[Practice Logo] [Date]

 [Contact]

FOR IMMEDIATE RELEASE

[City, State] — In recognition of October as Audiology Awareness Month, audiologists and patients are joining forces to advocate for improved patient access to hearing and balance services.

Hearing loss affects nearly 20% of the U.S. population, 48 million Americans, and is the third most common chronic disorder for Americans 65 years of age, behind only arthritis and high blood pressure. Untreated hearing loss increases risks for social isolation, depression, and cognitive decline.

As essential healthcare providers, audiologists play a critical role in evaluating, diagnosing, managing, and treating hearing loss, tinnitus, and balance disorders. Their expertise helps prevent the long-term health consequences of untreated auditory and vestibular issues and supports improved quality of life for patients of all ages.

More than 30% of adults have experienced vestibular dysfunction, and the prevalence increases with age. Individuals with untreated hearing and/or balance disorders are more likely to experience falls. Falls are the leading cause of injury for Americans over 65 years of age, as well as the most common cause of injuries and hospital admissions for trauma.

However, traditional Medicare beneficiaries face barriers to care imposed by restrictive coverage requirements that often prevent patients from receiving timely treatment. As a result, many individuals may delay seeking help or forego treatment altogether.

“Unnecessary delays in treatment can have serious consequences for patient health and well-being,” said [Local Audiologist’s Name], a leading audiologist at [Practice Name]. “Eleven thousand people become Medicare-eligible each day—we must act now to ensure that they can receive the hearing and balance services that will dramatically improve their health and quality of life.”

Audiologists, Medicare beneficiaries, and their caregivers are advocating for federal healthcare reforms included in the Medicare Audiology Access Improvement Act, which will eliminate pre-treatment order requirements, save Medicare Part B beneficiaries duplicative out of pocket costs, and allow beneficiaries to access medically necessary audiology services via telehealth.

“The Medicare Audiology Access Improvement Act will reduce the time to treatment and empower Medicare beneficiaries to take action to address their hearing and balance issues—and that will help keep them active, engaged, and independent,” said Dr. [Insert Last Name].

About [Insert Practice Name and Description and link to more information]