## PAID ADVERTISEMENT

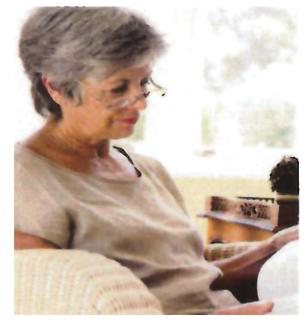
# **New Studies Link Hearing Loss to Several Medical Problems Research Shows Importance of Early Detection**

### -Chicago, IL

New research now connects hearing loss to **IN** 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 Many Everyday Illnesses 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.



# **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 shortterm 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.

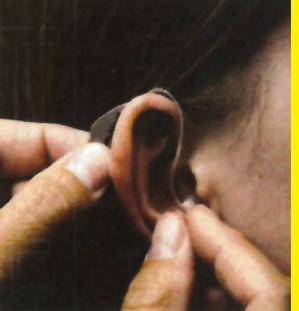


New hearing aids are so small, they practically vanish to the ear

# **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.

Federal Emplo	ueShield	Service Bene	it rian - Via
Member Name I M Sample Member ID R99999999		www.fepblue.org	
Enrollment Code Effective Date	104 01/01/2008	RxIIN RxPCN RxGrp	610239 FEPRX 65006500

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

