

New Studies Link Hearing Loss to Several Medical Problems

Research Shows Importance of Early Detection

-Chicago, IL

New research now connects hearing loss to a wide assortment of health issues. These findings appear to indicate that hearing loss, a condition currently untreated in about 85% of those affected, may, in fact, be the nation's most damaging and costly sensory concern.

Untreated Hearing Loss Could Put You at Risk

A recent national study found that individuals who neglect or ignore hearing loss put themselves at greater danger for



a broad range of physical, cognitive and emotional problems, including **dementia, depression, irritability and balance issues**. Even mild hearing loss was shown to triple the chance of falls, especially among older adults.



Many Everyday Illnesses Can Harm Hearing

Scientific findings now point to an extensive list of common medical conditions - from high blood pressure and diabetes to measles and chicken pox - as potential causes for hearing damage. Even more surprisingly, a list of over 200 medications, including common antibiotics, allergy drugs and even aspirin - can result in permanent or short-term hearing loss.

A Simple Hearing Screening- Your First Line of Defense

"With so much evidence emerging on the potential link between hearing loss and various illnesses and medications, it becomes all the more pressing for people to identify and address hearing loss early on," says Dr. Sergei Kochkin, executive director of the Better Hearing Institute (BHI). **Treating hearing loss at its onset can slow, or even stop, its progression**, along with many serious physical and psychological illnesses.

That is why experts urge anyone over 50 to make hearing screenings a routine part of their medical care. It is also recommended that before starting any medication, a licensed hearing care professional should establish a baseline record of an individual's hearing, in order to track potential changes over time.

Good News-Today's Hearing Aids are Incredibly Effective

For people diagnosed with a hearing loss, recent breakthroughs in design and sound processing have enabled today's hearing aids to be extremely small, and offer a remarkably natural listening experience. Modern hearing aids actually know how to prioritize what wearers need to hear, and how to suppress, or block, extraneous noise.



New hearing aids are so small, they practically vanish to the ear

Are You Hard of Hearing?

A major name brand hearing aid provider wishes to field-test a remarkable new hearing instrument in the area. This offer is free of charge and you are under no obligation.

The revolutionary 100% Digital Instruments use the latest technology to comfortably and almost invisibly help you hear more clearly. This technology solves the "stopped up ears", "head in barrel" sensation some people experience, and has been clinically demonstrated to improve hearing in noisy environments.

If you wish to participate, you will be required to have your hearing tested in our office **FREE OF CHARGE** to determine candidacy.

There is no fee whatsoever for participation in this field test. Special testing will be done to determine the increased benefits of this technology. Benefits of hearing aids vary by type and degree of hearing loss, noisy environment, accuracy of hearing test, and proper fit. This is a wonderful opportunity to determine if hearing help is available for your hearing loss while you evaluate your performance with this technology.



Hearing tests available for 5 days only!
January 14-18, 2019
Call Today -Appointments are limited!

Beltone Hearing is NOW Offering...

- Hearing aids at **NO COST** to federal workers and retirees!
- **That's Right.. No Co-Pay! No Exam Fee! No Adjustment Fee!**

The Blue Cross and Blue Shield Federal Employee Program pays the total cost of 2 Ally-3 hearing aids. Most Federal Government employees and retirees are eligible. You may even be covered if you have other non-federal insurance coverage. Special factory pricing available for non-qualifiers.

BlueCross BlueShield Federal Employee Program		Government-Wide Service Benefit Plan	PP0
Member Name I M Sample		www.fepblue.org	
Member ID R9999999			
Enrollment Code	104	RollIN	610239
Effective Date	01/01/2008	RxPCN	FEPRX
		RxGrp	65006500

Does your BCBS card look like this? If so, CALL TODAY!



We are providers for Blue Cross Blue Shield, Mayo Clinic Health Solutions, EPIC, HearUSA, AARP, Hearing Care Solutions, and many others. We meet and/or exceed most insurance and discount benefit programs like Gundersen Lutheran Senior Preferred, Humana, United Health Care, Health Traditions, Silver Plans, Medicare Advantage, and prescription drug plans.

Onalaska 927 Riders Club Rd. **La Crosse** 4535 Mormon Coulee Rd.

La Crescent 33 South Walnut **Viroqua** 1316 Bad Axe Court **Decorah** 801 Commerce Dr.

Winona 52 W. 3rd Street **Sparta** 1000 E. Montgomery

Tomah 1520 E. Saratoga **Hillsboro** 118 Madison St. **Caledonia** 306 S. East Street

EVENING/WEEKEND AND IN-HOME APPOINTMENTS AVAILABLE



La Crosse & surrounding areas, call Toll Free:

1-800-334-3795

Reservation Code
LNSN118

HEALTH NOTIFICATION