

NATIONAL AUDIOLOGY AWARENESS MONTH

Precision Hearing Aid Center

Precision Hearing Aid Center, located at 6 Hearthstone Court, Suite 204, in Reading recently celebrated seven years in business, according to co-founder Adam Wentling, Hearing Instrument Specialist. "Though we've served Berks County for most of that time, we are closing in on the end of our 3rd year operating our physical location in Reading," Wentling said. "Like many business owners who read *Route 422 Business Advisor*, most of our marketing focus and efforts are to our end-consumers, which in our case is mainly adults who are age 50 plus. *Route 422 Business Advisor* gives us the opportunity to educate our fellow peers in the marketplace,

which often leads to creative partnerships that provide win-win situations."

So why do the business communities of the Greater Reading and Pottstown areas need a focus on Audiology and Hearing? Well, for one, to review whether your business is legally compliant. Did you know that hearing loss is covered under the Americans with Disabilities Act (ADA) and as such, persons with hearing loss are afforded the same rights as, say, someone in a wheelchair? So, from a staffing standpoint, an employer is required to make 'reasonable accommodations,' which could include an amplified or captioned telephone, or possibly some equipment or adapters that would integrate an employee's existing hearing devices with the business phone system.

"How about your customers?" Wentling asks. "You wouldn't think of not having a wheel-chair ramp or a handicap accessible bathroom, so what are your protocols for your hearing-impaired patrons? I certainly don't have all the answers, and every business and facility are going to be unique with their challenges, but I would certainly be happy to connect you with appropriate resources," he said.

On another note, perhaps you are a business that routinely deals with the hearing-impaired population. **In-Home Care companies:** Did you know that Precision Hearing Aid Center can do onsite and in-home hearing evaluations? Did you also know that many of your clients have benefits that would cover most if not all of the cost of hearing aids? **Nursing and Assisted Living communities:** As stated

above, Precision Hearing Aid Center offers onsite hearing care, and they currently have room to take on a couple more facilities as part of their bi-monthly program. **Family Practices:** Do you have a reliable place to refer patients who are due for a hearing evaluation? Or perhaps you would like Precision Hearing Aid Center to come in and administer tests onsite on a regular basis? **Industry and construction:** Custom hearing protection can be a nice perk for your employees and makes wearing hearing protection more comfortable for longer durations. There are many other fields, where Precision Hearing Aid Center can be of assistance, so if you're not sure, please feel free to reach out.

For additional information please call 610.779.3205 and visit www.precisionhac.com.



Precision Hearing Aid Center

6 Hearthstone Court, Suite 204
Reading, PA 19606

Take the first step towards better hearing
by scheduling your free hearing test today.

Phone: 610.779.3205

Fax: 610.779.3206

Email: adam@precisionhac.com

www.precisionhac.com



Adam Wentling, Hearing Instrument Specialist, PAF03580

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for in-office and in-home
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555 2nd Avenue, D-204
Collegeville, PA 19426
610-454-1177



15 S. State Street, #104
Brownstown, PA 17508
717-661-1055

Hearing Care Is Healthcare

October is Audiology Awareness Month. As we celebrate this month, our goal is to bring attention to the early diagnosis and treatment of hearing loss.

Hearing loss can happen at any age. There are many reasons why a person will avoid having their hearing tested. Some are unaware of how much sound they are actually missing. Others may think by admitting to a hearing loss they may jeopardize work opportunities. Whatever the reason may be, ignoring the warning signs and not having an evaluation will not make a hearing loss disappear.

Hearing isn't just a part of communication. Our hearing ability is connected to your whole body and other health conditions can affect your ability to hear.

Here are just a few examples of comorbidities with hearing loss:

- Cardiovascular Disease
- Diabetes
- Kidney Disease
- Increased Risk of Falls

Call Today to Schedule your Baseline Hearing Test in the month of October at 610.454.1177 or 717.661.1055.

At **Premiere Speech and Hearing**, our mission is to improve the lives of children and adults with communication disorders. Our educated and experienced doctors of audiology and speech pathologists are dedicated to providing you with the highest quality of services in a personalized and caring environment. We are proud to have been servicing the speech and hearing needs of Collegeville and the surrounding area for over 20 years.



Berks Hearing Professionals, LLC

Berks Hearing Professionals, LLC opened in 2006 in Elverson, Pennsylvania with the goal of helping people hear and communicate better. In 2011, Berks Hearing Professionals moved to Birdsboro and 2013, opened a second location in Wyomissing. In 2020, both the Wyomissing and Birdsboro locations are staffed daily with Board Certified Audiologists, available to help individuals improve their quality of life through better hearing. The practice offers comprehensive hearing evaluations and the latest hearing aid technology available including Bluetooth, health monitoring, and rechargeability. This year the practice evolved to include cochlear implant evaluations and comprehensive newborn hearing tests.

Berks Hearing Professionals is 100-percent owned by Dr. Mindy Brudereck, Au.D., a Berks County native and a practicing audiologist for the past 19 years. She has dedicated her career to helping others and has actively volun-

teered within the profession on both state and national levels. She was part of the committee that helped develop October as National Audiology Month through the American Academy of Audiology. She continues to stay current with the changing field of audiology and strives to maintain best practices with every patient.

Berks Hearing Professionals met the challenges of 2020 and has changed to accommodate the new procedures and practices. Sanitation and safety procedures have been updated to keep the staff and patients safe. Telehealth and remote care technology are available and used regularly by the audiologists for patients that are not able to leave their homes. The staff at Berks Hearing Professionals is happy to provide the best possible hearing care to each individual.

For additional information, please call 610.404.8025 (Birdsboro) or 610.750.6107 (Wyomissing) and visit www.berkshearing.com.

ROUTE 422 Business Advisor

Call (610) 323-6253 to promote your business in the Route 422 Business Advisor!



berkshearing.com



Berks Hearing Professionals, LLC

Mindy K. Brudereck, Au.D., FAAA, CH-TM

Nicole Kendig, Au.D., FAAA

Board Certified in Audiology

Board Certified Hearing Instrument Specialist

321 N. Furnace Street, Suite 90
Birdsboro, PA 19508
610-404-8025

560 Van Reed Road, Suite 205
Wyomissing, PA 19610
610-750-6107