



Advancing Hearing Awareness

Kudos to Clinton for Choosing Better Hearing



AP/WIDE WORLD PHOTOS

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The White House recently announced that President William Clinton has been fitted with two completely-in-the-canal (CIC) hearing aids for his moderate high-frequency loss as part of a hearing screening during his annual physical examination. The 51-year-old president had complained for some time about hearing in noisy and crowded gatherings. He is among the 28 million Americans with hearing loss, more than half under age 65.

Dean H. Griffin, M.D., Chairman of the Family Physician Panel of the Better Hearing Institute (BHI), issued the following statement: "The members of the BHI Family Physician Panel congratulate President Clinton for choosing to treat his hearing loss with hearing aids and for ignoring

the stigma that is frequently associated with their use." The Family Physician Panel advocates hearing screening during annual physical examinations.

BHI was a resource for reporters scrambling to cover the story. The Hearing Help-On-Line Internet site was linked to stories by *The New York Times* and MSNBC. The Institute was included in articles by the *Rocky Mountain News*, *Miami Herald*, *Buffalo News*, *Orange County Register*, *Pasadena Star News*, *San Gabriel Valley Tribune*, and *Whittier Daily News*.

BHI International Chairman Leslie Nielsen and Acting Executive Director Michele Hartlove sent letters of congratulations to President Clinton for choosing hearing aids as the solution for his hearing loss. ■

Help Through Hearing Aids Booklet Is Here!

Help Through Hearing Aids, BHI's latest booklet, is now available. This informative booklet contains encouraging consumer tips, descriptions of hearing aid styles and answers to frequently asked questions. The information in the booklet is also available on BHI's Hearing Help-On-Line Internet site.

The Institute offered its new booklet to reporters covering the President's hearing aids story and to Hearing HelpLine callers who were inspired by the President.

A Hearing Industries Association grant made production of *Help Through Hearing Aids* possible. Hearing care providers can order multiple copies through BHI's new catalog. ■



HelpLine Leads to Local Providers

Since January 1997, BHI has received over 30,000 calls on its Hearing HelpLine and over 6,000 visits to its Hearing Help-On-Line Internet site. Most calls to the Institute have been in response to the Rosalynn Carter television and magazine BHI public service announcements on tinnitus. The latest print placements appeared in the Oct. 27 and Nov. 10 issues of *U.S. News and World Report*, and the Oct. 27 issue of *Time*.

One out of five people suffers from head noises. A recent survey by the American Tinnitus Association indicates that about 70% of these individuals also have

hearing loss, but only 25% wear hearing aids.

HelpLine staff ask callers who request the tinnitus brochure if they have any hearing loss, and most respond affirmatively both to that question and to BHI's offer to include additional information about hearing aids and hearing care providers in the callers' area.

A listing of more than 19,000 hearing care providers can also be found on BHI's Internet site. To access the list, a visitor can enter his area code, and a listing of area specialists will appear. ■



On Hold with BHI



Callers to medical facilities across the country have heard Better Hearing Institute PSAs while waiting "on hold." These "on hold" messages were made possible through the generosity of SoundCare, a division of Vericom, Inc.

The medical facilities offering BHI information are: Bayfront Medical Center, FL; All Children's Hospitals (5 sites), FL; Spalding Regional Hospital, GA; Mercy Hospital, MA; NLCare Health Plans-Northwest, Inc., WA; Rahway Hospital, NJ; Columbia Hospital, Paris, KY; Lovelace Health System, NM; Hughes Spalding Children's Hospital, GA; Principal of Kansas City, MO; and Columbia Tulsa Regional, OK.

Press Spotlights BHI

During the summer of 1997, BHI was cited as an important resource for hearing health by some of the nation's most prestigious newspapers and magazines.

In an article entitled "Listen Up" in the July/August issue of AARP's *Modern Maturity*, Joe Rizzo, Chairman Emeritus of BHI, and Ross Roeser, Ph.D., a past president of BHI and current Board Director, were interviewed about the new hearing aid technology. Both spoke positively about the benefits of hearing aids for almost everyone with nerve deafness,

In September and October, BHI was listed in the Health Section of the *The Washington Post* as a resource for "free information about hearing loss, hearing care providers, hearing aids and tinnitus."

In the "Consumer's World" column of *The New York Times* on August 7, 1997, BHI's Hearing HelpLine and fax number were listed as

resources to people with hearing loss for locating assistive devices. Newspapers across the country picked up this article, and the Hearing HelpLine responded to many requests for the Institute's brochure on assistive devices.

BHI continues to explore innovative ways to help everyone who has a hearing loss. ■



Rayovac's Roger Warren Joins BHI Board

Jerry G. Johnson, BHI President, announced the appointment of Roger Warren to the Better Hearing Institute Board of Directors. Warren, Rayovac Vice President and General Manager, has long been a strong supporter of the Institute. He also serves on the Hearing Industries Association Board of Directors.



Overcome Hearing Loss Now Made Possible by Rayovac

Rayovac has donated the design and printing of 75,000 copies of BHI's *Overcome Hearing Loss Now*. The revised booklet includes information on hearing loss and hearing help.

Over the years, Rayovac has funded numerous Institute projects, including television public service messages starring Bill Cosby, Norm Crosby, Phyllis Diller, and the late Henry Fonda; production of audiovisual speaker presentations; and reprinting of many Institute booklets.

Regular Hearing Screenings Urged by BHI Panel of Family Physicians

A panel of distinguished family physicians was convened on September 17 by the Better Hearing Institute during the 50th Annual Scientific Assembly of the American Academy of Family Physicians (AAFP) in Chicago.

Dean H. Griffin, M.D., BHI Board Director, chaired the panel, whose members have extensive experience in medical education and administration and with hearing loss.



Standing, left to right: Sally Harris, BHI; Dean H. Griffin, M.D.; Jerry Johnson, President of BHI; Michele Hartlove, BHI; Jay Ach, M.D.; and Ross Black, M.D. Seated, left to right: Deborah I. Allen, M.D.; Kaaren Metcalf, Ph.D.; Harry Metcalf, M.D.; and Susan Garcia, Welch Allyn

"The mission of the Family Physician Panel is to assure that family physicians conduct hearing screenings during all physical examinations. The manner in which the President's hearing loss was diagnosed and treated confirms the importance of the Panel's work," said Dr. Griffin.

During its first meeting, the Family Physician Panel identified education and research initiatives which will be directed to medical students and family physicians. Current statistics indicate fewer than 20% of primary care physicians screen for hearing loss.

What's New at BHI*

CATALOG with description, prices, and order form for BHI brochures, posters, and videos.

HELP THROUGH HEARING AIDS - A Guide to Today's Hearing Instruments
BHI's new consumer brochure.

A PHYSICIAN'S GUIDE FOR IDENTIFYING HEARING LOSS
BHI's handbook for hearing screenings

OVERCOME HEARING LOSS NOW
A revision of BHI's booklet on hearing loss and hearing help.

BHI's Internet Site which carries all the latest information about BHI resources and the names and addresses of 19,000 hearing care providers:
www.betterhearing.org

A Physician's Guide for Identifying Hearing Loss Produced by BHI with Grant from Welch Allyn

The Better Hearing Institute premiered its latest brochure entitled *A Physician's Guide for Identifying Hearing Loss* at the Annual Scientific Assembly of the American Academy of Family Physicians from September 18-20, 1997, in Chicago.

The Welch Allyn grant to BHI is a response to recent surveys indicating that fewer than 20% of individuals receive hearing screenings

during routine physical exams, despite statistics identifying hearing loss as one of the foremost chronic disabilities in North America.

Dean H. Griffin, M.D., a BHI Board Director and family physician, noted: "Hearing loss is an invisible disability, and trying to cope places patients under a great deal of stress. Routine screening for hearing loss can assist patients to get the therapeutic help they

need to enjoy their lives more fully."

A Physician's Guide for Identifying Hearing Loss provides information on hearing impairment and its effects as well as guidance on screening, referral, and counseling. In addition, the brochure describes the newest technology in hearing aids and the diversity in design of available hearing instruments. For a complimentary copy of the *Guide*, call (800) EAR WELL. ■



A Physician's Guide for Identifying Hearing Loss
Practical information on:
Screening, Referral, Reimbursement

Best Labs Grant Boosts BHI Booklet on Tinnitus

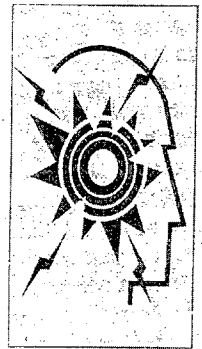
Best Labs, Pinellas Park, Florida, has sponsored a reprint of BHI's popular brochure, *Tinnitus, or Head Noises*. This brochure has received national attention through TV and magazine PSAs featuring former First Lady Rosalynn Carter, who has tinnitus and urges others to seek help as she has. BHI has responded to more than 30,000 requests to its Hearing HelpLine and e-mail and 6,000 visits to its Internet site for copies of the tinnitus booklet.

Harvey Romanek, president of Best Labs, said: "An estimated 50 million adults suffer from tinnitus. Best Labs is proud to collaborate with BHI in informing the public that for many, something can be done about annoying head noises. BHI's booklet empowers those who have ringing-in-the-ears to take action and discover a world of better hearing!"

In addition to the booklet grant, Best Labs provides ongoing BHI support as a major Institute sponsor.

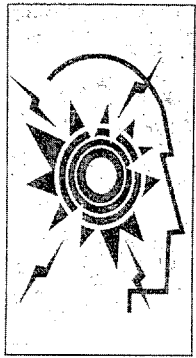
Tinnitus, or Head Noises

By Norman Lee Harr Jr., M.D., F.A.C.S.



Nerve Deafness and You

By Gale Gardner, M.D.



Canadian Runners and Walkers Go the Distance for BHI

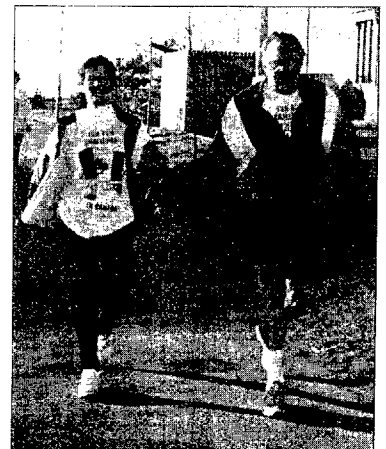
Nerve Deafness and You, a popular resource from BHI, has been reprinted with funds raised by runners and walkers from three Canadian associations of hearing instrument specialists: Alberta Hearing Aid Practitioners Association, Association of Hearing Instrument Practitioners of Ontario, and Hearing Instrument Specialists Society of British Columbia.

Participants in "Better

Hearing Fun Run/Walks" in Vancouver and in Guelph raised \$4,800, which BHI earmarked for production of this booklet.

Nerve Deafness and You addresses the common misconception that nothing can be done for people with sensorineural hearing loss, and it stresses that most people with nerve deafness can be helped to hear better with modern hearing instruments.

This informative booklet, which can be ordered in quantities, is an important resource for hearing care providers and family physicians who help people to make decisions about treating hearing loss. ■



IHS Governor Dianne Bernath and husband Steve cross AHIP finish line

Better Hearing Institute

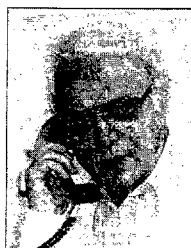
BHI Offices
(888) HEAR HELP

Hearing HelpLine
(800) EAR WELL

Hearing
Help-On-Line
www.betterhearing.org

e-mail address
mail@betterhearing.org

Retired Executive Pioneers BHI Volunteer Program



BHI recently launched a volunteer program and has recruited individuals from communities near its Annandale

office. *The Washington Post* Health Section cited opportunities at BHI in its August "Volunteer" column, giving an important boost to the Institute's new program.

Claude J. Rizzo, Springfield, VA, (no relation to Chairman Emeritus Joe Rizzo) is one of BHI's first volunteers. For four hours every Friday, Mr. Rizzo staffs the Hearing HelpLine phones, answering questions and filling orders for BHI materials.

Mr. Rizzo, who has advanced degrees in both health administration and business, is retired from a distinguished career that includes top executive positions in the

U.S. government and at several universities in California. Mr. Rizzo has also returned to the college classroom and is currently enrolled in six humanities courses.

Of his experience at BHI, Mr. Rizzo says: "I have enjoyed the sense of doing something productive and helping people. Hearing HelpLine callers—many of whom are elderly—are in search of someone who will listen. The human touch at BHI is very important."