



## Press Release

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## FOR IMMEDIATE RELEASE

### **Free trial of phone-based screening for hearing loss – a great resource for fathers**

*The National Hearing Test partners with Duracell and AARP to offer free use of scientifically validated, confidential, phone-based hearing screening.*

**BLOOMINGTON, INDIANA – June 13, 2016** – More than one third of adults over the age of 65 experience hearing loss, but far too few seek help. Left untreated, hearing loss can lead to social isolation, job loss and income reduction, and significantly lower quality of life. Hearing loss is irreversible, but if caught early, steps can be taken to keep it from reducing your quality of life.

This was the impetus for a telephone-based hearing test now widely available in the United States and offered now through June 26th to users in the US and Canada.

Developed by hearing scientists with funding from the National Institutes of Health, the National Hearing Test is a not-for-profit, scientifically-validated, confidential hearing screening that can be taken over a telephone from one's home or office. Test results remain private to the user.

With underwriting from Duracell and AARP, the free use of the National Hearing Test has been extended for an additional month until June 26th. The test regularly costs \$5.00.

To take the test, users can call the toll-free National Hearing Test number at (844) 938-7223 or visit AARP's hearing resource center. The test takes approximately 10-12 minutes to complete.

The test is provided as a public service and has no financial connection with any hearing products or services. Communication Disorders Technology, Inc., in collaboration with scientists from Indiana University and the VU Medical Center of Amsterdam, launched the National Hearing Test to provide tens of millions of hearing-impaired Americans with a scientifically valid, affordable test to screen for hearing impairment.

The first of its kind in the United States, the National Hearing Test overcomes many obstacles preventing people from being screened for hearing loss, including inconvenience and cost. The test works by having callers listen to a series of spoken three-digit numbers that are presented with background noise. When the caller enters the numbers correctly, the next numbers are presented at a lower, more difficult level. If an error is made, the next numbers are easier to hear. The user's accuracy is measured in real time to determine the extent of hearing loss.

“Research shows that early identification of hearing loss leads to better quality of life and greater success with hearing aids,” said Dr. Charles Watson, chief scientist for the National Hearing Test in the U.S. and professor emeritus of the Department of Speech and Hearing Sciences at Indiana University, Bloomington.

#### **About the National Hearing Test Project**

The National Hearing Test is administered by Bloomington, Indiana-based Communication Disorders Technology, Inc., in partnership with Indiana University and the VU Medical Center of Amsterdam, with the support of the National Institute for Deafness and Other Communication Disorders of the National Institutes of Health, under Grant No. 3R43DC009719. For more information, visit [www.nationalhearingtest.org](http://www.nationalhearingtest.org).

#### **About Communication Disorders Technology, Inc.**

Founded in 1989 by two speech and hearing researchers and a mathematician at Indiana University, Communication Disorders Technology, Inc., develops software to treat speech, language and hearing disorders. Visit [www.comdistec.com](http://www.comdistec.com).

#### **About Duracell**

Started in the 1920's, the Duracell brand and company was recently acquired by Berkshire Hathaway Inc. (NYSE-BRK.A, BRK.B) and has grown to be the leader in the single-use battery market in North America. The iconic Duracell brand is known the world over. Duracell's products serve as the heart of devices that keep people connected, protect their families, entertain them, and simplify their increasingly mobile lifestyles. Duracell's recharging technology allows consumers to live life without limits. Berkshire Hathaway Inc. is a \$210B holding company owning subsidiaries that engage in diverse business activities. Visit [www.duracell.com](http://www.duracell.com) for more information; follow Duracell on [Twitter.com/Duracell](https://twitter.com/Duracell) and like Duracell on [Facebook.com/Duracell](https://facebook.com/Duracell).

#### **About AARP**

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @aarp and CEO @JoAnn\_Jenkins on Twitter.