



Advancing Hearing Awareness

'98 Meeting of Family Physicians Spotlights Hearing Screenings

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Screening for hearing loss during regular physical examinations will be the topic of the lecture for 2,000 attendees at the 1998 Scientific Assembly of the American Academy of Family Physicians (AAFP) in San Francisco next September. The Family Physician Panel of the Better Hearing Institute has played a key role in bringing the significance of regular hearing screenings to the upcoming AAFP meeting. "Patients should believe that hearing loss is a health problem. We want them to look to their physicians for help when hearing well becomes difficult," said Dean H. Griffin, M.D., chairman of the panel and BHI Board Member. "It is the mission of our Family Physician Panel to educate physicians and medical students about the importance of including a hearing screening in regular physical examinations."

The AAFP lecture on Wednesday, September 16,



Kathy Buckley

1998, will include presentations by comedienne Kathy Buckley, who overcame an undetected hearing loss, and Steve Allen, M.D. On the following day, Dr. Allen and Ms. Buckley will be joined by members of the BHI Family Physician Panel for a hands-on opportunity for participants to learn more about screening for hearing loss, screening instruments, hearing aids, and hearing care providers. Other experts will be available to answer questions, including Ross J. Roeser, Ph.D., a past president of BHI and currently Director of the Callier Center

for Communication Disorders at the University of Texas at Dallas.

Members of the BHI Family Physician Panel have extensive experience with hearing loss as well as in medical education and administration. Members include Jay Ach, M.D., Cincinnati, OH; Deborah I. Allen, M.D., Indianapolis, IN; Ross Black, M.D., Akron, OH; Harry Metcalf, M.D., Buffalo, NY; and Kaaren Metcalf, Ph.D.,

Buffalo, NY. Consultants to the panel include Patrick Brookhouser, M.D., Omaha, NE; Sue Overman-Garcia, Skaneateles Falls, NY; and McCay Vernon, Ph.D., St. Augustine, FL.

In support of the mission of the Family Physician Panel, BHI with Welch Allyn sponsorship has produced *A Physician's Guide for Identifying Hearing Loss*. A free copy of this booklet is available by calling BHI's Hearing HelpLine (800-HEAR WELL), and multiple copies can be ordered from the BHI office (888-HEAR HELP). ■

BHI's Parents' Guide Reprinted with Grant from Duracell

Duracell USA of Bethel, CT, a major sponsor of BHI, has agreed to fund the reprinting of *A Guide to Your Child's Hearing*.

This popular parent resource has received Duracell's support since its inception. Duracell funded the first edition of *A Guide to Your Child's Hearing*, and another Duracell grant insured its availability to volunteers of the Speakers Bureau.

In addition, Duracell funded a BHI multimedia campaign to educate the public about available help for hearing loss and to defuse misconceptions about hearing aids.

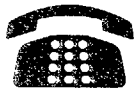
Duracell has a long-standing history of collaboration with BHI on projects dedicated to educating the public about available hearing help. Duracell's latest grant will continue to help thousands of parents throughout North America who call BHI's Hearing HelpLine to request

A Guide to Your Child's Hearing. In addition, school nurses and community nursing services have ordered quantities of the booklet to educate the parents they serve. *A Guide to Your Child's Hearing* is an important resource for both parents and health care providers in protecting the hearing health of children.

For a free copy of *A Guide to Your Child's Hearing* or a catalog to order multiple copies, call

BHI's Hearing HelpLine at 800-EAR WELL or visit the Institute's Web site at www.betterhearing.org.

On Hold with BHI



Hearing HelpLine Goes 24 X 7

What's 24 X 7? BHI's Hearing HelpLine! As of January 5, 1998, BHI's Hearing HelpLine began 24-hours-a-day, seven-days-a-week coverage. Hearing HelpLine calls (800-EAR WELL) now ring in Omaha, NE. If you need to reach staff in the BHI office, you can call 703-642-0580 or 888-HEAR HELP.



BHI Board News



Left to right: Ross J. Roeser, Ph.D.; Roger Warren, BHI secretary; Michele Hartlove, BHI acting executive director; Joseph Rizzo, BHI chairman emeritus; Joan Lowry, BHI treasurer; Michael Stone; Harry Sauberman, P.E.; Dale Thorstad, BHI president; Don W. Worthington, Ph.D.; and Jerry Johnson.

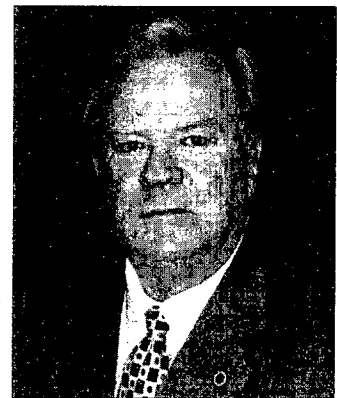
THORSTAD HEADS BHI BOARD

During the recent Board meeting of the Better Hearing Institute, Dale Thorstad, Vice President of Operations at Starkey, was elected president, succeeding Jerry Johnson, a former chief executive of HIA and Unitron, who served three successive terms and will continue on the Board as immediate past president.

Roger Warren, President of Rayovac's International/Micropower and an HIA Board member, was elected secretary succeeding Sergei Kochkin, Ph.D., of Knowles Electronics.

Joan Lowry, who is the public sector representative on the Board, was re-elected treasurer of BHI. Ms. Lowry has served in this Board position for six successive terms.

Ross J. Roeser, Ph.D., audiologist and director of the Gallier Center for Communication Disorders, who served as immediate past president.



Dean H. Griffin, M.D.

Other Board members include: Dean H. Griffin, M.D., family physician and chairman of BHI's Family Physician Panel; Harry R. Sauberman, P.E., FDA executive; Michael K. Stone, Kentucky hearing aid specialist and past president of the International Hearing Society; and Don W. Worthington, Ph.D., prominent Utah audiologist.

The record number of Hearing HelpLine and Internet inquiries (50,000) in 1997, the new BHI Web site with a directory of 22,000 hearing care providers, and the family physician program were just a few of the major initiatives reviewed by the Board.



Mike Jones

Other Board changes include the election of Mike Jones, President of Phonak, as a Board representative of the hearing industry and the retirement of

Nielsen PSAs Promote Consumer Booklet on Hearing Aids Starkey Funds Media Campaign



Michele D. Hartlove, BHI Acting Executive Director, announced that Starkey and the Starkey Foundation have



hearing care providers. Starkey is pleased to be able to support BHI in its work of educating the public about remedies for hearing loss."

agreed to fund the Institute's new Leslie Nielsen television public service announcement which promotes its latest brochure, *Help Through Hearing Aids—A Guide to Today's Hearing Instruments*. The PSA is scheduled for release this month to approximately 800 stations across the U.S. and Canada.

Leslie Nielsen, the star of the popular *Naked Gun* movie series and the recently released Walt Disney production *Mr. Magoo*, is the PSA spokesperson. Mr. Nielsen is also International Chairman of BHI. In the PSA, he speaks openly of his own hearing loss and how he has corrected it with binaural hearing aids.

Bill Austin, CEO of Starkey, presented the grant to BHI before the annual meeting of the Institute's Board of Directors in Washington, DC. "This television PSA will inform viewers across the country that now there is an excellent consumer brochure that demystifies the choices in purchasing a hearing aid. The booklet is an important resource both for consumers and for

Starkey and the Starkey Foundation have supported BHI's multimedia educational projects for many years, in addition to their regular ongoing contributions as a major BHI sponsor. The recent and very successful print and television PSAs with former First Lady Rosalynn Carter about available help for hearing loss and tinnitus were funded in part by Starkey. Earlier PSAs with Leslie Nielsen, Donald O'Connor, Shelley Beattie, and Al and Bobby Unser were also supported by Starkey and the Starkey Foundation.

The Institute will also release a series of print public service messages featuring Mr. Nielsen that promote BHI's *Help Through Hearing Aids* booklet. In addition to the Nielsen print PSAs, BHI will offer generic print messages about the hearing aid booklet that encourage readers to "Keep the Connection." Both print messages will be distributed to popular consumer and specialty publications throughout the U.S. and Canada. ■

Hear! Hear! Fan Email

Dear BHI,

Please pass this on to your various "teams:"

First, I'd like to thank everyone involved in bringing this valuable Web site to the Internet. My father suffers from age-related hearing loss, but to date the "stigma" of hearing loss and of wearing a hearing aid prevents this very gentle and loving but stubborn and prideful father from taking action. The entire family also suffers with the usual frustrations and misunderstandings from "unheard words."

Although your site is very beneficial in facts, it also provided the very item I've been searching for: "Famous People with Hearing Loss."

I remember seeing a public service message on television approximately a year ago with Richard Thomas as spokesperson. Thus began my search for other famous people with hearing loss to demonstrate to my father that hearing loss (and hearing aids) are not "secrets of merely a few old-aged people" but rather millions of Americans including prominent successful, young, and middle-aged people too.

The picture was truly worth a thousand words—the surprise of discovering that a person such as Richard Thomas suffers from hearing loss (since a...hearing aid was not visible in all these years of watching Richard's performances)—and had an immeasurable AND invaluable impact!

I hope that your organization will resume airing these public service announcements and that you will also continue to recruit such highly respected people as Richard Thomas to be spokespersons. I cannot think of a more effective motivator both for people who suffer from hearing loss as well as for people who hear well. Please continue to "educate America."

It is utterly amazing how 30 seconds can change a million attitudes.

Sincerely,
Dorothy C. Messer



HEARING LOSS IS NO LAUGHING MATTER

Let us help you find the right hearing aid for your hearing loss. Encourage everyone to have a hearing test.

One out of every 10 people has a hearing loss. Most can be helped through advances in hearing aid technology or medical treatment.

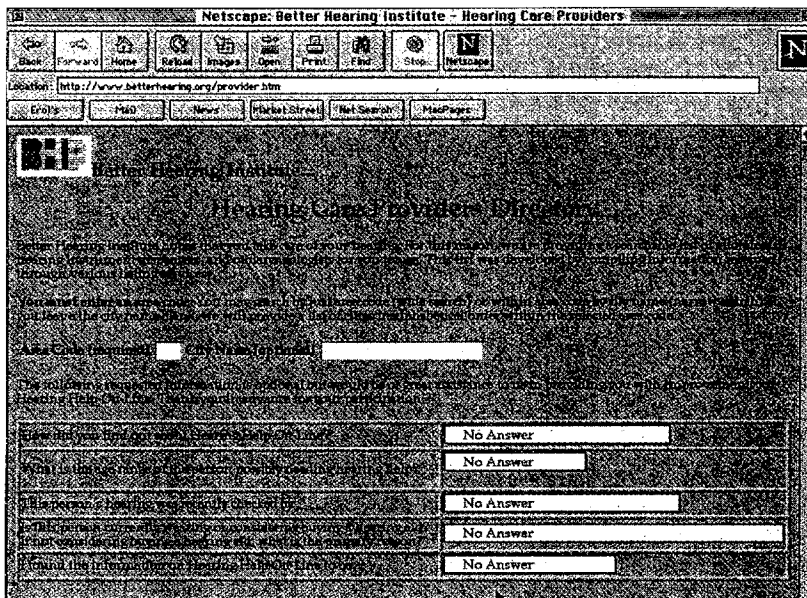
If you would like more information on hearing problems and treatments, call the Hearing Help Line at 1-800-EAR WELL for the free booklet, "Help Through Hearing Aids." Or visit the Better Hearing Institute's Web site at www.betterhearing.org.



Better Hearing Institute

Take my cue and HEAR what you've been missing!

Hearing Care Providers Increase "Net" Worth



educational initiatives and the maintenance of a large and complex database.

Ms. Hartlove praised the inclusion of the Hearing Care Providers Directory on the award-winning Web site. "The Directory is an important addition to the Institute's online resources, and it has been welcomed enthusiastically by the hearing industry."

Area code and hometown name are all that are needed for an Internet visitor to access the names and addresses of local

hearing care providers. BHI will contact the 22,000 hearing care providers for verification of information, and the BHI Directory will be online this month.

For additional information about BHI's Hearing Care Providers Directory, call 888-HEAR HELP. ■

Better Hearing Institute now lists approximately 22,000 hearing care providers—audiologists, hearing instrument specialists, and otolaryngologists—on the Institute's Web site (www.betterhearing.org) in the new Hearing Care Providers Directory. The list was made possible by Knowles Electronics, Itasca, IL.

In describing the innovative online Directory, Michele Hartlove, BHI Acting Executive Director, said that with a tax-deductible \$100 contribution for each listing, information about the hearing care provider's service will receive distinctive display and placement on the Institute's Web site. Donations will support both BHI's diverse



TAX TIPS

As tax time revs up, don't forget to pass on the important tax tip that hearing aids are tax-deductible. Hearing aids are a medical device and can be deducted as a medical expense on federal income tax returns.



Etymotic Grant Funds Reprinting of Popular BHI Resource

Etymotic Research of Elk Grove Village, IL, a major sponsor of the Better Hearing Institute, has agreed to fund the reprinting of the Institute's *Your Guide To Better Hearing*. Etymotic most recently funded a BHI special project with seed money for a media blitz with National Chairman Richard Thomas and then Institute board member, Sergei Kochkin, Ph.D., to promote available hearing help and dispel prejudice about hearing aids.

Your Guide is one of the Institute's most popular booklets, because it details clearly and succinctly the causes and remedies for hearing loss as well as psychosocial considerations not only for the person with the hearing loss but for friends and family too.

A free copy of *Your Guide to Better Hearing* and copies in quantity can be ordered by calling the Hearing HelpLine at 800-EAR WELL, or by visiting the BHI Web site at www.betterhearing.org.



❁ **May** ❁
**Is Better
Hearing
Month**

*How can the 1998
Better Hearing Month be
celebrated this May?*

There are countless ways to promote Better Hearing Month: proclamations from governors and mayors, health fairs, clinic open houses, and free hearing screenings. Local radio and TV public service announcements can also promote the better hearing message.

BHI has tools for Better Hearing campaigns: booklets to hand out at health fairs or hearing screenings; posters to display in offices, stores, and doctors' offices; and videos to show to civic and social groups. Call 800-EAR WELL for a catalog and samples of BHI booklets. Start now to gear up for a successful **May Is Better Hearing Month** campaign.

Just a Few Highlights of 1997...

- BHI's newly established Family Physician Panel leads the Institute in new initiatives to encourage regular hearing screenings by family physicians. BHI Director Dean H. Griffin, M.D., chairs the Panel.
- BHI produces a new informational booklet on hearing aids—*Help Through Hearing Aids*—and in two months distributes more than 10,000 copies.
- BHI receives record number of Hearing HelpLine calls—38,000!
- BHI's Hearing Help-On-Line (www.betterhearing.org) is established and has received more than 10,000 visitors and two awards from the Internet industry in less than a year.
- BHI's *A Physician's Guide to Identifying Hearing Loss* is developed and distributed to members of American Academy of Family Physicians, American Academy of Pediatrics, top managed care organizations, and promoted through five major physician publications.
- BHI's Rosalyun Carter television PSA receives more than \$8,000,000 in free broadcast time, and her print public service message receives more than \$900,000 in donated space in such magazines as *People*, *U.S. News and World Report*, *Newsweek*, *Time*, and *Family Circle*, to name a few.

In BHI's office you'll find:

(left-right) Janice Little, Public Service Director; Michele Hartlove, Acting Executive Director; Sally Harris, Director of Communications; and Claude Rizzo, Volunteer.

Not pictured: Joyce Loures-Jackson, Hearing HelpLine Coordinator; Brenda Stettler, part-time Administration Assistant; and Evelyn Pickett, Volunteer.



Interview with the BHI Webmaster



Alan Rotnemer, a professional software developer for 20 years, has worked with BHI staff on a volunteer basis to build the Institute's award-winning Hearing Help-On-Line. We asked Alan several questions about the power of the Web:

Can you keep track of the number of visitors?

Yes, in just a year we have gone from 60 visits a week to 1,000, and we can usually tell how they arrive at BHI's Hearing Help-On-Line. Our statistics show the link that brought the visitor to us. We've seen links from such sites as television stations (i.e., MSNBC and Channel 9 in Chattanooga, TN); publications (*The New York Times* and *AARP Webletter*); America-On-Line; Yahoo; universities; and other nonprofit organizations.

Who is visiting Hearing Help-On-Line?

A cross-section of people from children to senior citizens, as well as the media, are visiting BHI's Web site. During the frenzy regarding President Clinton's hearing aids, BHI's Web site carried current information, BHI and HIA press releases, and hearing facts. Trends indicate that senior citizens are accessing health information via the Internet in greater numbers.

What do you foresee in the future on the Internet?

We will be able to collect information about our visitors and their hearing care needs; BHI's site can be updated quickly and easily to give visitors the most current hearing aid technology information; and we will be able to distribute curriculum materials to educators. The Institute will also be able to broaden its reach from providing information just to those in the US and Canada to users worldwide. In addition, faster Internet speeds will soon make multimedia content possible.

Better Hearing Institute

Administration
888-HEAR HELP

Hearing HelpLine
800-EAR WELL

Hearing
Help-On-Line
www.betterhearing.org

e-mail address
mail@betterhearing.org

BHI Heroes

The Better Hearing Institute would like to extend our gratitude for the following in-kind donations:

Mr. Ken Cahill, Potomac, MD, for the contribution of a Gateway computer and a Hewlett-Packard inkjet printer.

Starkey Laboratories, Eden Prairie, MN, for the contribution of a Canon plain-paper facsimile machine.