



INNOVATIVE PERCEPTIONS

A QUARTERLY NEWSLETTER FOR HEARING AWARENESS IN THE GREATER BOSTON AREA

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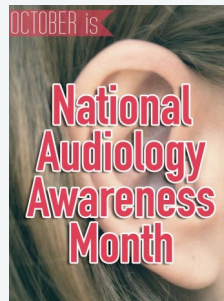
Your Trusted Hearing
Healthcare Professionals

October is Audiology Awareness Month!

Help us spread the word about the importance of hearing health this month. Share this newsletter, check out our social media posts on Facebook and Twitter, and write a post and/or review about your experience with us. Raising awareness enables earlier detection, earlier treatment, and ultimately a better quality of life!

Celebrating Audiology!

Almost every time people ask what I do, they give me a questioning look when I tell them I am an audiologist. I sometimes supplement my response with "I work with people with hearing loss" But is that all I do? Since October is Audiology Awareness month, I wanted to take this opportunity to better explain what audiologists do and to help raise awareness of this amazing field. There are many definitions of "audiology" so it's no wonder there is confusion. Meriam Webster defines audiology as "a branch of science dealing with hearing; specifically: therapy of individuals having hearing impairment." Pretty basic definition, but does it really define the field? Dictionary.com defines audiology as "the study of hearing disorders, including evaluation of hearing function and rehabilitation of patients with hearing impairments." This definition is more encompassing to what we actually do, but it leaves a few things out. Most definitions of "audiologist" define our role more specifically than the word "audiology". I won't bore you with those definitions, but will explain to you what we do and who we are. An audiologist, at minimum, must have a doctoral degree. Our education includes 4 years of undergraduate training and 4 years of post-graduate training. We are educated specifically



in disorders of the auditory or hearing system and are trained how to properly treat and manage those disorders. With doctoral degrees and licensing regulations, we are required to abide by a code of ethics and complete annual continuing education requirements to ensure we maintain the highest level of knowledge in the field. Audiologists perform audiological evaluations (i.e., hearing tests), fit hearing aids, cochlear implants, bone anchored devices, hearing protection, as well as provide a full range of auditory protection, rehabilitation and counseling services. When we diagnose a hearing loss, we make sure that there aren't any red flags that may indicate some additional medical concerns or issues. We are also trained to identify certain diseases and disorders that can show up on a hearing test. Audiologists conduct vestibular testing in which we try to find out and treat the cause of dizziness. We also diagnose and treat tinnitus (ringing in the ears). Some audiologists focus on occupational hearing, making sure that noise levels at work are appropriate and protecting the workers hearing. We work in schools to provide help to students with hearing loss and to train teachers working with them. To summarize, audiologists are the primary health care professionals to manage, diagnose and treat hearing loss and balance disorders.

Hearing and your health– the need for routine hearing evaluations



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As I indicated in the above article, audiologists are trained to look for medical issues that can co-exist with or exacerbate hearing loss and help to make sure a larger issue is not being missed. This is one of the reasons I stress the importance of routine hearing tests. Starting at age 40, one should obtain a baseline hearing evaluation and, depending on the results, re-test every 2-3 years. Often times a hearing evaluation can identify subtle changes that may have a more complicated underlying health problem. Also, if you are the one with a hearing loss, you are often not aware of it. A study published by the Centers for Disease Control (CDC) in 2017, found that "1 in 4 adults who report excellent to good hearing already have hearing damage". The study found that 53% of those adults had no significant noise exposure history at work.

Hearing loss can happen suddenly, but it generally happens quite gradually. Believe it or not, hearing tests can be life saving. There is a growing body of research showing a correlation between hearing, hearing loss and overall health. Hearing loss can be caused by prolonged exposure to loud noise but also by viruses, bacteria, heart conditions, stroke, head injuries, tumors and even certain medications. Hearing loss can also be hereditary, so simply having a relative with hearing loss

can increase your risk. Specific health conditions related to hearing loss include:

- 1) **Hypertension:** High blood pressure causes damage to blood vessels, and that includes the vessels that supply blood to the inner ear's hearing structures.
- 2) **Diabetes:** Hearing loss is twice as common in people with diabetes and pre-diabetes. Adults whose blood glucose is higher than normal have a 30% higher rate of hearing loss.
- 3) **Cardiovascular health:** The health of your heart, arteries and veins can have a direct effect on hearing. Poor cardiovascular health leads to reduced blood flow which in turn can contribute to hearing loss.
- 4) **Obesity:** higher body mass index has been associated with increased risk of hearing loss in women.



Good hearing health equals good overall health. So make sure to include hearing tests as part of a routine medical check up!
Eyes checked, teeth checked, EARS checked! Call us to schedule a hearing test for you or your loved ones today.

Fun Fact:
A dogs hearing range is 2X as wide as a humans range.

My favorite frequency is
50,000 Hz





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AUDIOLOGY AND HEARING SOLUTIONS, INC

Dear Friends,

Fall is here and October is Audiology Awareness Month. As discussed in this month's newsletter, there are often misconceptions as to what audiology is and what audiologists do, so this is a month to promote public awareness of audiology. Since you are receiving our newsletter, you probably already have a pretty good idea of what we do. But you are most likely in the minority. Our second article dives into why hearing health is so important to your overall health and well-being. To help spread the word of the importance of our field and what we do, all month long we will be posting information via Facebook and Twitter, so if you aren't already following us, be sure to check us out and share with your friends to help get the word out. This is best way for us to reach others — through happy and satisfied patients like yourselves. So if we have provided amazing audiology services to you and you have a few minutes, write an on-line review to let others can know what the experience is really like. We thank you for your support!

Sincerely,

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