

HEARING LOSS IN THE YOUNGER GENERATION

As more and more young people consistently dial up their earbuds to dangerous levels for hours at a time, the stigma of hearing loss being an “old person’s condition” could soon fade away.

According to the World Health Organization, 1.1 billion people between the ages of 12–35 are at risk of hearing loss due to noise exposure in recreational settings.

Even more, an Ohio State University study shows that early hearing loss is changing the way young people’s brains work – raising concerns about long-term effects.

Tests showed that young people with hearing loss were using parts of their brain to process language not typically used until people are over 50 and experience age-related hearing loss. Researcher Yune Lee told Ohio State News that he is especially concerned about the link between hearing loss and dementia. “Previous research shows that people with mild hearing loss are twice as likely to have dementia. And those with moderate to severe hearing loss have three to five times the risk,” Lee said.

“We can’t be sure, but we suspect that what happens is you put so much effort into listening you drain your cognitive resources, and that has a negative effect on your thinking and memory and that can eventually lead to dementia.”

While young people should take note and dial it down, employers should take note, too. Hearing damage is permanent. While they expect to deal with it among their older workers – especially aging baby boomers – it could become prevalent among their entry-level workforce.

Unless the hearing loss is treated, it can have an impact on the bottom line by affecting workers’ productivity. People with hearing loss might miss key comments in a meeting or phone call or avoid situations that are key to their jobs. And, because there is a stigma, they may not seek testing and treatment that could help.

Integrating education about the importance of hearing care into existing wellness efforts can remove that stigma, encourage people to seek the help they need, and identify any issues early. The staff at Comprehensive Ear & Hearing is available to help with that education through written materials or on-site presentations.

Employers can also offer hearing health benefits. While medical insurance plans do not typically cover hearing care, Comprehensive Ear & Hearing has a benefit plan available that can supplement traditional insurance at no charge to employers.

The Comprehensive Ear & Hearing Benefits Plan provides access to free testing, discounts on the purchase of hearing aids and other benefits. Also, hearing aids are eligible expenses for health savings accounts (HSAs) and flexible savings accounts (FSAs).

THE WORKFORCE: 26 million Americans between the ages of 20 and 69 have high frequency hearing loss

HIGH RISK PROFESSIONS: 1 IN 4 workers exposed to high levels of noise will develop hearing loss



Police Officers



Firefighters



Musicians



Farmers



Construction Workers



Factory Workers



Military Personnel



Heavy Industry Workers

COSTS OF HEARING LOSS

\$176 BILLION lost per year due to underemployment for people with untreated hearing loss

\$30,000 amount of lost income for people with untreated hearing loss



BENEFITS OF HEARING AIDS

Hearing aids reduce the risk of income loss dramatically -- by 90%-100% for those with milder hearing loss.

People with hearing aids are nearly twice as likely to be employed as there peers with hearing loss that do not wear hearing aids.

Employees and Family Members Receive

- FREE hearing screens
- FREE hearing instrument demonstrations and trial use
- \$500 OFF a pair of digital hearing instruments
- FREE clean & checks on current hearing instruments
- 20% OFF hearing instrument accessories or assistive listening devices.
- 20% OFF custom hearing protection (music, shooters, occupational, swim plugs)
- 0% financing options available

Discounts cannot be combined with other offers.

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Zeeland (616) 772-1986
Grand Haven (616) 847-3144

Comprehensive Services with a Caring Touch!

Hearing Benefits Card

The Comprehensive Ear & Hearing Benefits Plan is available to all businesses in Allegan, Kent, Muskegon and Ottawa Counties. If you'd like more information on the Comprehensive Ear & Hearing Business Benefits Program or to receive benefits cards for your employees, call Deb Broemer at 616.847.3144.

HOW YOU CAN RECOGNIZE HEARING LOSS

If you suspect one of your colleagues is suffering from hearing loss, you can look for certain signs. One or more almost always occur. Some depend on the degree of hearing loss and the individual's reaction to his or her (undiscovered) hearing loss. Some of the most common signs of hearing loss include:

- Often asking people to repeat themselves - or saying "what?"
- Forgetting or misunderstanding what has been said or agreed upon.
- Difficulty hearing people talking from behind.
- Turning up the volume of the TV or radio.
- Problems hearing on the telephone or hearing the phone ring.
- Often cupping hands behind the ears.

If you find that your suspicion is confirmed and a hearing problem may be present, it is important that the individual has a hearing test. But before you discuss the issue with the person in question, keep in mind that he or she may not be aware of the problem and may be sensitive to the thought of acknowledging the possibility of a hearing loss.

It's a loud, loud, loud, loud world

- People **65+** are **5x** more likely to have hearing loss than those under 65.
- **22 million** workers are exposed to potentially damaging noise each year.
- **Four million** workers go to work each day in damaging noise.
- Men are almost **twice** as likely as women to have hearing loss.
- **1 in 6** Americans are affected by tinnitus.
- Human hearing is best between ages **18 and 25**
- Hearing loss is untreated in **85%** of those affected by it.

<https://www.starkey.com/blog/2018/05/Number-of-people-with-hearing-loss>

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Did you know?

Hearing Aids can . . .

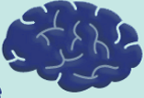
sync with


TV


Stereos


Computers


Phones


reduce
the effects of Alzheimer's
and dementia.

Better Hearing Institute
Johns Hopkins University



Kristin Johnston, BA, BC-HIS, Owner



Carli Van Harken, HIS, Owner



Cari Marzolf, MA, CCC-A, Audiologist

- Audiological testing • Hearing instruments • Custom sound & swim plugs
 - Free hearing instrument trials • Free consultations
- Repairs and maintenance on all makes of hearing instruments
 - Medical ear & hearing care and wax removal by ENT
- Medicare and most insurance accepted • Medical flexible spending account eligible

Office Hours
Monday - Friday 8:30 am - 5:00 pm
After hours appointments available by request.

Professional Services with a Caring Touch!