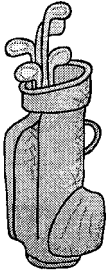




# BEST HEARING CENTER NEWSLETTER

[www.besthearingcenter.com](http://www.besthearingcenter.com)

Fall, 2005



## VACATION

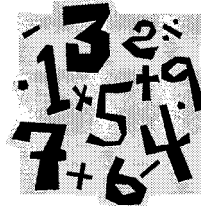
Dr. Freeman and her husband will be out of town September 5-9, 2005; so that, they can attend the Women's Solheim Golf Tournament and play some golf themselves. The office will be open for battery and assistive device sales and for scheduling appointments from September 6th through the 9th.

## BETTER HEARING INSTITUTE CELEBRITIES

Arnold Palmer is a legendary golfer, an esteemed golf course designer, and the founder of the Arnold Palmer Hospital for Children and Women. He has worn hearing aids for many years and devotes a substantial amount of time promoting the value of treating hearing loss. In a recent interview Mr. Palmer said, "I've noticed the sound of the golf ball being hit by the golf club is different and much more realistic with the hearing aids. The sound with the hearing aids makes sense and better represents what I know is happening to the golf ball. So you could say that the hearing aids help give me confidence regarding my golf game. I've been wearing hearing aids for a long time. The technology available now is simply unbelievable. When I compare the new digital products to what we had 30 years ago, it's an amazing difference. The products have improved dramatically, and fortunately, they'll just continue to get better." Arnold Palmer is also the celebrity representative for Rayovac hearing aid batteries.

To read more about other celebrities, such as Jim Ryun (Congressman and world class runner), Al and Bobby Unser (race car drivers), Mark Herndon (musician), Reggie Williams (football player), Mike Singletary (football player), Richard Thomas (actor), Florence Henderson (actress), Jim Kyte (hockey player), and others on how they have dealt with their hearing loss, check out the Better Hearing Institute's website at [www.betterhearing.org](http://www.betterhearing.org).

## HOW COMMON IS HEARING LOSS ?



Hearing loss is more common than you might think. Hearing loss is occurring at younger and younger ages due to recreational and environmental noise.

### Here are the facts:

28 million Americans are hearing impaired, and an estimated 500 million experience hearing loss world wide.

In the United States, one out of twelve 30 year olds are hearing impaired, and one in eight 50 year olds experience hearing loss.

There are more baby boomers aged 45-64 with a hearing loss than there are people over the age of 65 with a hearing loss.

Hearing loss is second only to arthritis as the most common complaint of older adults.

Only 10% of hearing loss can be helped by surgery or other medical treatments.

90% of hearing losses can be treated with the use of hearing aids.

Only 16% of physicians routinely screen for hearing loss.

60% of the inductees into the Rock and Roll Hall of Fame are hearing impaired.

The hearing aid is the second most widely used assistive technological device after the walking cane.

Causes of hearing loss: noise 33.7%, age 28%, infection or injury 17.1%, birth problems 4.4%, other or unknown 16.8%.

Of the people that could benefit from hearing aids, only 1 in 5 wear them.

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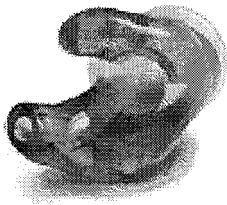
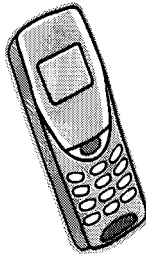
## LOYALTY MONEY



Our best new patients are referred from current patients who recommend us. Beginning 9-1-05, in appreciation to those who refer their friends and family who purchase hearing aids at our office, we will be increasing our "Loyalty Money" coupons from \$50 to \$100 per referral. This Loyalty Money can be used in our office for any product; such as, a hearing aid, batteries, or amplified telephones. Multiple coupons can be collected and used together. Thanks again for your support!

## CUSTOM MADE CELL PHONE EARPLUGS

As seen on WGN Channel 9 News on July 6, 2005, custom made earplugs can be made to use with your cell phone. Hands free cell phone usage while driving became law July 8th in Chicago and may soon become law in the suburbs. Dr. Freeman can make a mold of your ear and order a custom made plug. The mold is made the same way a mold is made for a hearing aid. This plug attaches to your hands free headset that you purchase from your cellular service provider and offers a comfortable, custom fit.



Call our office for more information.

## HEARING RELATED RESEARCH DISCOVERY



Researchers at the Harvard Medical School have identified a protein deep in a mouse's inner ear believed to translate sound into the nerve impulses used by the brain. This discovery could help scientists investigate deafness. This protein TRPA1 (pronounced TRIP-AY-ONE) is located at the tips of the specialized cilia on the hair cells of the inner ear. The researchers believe that this is the most important molecule in the ear. They think that this protein helps to transform sound vibrations into electric signals. This discovery can help them learn how the inner ear really works.

## CELL PHONE COMPATIBILITY

The Federal Communications Commission (FCC) has affirmed its commitment to ensuring the people with hearing loss have cell phones that do not cause interference with their hearing aids. The FCC will be requiring the five largest cell phone companies to make four hearing aid compatible cell phones by September 18, 2005, and five by next year. By 2008, 50% of all cell phones offered should be hearing aid compatible. Consumers will be allowed to test the phones in the store before making their purchase. This combined with a flexible return policy that allows real world testing for 30 days, will give consumers more chances to find a phone they can use.



Hearing aid compatible means that if your hearing aid has a push button or automatic telephone (magnetic) coil, you will be able to use the cell phone without hearing any static or interference.