

INSERT YOUR PRACTICE LOGO

INSERT DATE Contact: (INSERT CONTACT NAME)

FOR IMMEDIATE RELEASE (INSERT e-MAIL)

**HEARING LOSS IS A PUBLIC HEALTH CRISIS—CONSUMERS URGED TO TAKE ACTION DURING NATIONAL PROTECT YOUR HEARING AND AUDIOLOGY AWARENESS MONTH**

(City, State)—According to the National Institute on Deafness and Other Communication disorders, nearly 38 million U.S. adults report some trouble hearing. Hearing loss is the third most common chronic condition for Americans over age 65 years, behind only hypertension and arthritis. Although prevalence increases with age, hearing loss affects people of all ages. One in eight Americans aged 12 years or older has hearing loss in both ears, based on standard hearing examinations and 2-3 of every 1,000 children in the United States are born with a detectable hearing loss in one or both ears.

Untreated hearing loss is associated with elevated risks for depression, dementia, heart attack, and falls. A 2018 JAMA research article found that Medicare beneficiaries with untreated hearing loss experienced higher total healthcare costs, more inpatient hospital stays, and higher hospital readmission rates than those without hearing loss over a 10-year timeframe.

(INSERT NAME OF PRACTICE ie. Dr. Smith’s Hearing Center) and the Academy of Doctors of Audiology urge consumers to take action to protect and optimize their hearing during National Protect Your Hearing Month, celebrated each October. The first step is to see an audiologist for a consultation. Audiologists are highly trained health care professionals who diagnose and treat hearing and balance disorders. They also specialize in preventive care, including counseling, services, and hearing protection solutions to help patients preserve and optimize their hearing over their lifetime. If hearing loss is suspected, early intervention is important for better outcomes.

“There are many possible causes of hearing loss including blockages in the outer ear, ear infections, ototoxic medications, diseases, tumors, head injuries, aging, and noise,” stated (INSERT NAME, CREDENTIAL AND TITLE, e.g. Joe Smith, Au.D., Director of Audiology). “Many of these conditions may be symptoms of a more serious problem and cannot be treated with a hearing aid. Even when hearing aids are a recommended course of treatment, they are just part of the treatment process. Counseling, tinnitus management, aural rehabilitation, ear wax removal, and other services may also be prescribed as part of a comprehensive treatment plan, which is developed by the audiologist, based on each patient’s individual needs.”

The prevalence of hearing loss in the United States is expected to double between 2020 and 2060, due to the graying of America. Audiologists are committed to addressing this public health challenge through prevention, early intervention, and the delivery of evidence-based diagnosis and treatment services.

**About (Insert Your Practice Name and a Brief Paragraph)**

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