

June 2017

The logo for the Hearing Loss Association of America (HLAA) features three overlapping circles in purple, orange, and green, with a stylized ear shape to the left.

Hearing Loss Association of America

North Shore of Long Island Chapter

Meeting Location

Long Island Jewish Hearing & Speech Center is located on the grounds of the Long Island Jewish Medical Center.

Enter the grounds from LAKEVILLE ROAD and it is the first building on your left. Free parking is available behind the hearing and speech building: first entrance to parking lot after building. DO NOT go into the main parking building. Go to the Conference room on the Lower Level 270-05 76th Avenue New Hyde Park, NY 11040.

If you are in doubt as to whether there is a meeting, or if you'd like further information, please call Sal: 516-331-0231.

Meeting News

Wednesday, June 21, 2017

Refreshments and Social Time begins 6:30pm.

Meeting begins 7:00pm.

Topic: It's all about YOU!

It's time to join us for casual conversation. Share experiences, ask questions, gain insight from others. Take the opportunity to discuss what topics and speakers you would like to see as we plan for future meetings. Let us know how the chapter can help. We hope that this "call to action" will resonate with our members and we'll have a big turnout. After all, it is all about you!

Our round-table discussion will begin at 7:00 PM. Snacks will be served so please plan on joining.





Hearing Loss Association of America

North Shore of Long Island Chapter

Chapter Planning Committee

HLAA North Shore
Chapter of L.I.

Sal Sturiale

Charlie Kantor

Rosemarie Mignogna

Trudie Walker

MaryAnn Weeks

Claudia Block

Voice: 516-331-0231
<http://hearingloss-longisland.org>
hlaalongisland@gmail.com

HLAA of North Shore Long Island does not necessarily endorse the opinions of our speakers, goods & services.

Artificial Intelligence Comes to Cochlear Implants

By Business Insider
<http://read.bi/2rv0eoc>

Australia's pioneering bionic ear company, Cochlear, plans to use artificial intelligence to more accurately implant and calibrate its devices.

Cochlear today announced an exclusive licensing and development agreement with Otoconsult for its artificial intelligence fitting assistant FOX (Fitting to Outcomes eXpert).

The company says the technology is expected to enable a faster and more consistent fitting of cochlear implants.

A short time ago, Cochlear shares were trading at \$147.09, up 0.2% in a falling market.

"FOX's artificial intelligence assistant will provide clinicians, no matter where they are in the world, a platform to speed up the cochlear implant fitting process while also helping them achieve the best possible patient outcome," says Cochlear CEO Chris Smith.

William H. Shapiro, clinical associate professor at the NYU School of Medicine in New York, says the technology will change how cochlear implants are programmed.

"The audiologist can perform a set of simple, yet critical tasks, where the patient is an active participant, to provide the evidence for target-based fitting much like hearing aid verifications today," he says.

Hearing Aids Help Older Adults

By Science Daily

<http://bit.ly/2qFNYxK>

The first-ever placebo-controlled, double-blind, randomized clinical trial of hearing aid outcomes published today in the *American Journal of Audiology* shows that older adults benefit from hearing aid use.

Led by researchers at Indiana University with funding support (Grant No. R01 DC011771) from the National Institute on Deafness and Other Communication Disorders (NIDCD), the study sought to compare patient outcomes when hearing aids are delivered via an audiology “best practices” model compared with an “over-the-counter” (OTC) model. In the context of this study, the OTC model meant that patients received a high-quality, pre-programmed hearing aid that was not fitted by an audiologist.

The methodology is generally considered the highest standard for clinical trials.

“The research findings provide firm evidence that hearing aids do, in fact, provide significant benefit to older adults,” said Larry Humes, PhD, CCC-A, a distinguished professor in the Department of Speech and Hearing Sciences at Indiana University Bloomington and the study’s lead author. “This is important because, even though millions of Americans have hearing loss, there has been an absence of rigorous clinical research that has demonstrated clear benefits provided by hearing aids to older adults. Consequently, the U.S. Preventive Services Task Force has not been able to support widespread hearing screening for adults over age 50. This study, along with others to follow, will help establish the evidence base needed to foster better hearing health care for many older Americans.”

The study looked at 154 adults ages 55-79 years with mild-to-moderate hearing loss. All participants received the same high-end digital mini hearing aids fitted in both ears. Subjects were divided into three groups. One (the best practices group) received “best practices” services from audiologists that included professional fitting and counseling; one (the OTC group) received no professional fitting by an audiologist and selected their own pre-programmed hearing aids; and one (the placebo group) received a professional fitting but used a hearing aid that was programmed to provide no acoustical benefit.

Researchers found that hearing aids are effective in older adults for both the audiology best practices model and the OTC model. There were no significant differences in outcome between these two service-delivery approaches for five of the six outcome measures, but the OTC group fared somewhat worse when it came to satisfaction with their hearing aids. Fewer OTC participants were also likely to purchase their hearing aids after the trial (55% for the OTC group vs. 81% for the best practices group, with 36% for the placebo group). Following the initial 6-week trial, both the OTC and placebo groups were offered hearing aids under the best practices model. Satisfaction significantly increased for patients in both

Continued on Page 5

If You're New, This is for You!

More than 48 million people in the US have a hearing loss, which can hinder daily communication. By age 65, one in three Americans has a hearing loss. This invisible condition affects the quality of life of the individuals with hearing loss, as well as family, friends, co-workers and everyone with whom they interact. HLAA believes people with hearing loss can participate successfully in today's world.

Founded in 1979, the mission of HLAA is to open the world of communication to people with hearing loss through information, education, support and advocacy.

HLAA is the nation's foremost membership and advocacy organization for people with hearing loss. HLAA publishes the bimonthly *Hearing Loss Magazine*, holds annual conventions, a Walk4Hearing, and more. Check out: www.HearingLoss.org

The North Shore Chapter is a dynamic group of individuals working together as a team. To join, please fill out the Membership Form in this newsletter. Welcome!



Parkside *Memorial Chapels, Inc.*

To reach all branches – **(718) 896-9000** – 24 hours a day

Toll Free – **(1-888) – 860-8616**

Queens: 98-60 Queens Boulevard

Brooklyn: 1895 Flatbush Avenue

Long Island: 1236 Wellwood Avenue

In Florida Call:

Dade County: (305) 864-3774

Broward County: (954) 472-2821

Palm Beach County: (561) 655-6844

Annual NYC Walk4Hearing

The Hearing Loss Association of America (HLAA) Walk4Hearing is the largest walk for hearing loss awareness in the country. The annual walk increases public awareness about hearing loss, help eradicate the stigma associated with it and raise funds for programs and services.

Walk Details

Date: Sunday, September 24, 2017

Distance: 5K (3.1 miles)

Schedule:

9 a.m. - Registration/Check-in

10:30 a.m. - Walk Starts

Location: Riverside Park

West 97th St & Riverside Drive, NYC

Walk4Hearing.org

Hearing Aids Help Older Adults, Continued from Page 3

groups who chose to continue under audiologist care, and more participants opted to purchase their hearing aids after this continued period of care than after the initial trial.

In the United States, a large discrepancy exists between the number of people who could benefit from hearing aids and those who actually wear them. Close to 29 million U.S. adults could benefit from using hearing aids, according to NIDCD. Yet, among adults aged 70 and older with hearing loss who could benefit from wearing hearing aids, fewer than one in three (30%) have ever used them. Even fewer adults aged 20-69 (approximately 16%) who could benefit have ever used them.

In the study, researchers noted that NIDCD has prioritized identifying research areas that could lead to the improvement of hearing health care for adults with mild-to-moderate hearing loss—in particular, enhancing the accessibility and affordability of hearing health care. This study helps answer a high-priority research question of how current delivery systems can be used or modified to increase accessibility and affordability of hearing health care, according to study authors.

“More studies are needed to assess the generalization of the results obtained here to other patient populations, other devices, and other models of OTC service delivery,” said Humes, adding, “All of the devices used in this study were of high quality as opposed to the simpler, less expensive devices many associate with an OTC model. Also, all patients received a complete audiologic evaluation prior to treatment—another potential difference from some OTC models under consideration. These factors could impact patient outcomes. However, the results of this study should serve as a yardstick for comparing outcomes of future hearing aid studies.”

HLAA opens the world of communication to people with hearing loss through information, education, support, and advocacy. HLAA is a 501(c)(3) organization.

MEMBERSHIP FORM

I'd like to: ☐ Become a member of HLAA ☐ Renew my membership ☐ Give a gift membership

My Membership/Renewal

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Email: _____ Phone: _____ - _____ - _____

Chapter I belong to: _____

How did you learn about HLAA? _____

Gift Membership

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Email: _____ Phone: _____ - _____ - _____

	Annual USA Membership Fees	Annual Non-USA Membership Fees
Individual	<input type="checkbox"/> \$35 (1 year) <input type="checkbox"/> \$95 (3 years) <input type="checkbox"/> \$140 (5 years)	<input type="checkbox"/> \$45 (1 year)
Couple/Family	<input type="checkbox"/> \$45 (1 year)	<input type="checkbox"/> \$55 (1 year)
Professional	<input type="checkbox"/> \$60 (1 year)	<input type="checkbox"/> \$75 (1 year)
Library/Nonprofit	<input type="checkbox"/> \$50 (1 year)	<input type="checkbox"/> \$75 (1 year)
Student	<input type="checkbox"/> \$20 (1 year)	N/A
Corporate	<input type="checkbox"/> \$300 (1 year)	<input type="checkbox"/> \$325 (1 year)

My membership fee is \$ _____

Plus I'm adding a tax
deductible donation of \$ _____

My total is \$ _____

3 Ways to Join, Renew or Give a Gift Membership

1. Return this form to your chapter with your check made payable to HLAA.
2. Mail or fax this form to the HLAA office at the address above with your credit card information.
3. Visit www.hearingloss.org/content/join and use your credit card online. (this is a secure website)

Credit Card Payment Information: ☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

Card Number: _____ Expiration Date: _____ Security Code: _____

Name: _____ (as it appears on card)

Signature: _____ (Include your billing address if different than membership address above.)



Fact: Over 5,000 Hearing Care Clinics referred CaptionCall to their patients last year!

Learn why.



Get CaptionCall absolutely FREE!*

www.captioncall.com | 1-877-557-2227 | Use promo code **MS1124**

*Certification of hearing loss by a hearing-care or healthcare professional is required to participate.



Donating Hearing Aids to the Lions Club

By Michelle Gross

If you have used hearing aids to donate, please address the package to:

John McNamara, Au.D., Ontario Hearing
2210 Monroe Ave., Rochester, NY 14618

Put on the lower left corner of the package:
"Finger Lakes Region Lions Club"

(Cleaning tools, cases, most accessories, etc. have virtually no value and are discarded.) Aids that are usable are cleaned and checked and made ready for sending to the Lions Club for qualified recipients.

You can obtain a receipt for your donation (for tax purposes) but **you must request it**. And, thanks for considering donating your used aids.

Trudie Katz Walker

Attorney at Law

225 Old Country Rd.
Melville, N.Y. 11747

twalker@walkerlegaloffices.com

Tel. (631) 361-8737
Fax (631) 361-8792



North Shore of Long Island Chapter
<http://hearingloss-longisland.org>

Sal Sturiale
80-38 212 Street
Hollis Hills, NY 11427

RETURN SERVICE REQUESTED



Join us at the
2017 HLAA
Convention
in Salt Lake
City, Utah

June 22 – 25 2017

For more information,
details and schedules, visit:
[http://www.hearingloss.org/
content/convention](http://www.hearingloss.org/content/convention)