



Advancing Hearing Awareness

Newly Elected BHI Director Keys Family Physician Effort



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New BHI board member Dean H. Griffin, M.D., of Westminster, MD, is now helping the Institute with several new initiatives for the family physician. First new project: a public service message being issued to medical publications that encourages doctors to screen for hearing loss, and guide patients to hearing help. He will also be a key player in enlisting a panel of physicians to assist the Institute in family physician projects, including a video on hearing evaluations and hearing technology information for the family physician.

Better Hearing Institute president Jerry G. Johnson

recently announced the interdisciplinary BHI board election of Dr. Griffin, a family practitioner who nationally emphasizes why physicians should screen for hearing loss.

As BHI board medical representative, Dr. Griffin succeeds Charles W. Cummings, M.D., top otolaryngology executive at the Johns Hopkins Institutions and past president of the American

Academy of Otolaryngology—Head and Neck Surgery.

Johnson said that Dr. Griffin, who assisted past BHI

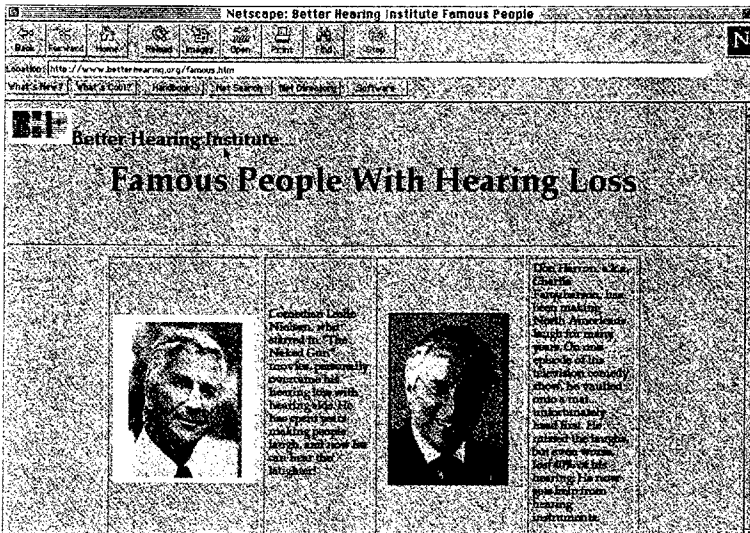
cooperative projects with the American Academy of Family Physicians, Maryland Academy of Family Physicians, and Western Maryland College, will help strengthen future Institute efforts to inform physicians about hearing loss and available hearing help.

Dr. Griffin has provided special project help to BHI for more than a decade. He produced an especially effective video on hearing loss targeted to family practice physicians, narrated by actress Nanette Fabray, BHI program pioneer. Among his many medical publication articles was one in *Doctor's Shopper* titled, "Why Physicians Should Screen for Hearing Loss." ■



Dr. Griffin and his wife Etta Ray (left) visit BHI exhibit and Michele Hartlove at the American Academy of Family Physicians' meeting in New Orleans last October.

Get Caught in the BHI Web



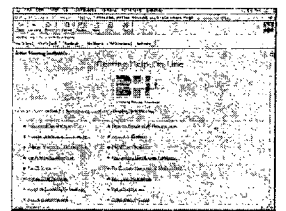
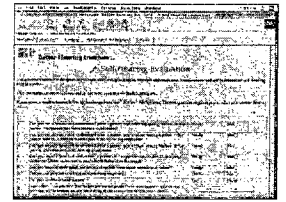
Better Hearing Institute proudly introduces its own World Wide Web site: Hearing Help-On-Line. This service supplements BHI's toll-free telephone service, Hearing HelpLine. (800)EAR WELL. You can find Hearing Help-On-Line on the Web at www.betterhearing.org.

The BHI site was launched February 15, and informs consumers, hearing health care specialists, and doctors and medical staff. It also has a page for children and teachers, and mass media representatives will be able to see the latest BHI press releases and newsletter articles.

BHI's site will also provide links to other hearing associations and companies helpful to consumers. Those visiting the BHI Web site will be able to request information from the Institute by completing a form on the site. Visitors will be requested to fill out survey information to obtain demographic information from those contacting the Institute.

By April, 1996, more than 20 percent of the U.S. (50 million Americans) were using the Internet, and the users have been increasing at a rate of one million per month. By the year 2000, it is estimated that one billion people will be using the Internet.

BHI will keep its pages continuously evolving by frequently expanding, improving and updating its new site. ■



**BHI's Web
Site Address:**
[http://
www.betterhearing.org](http://www.betterhearing.org)

New Cooperative Booklet Will Answer Commonly Asked Consumer Questions about Hearing Instruments & Benefits

Better Hearing Institute will introduce a new booklet for consumers on hearing instruments this spring, thanks to a special grant from the Hearing Industries Association.

BHI's Hearing HelpLine receives thousands of calls each year requesting information on hearing aids and how to purchase them. The institute's new booklet will have general information on types of hearing aids, techno-

logical advances and benefits; realistic expectations; battery information; cost; and financial assistance.

"Heavy Hearing HelpLine calls for state-of-the-art information on hearing aids and their benefits prompted a BHI request to HIA for this needed and most appreciated booklet," said Jerry G. Johnson, BHI president and a past Hearing Industries Association chairman.

