



Here is What's New? in our August 2022 Edition:

For information on **Hearing Loss and COVID-19 Resources**, see the details on this website's home page (www.hearinglosskentucky.org), or click on this link: [Hearing Loss And COVID-19 Resources](#)

Layperson's Guide:

3 Biggest Lies In The Hearing Aid Industry And Why They Should Make You

Angry: Dr. Cliff Olson, Audiologist and founder of Applied Hearing Solutions in Anthem Arizona, discusses the lies you need to look out for when buying hearing aids. Please **CLICK** on the following link: [Layperson's Guide](#)

Points Of View:

How To Perform Real Ear Measurement (REM): Real Ear Measurement is the only way for your Audiologist or Hearing Instrument Specialist to ensure that your hearing aids are programmed correctly. However, performing Real Ear Measures and performing them well are two entirely different things. So in this video, find out how I implement Real Ear Measurements in my clinic. Please **CLICK** on the following link: [Points Of View](#)

Current Research:

Scientists Design A Cheap Device That Can Detect Ear Problems With The Help Of A Smartphone: They are designing tympanometers that are cheap enough and small enough to find their way into the hands of nearly any provider who needs one. In a preliminary new study, published last month in Communications Medicine, the researchers report that their smartphone-based device performed nearly as well as commercially available tympanometers that can cost thousands of dollars. Please **CLICK** on the following link: [Current Research](#)

Advocacy Help:

New Membership Benefit – Receive \$30 Worth Of Hearing Aid Batteries Plus A Battery Tester Keychain! **hearOclub** is a hearing aid and cochlear implant battery subscription service which delivers Rayovac Extra Advanced batteries on a set schedule (with free shipping!). New HLAA members sign up for **hearOclub** using a coupon code online at hearoclub.com or by calling 833.LISTEN-2 (833.547.8362). Sign up for a 1-year **hearOclub** subscription and receive \$30 worth of free batteries plus a battery tester keychain – a total value of \$40, exclusive to HLAA members. Please **CLICK** on the following link for more details: [Advocacy Help](#)

Guidance Articles:

Don't Buy Hearing Aids Until You Watch This! Premium vs. Advanced Hearing Aid Technology: Dr. Cliff Olson, Audiologist and founder of Applied Hearing Solutions in Phoenix Arizona, shares a few Case Studies that he performed in his clinic comparing Premium Hearing Aid Technology vs. Advanced Hearing Aid Technology. Please **CLICK** on the following link: [Guidance Articles](#)