



Here is what's new in our September 2018 Edition:

Layperson's Guide:

A Person's Account Of Traveling To Florence, Italy With Hearing Loss: Pat Dobbs discusses her international travel experience utilizing her cochlear implants (CIs) with other assistive listening devices (ALDs). Please **CLICK** on this link to read more: [Layperson's Guide](#)

Guidance Articles:

7 Part Hearing Loss Mini-Seminar Introduction: This is the introduction video on Dr. William Mason's 7 part hearing loss video mini series breaking down the steps you need to take to get help. In this series Dr. Mason from Newton MA covers: how you hear, why hearing aids don't work, how to buy the right hearing aid and why it is so important to find the right provider of hearing aids - because it's not so much the hearing aid that doesn't work but the provider that fits you! Please **CLICK** on the following link: [Guidance Articles](#)

Current Research:

Uncovering A Signaling Molecule That Modulates Avian Hair Cell Regeneration: Mammals including humans cannot regenerate hair cells, but other species such as birds and fish readily regenerate hair cells after damage, to restore auditory function. Please **CLICK** on the following link to read this research article by Rebecca M. Lewis, Au.D., Ph.D., and Jennifer Stone, Ph.D.: [Current Research](#)

How It All Works!:

How Do Hearing Aids Work To Treat Hearing Loss: Dr. Cliff Olson, Audiologist and founder of Applied Hearing Solutions, discusses what

hearing aids actually do when treating hearing loss. Please **CLICK** on the following link: [How It All Works!](#)

Points Of View:

Deceptive Hearing Aid Marketing Tactics – The Truth About Hearing Aid Marketing: In the early 90's the FDA issued warnings to several hearing aid companies for misleading claims over their products. Marketing is an essential part of any product or service offered by a company, but there are legitimate ways to market, and there are deceptive ways to market. In this video, Dr. Clifford R. Olsen gives his point of view. Please **CLICK** on the following link: [Points Of View](#)

My Story:

“I Can Hear Clearly Now – The Quiet Is Gone”: Debbe Hagner, HLAA Gulf Coast (<https://www.hlagulfcoast.com/>), talks about her hearing loss and Cochlear Implants. Please **CLICK** on the following link to read her story. Also please take the time to view HLAA Gulf Coast's website!: [My Story](#)

Advocacy Help:

Hearing Loss – The Forgotten Problem: In this article Shari Eberts shares a school project written by her son. The assignment was to write about a cause that is important to you and then deliver a speech about it to the class. He is in 7th grade. While not every detail is perfect in his talk, his experience growing up with a mom who has hearing loss shines through in bright detail. Shari is so proud of his efforts to raise awareness about hearing loss and loves his suggestions for how his peers can help. Please **CLICK** on the following link: [Advocacy Help](#)