

# AuDMD Eyes & Ears.

Since vision and hearing impairments are often linked, there is a unique opportunity for your practice to take a dual sensory approach and offer both vision and hearing solutions for the patients in your office. There is clear evidence that many prevalent health conditions have a strong correlation to hearing loss. Hearing impairment has been linked with early onset dementia, an increase in injury-causing falls, and has even been indicated as an early marker for cardiovascular and cerebrovascular events.

By offering a hearing health program, you can build patient awareness and retention while screening for a chronic medical condition that has been often undertreated. Of the more than 30 million individuals with significant hearing loss, about three-quarters of them are not correcting their impairment.

AuDMD and its partners will provide your practice with the tools and support necessary to successfully implement hearing services. You'll be offering your patients access to much needed clinical screening and treatment options within your professional setting. After all, you are the one your patients trust and look to for healthcare information and guidance.

- Nearly 37% of all visits to physicians offices for eye care are made by persons 65 years of age and older
- 1/3 of the 65+ population have a treatable hearing impairment<sup>1</sup>
- The 65+ population is expected to grow from 40M in 2010 to over 80M in 2040<sup>2</sup>
- 95% of people with hearing loss can regain their quality of life and live better, longer with the help of hearing aids<sup>3</sup>

## The AuDMD Hearing Health Program.

From the very first day, AuDMD will assist you in the process of equipment set up, staffing, marketing, and launching your hearing health program. We can help in creation and design as well as provide sample forms, marketing plans, and notes for physicians and staff. You will receive state-of-the-art Signia/Siemens hearing instruments and support from AuDMD, with highly competitive pricing to ensure your program is successful and profitable. We look forward to working with you.



<sup>1</sup> cdc.gov

<sup>2</sup> aoa.gov

<sup>3</sup> Better Hearing Institute, 2012