

NORTHLAND HEARING ASSOCIATES, INC

WHAT EVERY PHYSICIAN NEEDS TO KNOW ABOUT HEARING LOSS...

There are many things to know about hearing loss. Hope this helps you to make informed decisions!

Critical Statistics:

- Approximately 34 million people in the US are estimated to have hearing loss, which is 10% of the population.
- 40% of those over 65 and nearly 50% of those over 75 have significant hearing loss. Fewer than 20% of people with significant hearing loss have ever sought treatment or obtained [hearing aids](#), leaving approximately 27 million Americans who have an undiagnosed and untreated hearing loss.
- 95% of all hearing loss is sensorineural and not medically treatable.
- Only 13% of physicians routinely screen for hearing loss.

With 78 million [baby](#) boomers approaching senior adulthood, the total number of people with hearing loss will grow significantly in the next few years. Noise induced hearing loss is also affecting increasingly younger groups. Fortunately, the sophisticated technology that is available today is vastly improved from only a few years ago and is able to meet the needs of this diverse group of people.

Clinical Data:

*Hearing loss has a profound impact on quality of life and functional capabilities (Research studies: NCOA-1999 and VA/NIDCD-2000). Solid clinical data correlates hearing loss to the occurrence of depression, anxiety, and [social](#) isolation.

****Hearing aids were shown to be highly effective in treating sensorineural hearing loss.**

Why Refer to an Audiologist?

They are uniquely and specifically trained to assess, educate, and treat people with hearing and balance disorders. Audiologists must hold at least a Master's Degree in Audiology and more [currently](#) a doctoral degree in Audiology and a state license to practice. All licenses are maintained by meeting significant continuing education requirements. Audiologists provide diagnostic services to ensure that the referring provider and or primary care provider is made aware of any atypical findings that might indicate medically significant and/or treatable problems that would require input or referral to a specialist.

How Can Northland Hearing Associates Help You and Your Patients?

- We are a private practice dedicated to establishing quality, convenient, caring and comprehensive state-of-the-art hearing care services as well as innovative efforts aimed at hearing loss education, prevention and treatment.
- We can provide your patients with a comprehensive diagnostic evaluation and treatment plan, including recommendations for cost-effective, state-of-the-art hearing aid technology.
- We dispense and fit appropriate amplification, after determining each individual patient's needs, preferences and budget.
- We recognize the importance of providing you, the primary physician or specialist, with information on our test findings and recommendations.

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