

## CI Corner

Recently there was an article online by USA Today about cochlear implants. The link to that article is provided in case it is still available: <http://yourlife.usatoday.com/health/story/2011/04/Cochlear-implants-can-be-magic-device/45987080/1?loc=interstitialskip>

There was an interesting reader comment to this article: "It is a shame that more middle aged & elderly people don't explore this option after losing their hearing. I know so many who have many years of life ahead of them and their hearing aids aren't cutting it. Unfortunately hearing aid dispensers aren't in the business of promoting something they cannot sell and profit from, and doctors perhaps don't know enough about CIs."

If the last statement is true, what should be done about it? Professional audiologists who are not simply hearing aid dispensers should be aware of the implant option if certain criteria are met, some of which cannot be determined by an audiologist alone. However, the audiologist could advise the patient on the steps to take to explore the implant option fully.

Doctors should be educated more on the value of implants, at least enough to know when to refer a patient to an audiologist and/or ENT if the patient is not already seeing one.

Hearing aid dispensers should also be educated about cochlear implants and be prepared to advise the patient and refer him to an audiologist. If the patient's hearing loss is too severe to benefit from a hearing aid, he will not (should not) be buying one, so no business is "lost", and the dispenser will gain good will.