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HearUSA

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**HearUSA Sponsors Leadership Conference**

**West Palm Beach, Fla. – September 13, 2011 --** HearUSA, a leader among the nation’s hearing care providers, will participate as a sponsor in the National Association of Specialty Health Organizations 9th Annual Leadership Summit at the Mandarin Oriental in Las Vegas, NV Oct 2-4.

Earlier this year, NASHO launched the National Hearing Industry Alliance at its January 23rd Board Meeting. The formation of the alliance enables NASHO to uniquely represent and advocate for hearing networks and plans. “We are optimistic that the resources available through NASHO will assist us in increasing awareness about the importance of hearing and the negative impact of untreated hearing loss,” said Dr. Cindy Beyer, Chairperson of the National Hearing Industry Alliance.”There is a vast unmet need in our communities, with millions of people living with undiagnosed and untreated hearing impairment.”

Presently, over 35 million U.S. citizens suffer some form of hearing loss, and that rate continues to grow due to the aging of America and increased noise exposure. And though hearing aids successfully treat 95% of hearing loss, only 40% of the mild-to-moderate hearing impaired population adopts the use of amplification devices, frequently due to a lack of hearing healthcare coverage. Individuals with untreated hearing loss compromise work productivity, independence, occupational safety and job performance, which reduces personal income by as much as $30,000 annually.

“NASHO appreciates HearUSA’s commitment to promoting the value of hearing healthcare and its support of our Annual Leadership Summit,” added Julian Roberts, Executive Director of NASHO. “Our upcoming Summit offers the perfect opportunity to grow the voice of the hearing care industry by joining the collective voice of specialty health,” For more details on the upcoming NASHO 9th Annual Leadership Summit, visit [www.nasho.org](http://www.nasho.org).

Health plans, employers and benefit sponsors are encouraged to review the abundant literature that links hearing loss with cardiovascular disease, diabetes, short term memory loss, dementia and Alzheimer’s disease, as well as reduced quality of life and personal safety. For more information about making quality and affordable hearing care available, contact HearUSA at 303-547-7578, or visit their booth at the NASHO Conference.

**About HearUSA**

HearUSA is the recognized leader in hearing care for the nation's top managed care providers through 178 company-owned hearing care centers and a nationwide network of 2,000 affiliated providers. HearUSA hearing care centers are located in California, Florida, New York, New Jersey, Massachusetts, Ohio, Michigan, Missouri, North Carolina and Pennsylvania. HearUSA is the nation's only hearing care provider whose centers are accredited by URAC, an independent, nonprofit health care accrediting organization dedicated to promoting health care quality through accreditation, certification and commendation.

**About NASHO**

**NASHO is a subsidiary association of the American Association of Preferred Provider Organizations (AAPPO) founded to advance and evolve specialty healthcare delivery in the United States. Its mission is to enhance and promote the value proposition of specialty health organizations. To learn more about NASHO, visit www.nasho.org.**