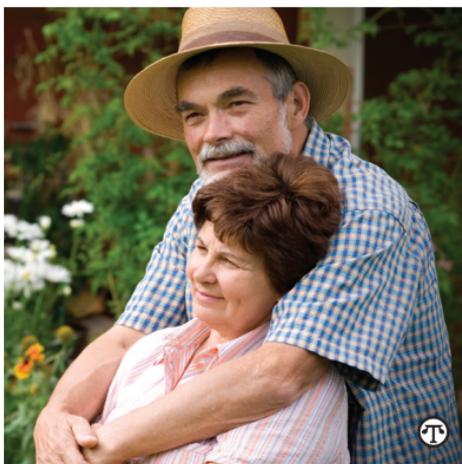
Aiding Communication—Baby Boomers' Key To A Healthy Marriage

(NAPSA)—What did you say? Can you repeat that, please? Hearing loss makes communication a challenge, which unfortunately may put relationships—in particular, a marriage—in peril. Feelings of anger, frustration and resentment are often experienced by those suffering from hearing loss, as well as by spouses who are constantly barraged with having to repeat themselves or talk louder.

With 36 million people affected by hearing loss, according to the American Academy of Audiology (AAA), there are, no doubt, a significant number of marriages suffering from a lack of communication. In fact, in a U.S. survey of baby boomers conducted by Energizer Battery, Inc., nearly half (48 percent) of those surveyed said their marriages have suffered because of their spouse's hearing loss. While the best way to treat hearing loss is with a hearing aid, the AAA also cites that only one out of every five adults who needs a hearing aid actually wears one. What is it about hearing aids that people avoid? For some, perhaps it is vanity or denial, but for most it is the cost factor, as hearing aids are not covered by Medicare or most insurance plans and can cost up to \$3,000 per ear.

The good news is that thanks to Dr. Sreek Cherukuri, M.D., Board-Certified Ear, Nose & Throat Physician from Chicago, Ill., those who can't afford hearing aids no longer have to suffer through silent marriages. In 2009, Dr. Cherukuri pioneered the affordable hearing aid by creating MDHearingAid®, a line of aesthetically discreet, behind-the-ear-design hearing aids.

Recently, the brand launched its newest innovation, the physician-created, FDA-registered and audiologist-tested MDHearingAid AIR, one of the smallest, digital and affordable hearing aids—just \$350 per ear—featuring telecoil technology integration (or t-coil), typically reserved for expensive hearing aids. T-coil in the AIR functions as a wireless antenna that links to sound systems found in smartphones, landline telephones and loop-equipped public spaces, such



For many baby boomers, hearing well can be the key to a healthy marriage.

as many churches and movie theaters, to deliver customized sound and seamless transitions between listening environments.

If you or your spouse experiences any of the signs below, Dr. Cherukuri urges you to see an otolaryngologist or physician to be examined and counseled on purchasing the best hearing aid within budget.

Muffled hearing and asking your spouse to repeat constantly.

- If your other half is covering his or her ears because the TV is too loud and you still can't hear it, it's time for a hearing test.

Difficulty understanding what your partner is saying in public spaces.

- When there are competing voices or background noise and you cannot distinguish the specific words, it can be a sign of hearing loss.

Avoiding conversation and social interaction.

- If you've always loved going out but suddenly it is "too much," once again being able to hear those you love will make conversation more fun.

Depression.

- All of the above situations can cause depression and isolation. A good course of action to pursue is a hearing test and trying a hearing aid to be sure the depression is not hearing related.

For more information on hearing loss, visit www.mdhearingaid.com.