

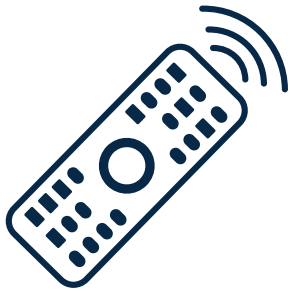
# WHY PEOPLE IGNORE HEARING LOSS

People who treat hearing loss often say,  
***“why did I wait so long?”***  
Here are four common reasons:



## **It's unrecognized:**

“I don't have hearing loss” they say,  
“you just mumble and talk too softly.”



## **It's easy to compensate for:**

“I'll just turn up the volume, ask others to repeat themselves, or avoid places where hearing is a problem.”



## **It's viewed as no big deal:**

Many people are unfamiliar with research linking hearing loss to falls, depression, social isolation and dementia.



## **They think hearing aids are a pain:**

Maybe once upon a time, but today's hearing aids are smart, sophisticated and designed to set-and-forget.