

FOR IMMEDIATE RELEASE

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Niceville Hearing Center located in the Twin Cities Medical Plaza Joins The Better Hearing and Speech Council in promoting *Across America Hearing Check Challenge* during the month of May celebrating “Better Speech and Hearing Month”

Niceville, FL—May 1 marks the start of “**Better Hearing and Speech Month**”; a month dedicated to educating consumers about the need to assure that their hearing is healthy. This year, **Niceville Hearing Center** is joining the Better Hearing and Speech Council (BHSC) in promoting the ***Across America Hearing Check Challenge*** a hearing test that lets individuals quickly and confidentially to determine if they need a comprehensive hearing check by a hearing professional. **Niceville Hearing Center** is urging everyone in the **NICEVILLE** area to rise to the challenge, and give a Hearing Health Care Professional a call to schedule an appointment for a complete audiometric evaluation. At **Niceville Hearing Center** we never charge for a hearing check up. Dr. Richard C. Rebeck, Ph.D and a Nationally Board Certified Hearing Aid Specialist will make himself available to answer all your questions and concerns to your satisfaction so that if you need hearing aids, you will be able to make an informed decision.

“We know that unaddressed hearing loss seriously undercuts a person’s quality of life and has a tremendous negative impact on relationships,” says Dr. Rebeck, “We see it every day in our practice and hear it from our patients and their concerned family members and friends.”

“We also know that too many people wait years, even decades, before getting treatment—either unaware of the extent of their hearing loss or too afraid to confront it—losing out on so much. That’s why **NICEVILLE HEARING CENTER** is so excited about offering a simple, and interactive screening check that couples, families, and anyone else can benefit by visiting a Hearing Health Care Professional in our community. Why not consider taking the first, most critical step in reclaiming your hearing—and your quality of life? And when you’re ready to take that next step, Dr. Rebeck is available to fit you with amplification that fits, not only your life style, but also your budget.

The signs of hearing loss can be subtle and emerge slowly, or they can be significant and come on suddenly. Either way, there are many common indicators and symptoms of hearing loss which include not being able to hear well in a crowded room or restaurant, having trouble hearing children and women, keeping the television or radio turned up to a high volume, needing to ask friends to repeat what they're saying, or experiencing ringing in the ears.

“Research shows that hearing health affects everything from job performance and income to personal relationships,” says Dr. Sergei Kochkin, PhD, Executive Director of the Better Hearing Institute and a leading member of the BHSC. “Increasingly, research shows a correlation between hearing loss and other chronic medical conditions including diabetes, heart disease, chronic kidney disease, and Alzheimer’s.”

During Better Hearing and Speech Month, **NICEVILLE HEARING CENTER** also is warning people of the financial dangers of leaving hearing loss unaddressed. People with untreated hearing loss lose as much as \$30,000 in income annually, depending on their degree of hearing loss. The cost to society is estimated at \$26 billion each year in unrealized federal taxes. To those with unaided hearing loss, the yearly cost is estimated at \$176 billion. However, in a recent Better Hearing Institute study, the use of hearing aids was shown to reduce the risk of income loss by 90 to 100 percent for those with milder hearing loss, and from 65 to 77 percent for those with severe to moderate hearing loss. What’s more, hearing aid use was shown to reduce unemployment among hearing aid users.

“Most people don’t have to suffer the consequences of unaddressed hearing loss,” says Dr. Rebeck, “Hearing loss can be easily diagnosed, and there are modern-day solutions that can help people hear better. Simply by getting their hearing checked and addressing their hearing loss, people in our community can reclaim their quality of life. We hope that many of you in **NICEVILLE** will visit a Hearing Health Care Professional during the month of May as we celebrate *Better Hearing and Speech Month*.”

More About Hearing Loss and Hearing Aids

Numerous studies have linked untreated hearing loss to a wide range of physical and emotional conditions, including impaired memory and ability to learn new tasks, reduced alertness, and increased risk to personal safety, irritability, negativism, anger, fatigue, tension, stress, depression, and diminished psychological and overall health. Studies have shown that nine out of ten hearing aid users report improvements in their quality of life.

Advances in digital technology have dramatically improved hearing aids in recent years, making them smaller with better sound quality. Designs are modern, sleek, and discreet. Clarity, greater directionality, better speech audibility in a variety of environments, better cell phone compatibility, less whistling and feedback than hearing aids of the past, and greater ruggedness for active lifestyles are common features.

Dr. Richard C. Rebeck, Ph.D., H.A.S., NBC-HIS, Nationally Board Certified Hearing Instrument Specialist is part of our regional network of Hearing Health Care Professionals who are leading the way in helping people experience healthier hearing lives. Through advanced hearing technology and superior service, His goal is to educate patients about hearing loss and its effects on their lives, while ultimately providing innovative solutions that meet each individual’s hearing needs and lifestyle.

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The Better Hearing and Speech Council is a coalition of national and local organizations dedicated to promoting high quality hearing health and hearing healthcare for all residents of the United States.