Assignment: Content for Hearing Aid/Test Website x Welcome Page and Information Page

Client: Ed Kelly

Written By: Travis Knight

July 14th, 2017

**Welcome Page**

We Are Dedicated to Get You Hearing Again!

Amidst the noise littered world we live in, hearing loss is on the rise; especially among those of us who work or live here in Philadelphia. The natural declination of hearing has always been associated with aging, however, hearing loss does not just strike older generations. We live in a loud world, so induced hearing loss in younger people has become quite common.

Although induced cases of hearing loss in younger people has become prevalent, hearing loss itself is an old problem. With rapid technological advancements and innovative minds, curing hearing loss is no longer the problem; people’s lack of awareness is now the problem.

Most who suffer from hearing loss either ignore it, or don’t even know that they’re suffering from it! Studies continuously show that those who do not treat their hearing loss suffer from depression and anxiety.

(NAME OF BUSINESS) is dedicated to keeping the people of Philadelphia hearing efficiently. We provide our patients with quality services, ranging from otoscopic examinations to speech and audiometric tests. Our revolutionary hearing aids and fittings are designed to meet any patient’s specific needs, and our trained customer service agents will provide patients with anything they need. We are highly trained medical professionals with one goal: to get you hearing again!

**Information Page**

Efficient Hearing Advocates Healthy Bodies & Healthy Minds

Health professionals abroad have been shifting much of their attention to hearing loss. Back in 2003, a group of medical professionals embarked on a [5-year research project](https://academic.oup.com/gerontologist/article/43/5/661/633851) that sought to explore hearing loss and its effects on a group of adults whose average age was 69. With various medical examinations, the group of doctors found that older adults who suffered from, and did not treat, hearing loss were subjected to a lower quality of life; thus, an unhealthier and shorter life. Stress and anxiety were prominent in hearing loss cases, and both conditions wreak havoc on the circulatory system. The latter is significantly harmful to our bodies, especially those who are older in age. However, research has delved deeper into hearing loss, and more recently doctors are finding that hearing loss does not just negatively affect the body, but it also negatively effects the mind.

The [American Psychological Association](http://www.apa.org/news/press/releases/2015/08/hearing-loss.aspx) reported a study that observed 2,304 patients suffering from hearing loss. The results presented staggering information. Those who used hearing aids showed more interest in social gatherings, proving to be more engaged with their surroundings, and more active in their lives. The study also found that subjects who lacked hearing aids were more susceptible to minor and severe depression; 50% more susceptible in comparison to their hearing aid wearing counterparts. So, if hearing aids are the solution to hearing loss, then why is there such a problem still? There are two words that answer such a query: denial and unawareness.

Most people who suffer from hearing loss are either unaware due to the un-detective nature of moderate hearing loss, or they are in denial; the latter is common among younger people. It is dire that people stay educated about hearing loss, and to seek medical tests and/or aids if necessary.

As dedicated medical professionals, we feel that it is our duty to educate the public about hearing loss. We encourage people to acknowledge and act, so here is some more [information](http://www.apa.org/monitor/2016/04/numbers.aspx) about this commonly ignored problem:

* On average, adults who suffer from hearing loss wait 10 years to seek treatment. That’s 10 years of a hindered life!
* Only 46% of people who suffer from hearing loss have sought treatment between 2011 and 2016. This means that more than half of those who suffer from hearing loss are not getting the treatment they need!
* It has been reported that 1 in every 6 Americans suffers from hearing loss, which is nearly [54.5 million people](https://www.census.gov/popclock/)!
* Cognitive tests show that older adults with moderate hearing had substantially poorer memory, executive functionality, and language skills.
* Adults with hearing loss are significantly more prone to moderate and severe depression. 11.4% of reported hearing loss cases correlated to moderate or severe depression. Only 5.9% of those who do not have hearing loss report moderate or severe depression.

Our hearing is a passageway to the beauty in which we live. The roaring of ocean shores, the gentle ripple of an early morning lake, the soft whistle of a nearby bird—these things would not be possible without our hearing. So, if you’re hard of hearing, don’t let yourself disconnect from the world. Stop suffering today with (NAME OF BUSINESS). We are here to help; it’s what we do.