

# HEARCARE

## *Newsletter*

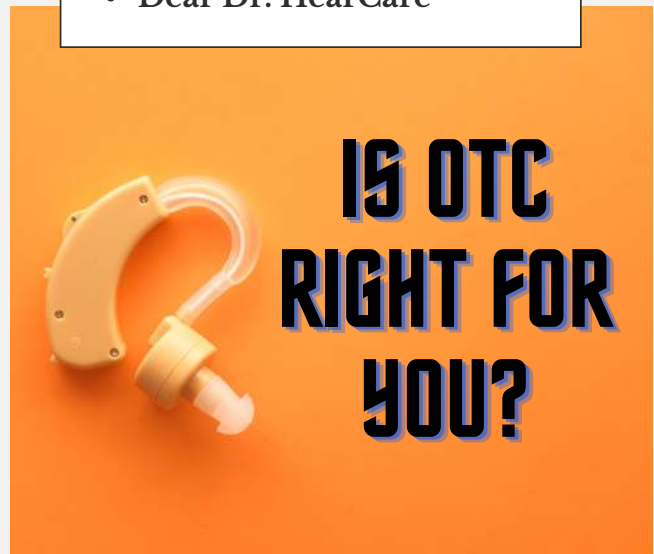
### WHAT'S IN THIS MONTH'S ISSUE:

- Monthly Article
- Upcoming Events
- Dear Dr. HearCare

## WHAT IS OTC?

Due to the recent announcement that Over The Counter (OTC) devices will soon be available, we have been getting a lot of questions on what this really means.

There are already two classifications of hearing devices, Personal Sound Amplifier Products (PSAPs) and prescriptive hearing devices. PSAPs are often purchased online or in retail chains as a “Direct to Consumer” product and are not regulated by the FDA, nor do they require a hearing test or medical evaluation. PSAPs generally amplify sound at one or more volume levels across all frequencies and are not customized in any way for the user. They typically have a generic “one-size-fits-all” shape and approach. PSAPs can be helpful for certain situations, but should not be considered a solution for hearing loss.



On the other hand, prescriptive devices are customized based on hearing exam results and programmed by a hearing care professional such as an audiologist or hearing instrument specialist. They take into account any medical concerns or limitations to hearing and are designed to enhance speech clarity, reduce background noise, and provide support to improve auditory processing and reduce listening effort.

Article continued on the next page...

The introduction of “Over the Counter” products is intended to bridge the gap between PSAPs and prescriptive hearing devices. The FDA is still working out regulations, and no products are available on the market at this time (expected Fall 2022). OTC products are designed for people with mild to moderate hearing loss, will not need a medical evaluation or a licensed professional, but will likely have more user customization through a smartphone application.

My hope with OTC is that it will encourage individuals with mild hearing loss to start treating their hearing sooner, which will help with auditory processing and cognitive changes, resulting in better long term outcomes. However, I would still counsel people who are interested in OTC to have a thorough hearing exam to rule out other causes of hearing loss such as wax impaction or ear infections, and medically treatable hearing loss. There are still many uncertainties that will need to be address and consumer safety will need to be monitored closely by the FDA, but we are always eager to help more people have their best hearing.

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## *Give The Gift of Better Hearing*



Your donations are needed to help provide hearing devices to wonderful people both locally and globally. Trade in your gently used devices when you upgrade to new technology.

And did you know that a portion of every hearing device purchase through HearCare goes directly to our non profit, Hearing The Call-Sarasota? Getting your best hearing helps someone get theirs too.

# Upcoming Events



**DONNA SHOTWELL, O.D., P.A.**

## COMMUNITY DOCTOR SPOTLIGHT

Join us with our guest speaker, Donna Shotwell, DO. She will be speaking on Dry Eye and her innovative treatment options. Keep an eye out for more information and how to register to attend.

**Thursday, October 6th  
10:00 - 11:00 Sarasota Office**

## TOPIC: CHRONIC DRY EYE

Dry eye syndrome refers to a breakdown in the quantity or quality of tears to moisten, cleanse and protect the eyes. This is significant because, with each blink, tears protect the surface of the eye, washing away dust and microorganisms. When this protective coating dries up, the eyes may feel "gritty" or burn and can be more sensitive to light. In extreme cases, vision can be blurred. Proper care will not only increase your comfort – it will protect your eyes. Your eye care provider can perform a series of tests to determine if you have dry eyes.

## RSVP

Limited seats available, so contact us to reserve your spot today!



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# Dear Dr. HearCare

## MYTH: HEARING LOSS IS ONLY FOR OLDER PEOPLE

Traditionally, hearing loss is thought to be predominantly caused by age. In fact, seventy percent of individuals over the age of 70 have some degree of hearing loss! However, the more we research hearing and its causes, the more we find age is just one of many factors.

Certain health disorders, especially heart disease, high blood pressure, and diabetes, can have a bigger impact on hearing than age. Overall health and hearing comorbidities (illnesses seen in conjunction with other disorders) can be a predictor of your likelihood for having hearing loss.

In the same way, hearing loss can be an early warning or symptom of some health concerns. Certain configurations or types of hearing loss may help identify additional health concerns that are not yet diagnosed. Having your hearing tested early and regularly is a great way to keep you healthy as you age.



**Do you have a question we can answer?**

**Email Dr. HearCare at:  
[info@myhearcare.com](mailto:info@myhearcare.com)**



# Business Spotlight

Support Locally Owned Businesses



balance HEALTH + FITNESS

Balance brings together resources and services to inspire, challenge and enable you to achieve your fitness and wellness goals.

Whether you are just starting to bring fitness into your life, are looking for a spark of inspiration to help you break through a current plateau, or are currently being held back by some sort of pain or injury, let Balance help you! Our community of highly trained, experienced trainers and practitioners work closely to ensure you reach your health and fitness goals.



Balance offers a full spectrum of services including Personal Training, Massage, Thai Massage, Active Isolated Stretching, Nutrition, and Yoga.

Balance maintains a strong commitment to supporting the local arts community. You will find our studio enriched by a rotating collection created by local professional artists.



**941.365-6581**

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Sarasota, FL 34236**

*Write A*  
**REVIEW**

We want to hear from you! Let us know how your experience with HearCare has impacted your life and share that with others who are looking for their next step on the journey to better hearing.

