

Did You Know? Discover these interesting facts about hearing loss!



- Excessive noise is the number one reason for hearing loss.
- If an environment is too loud to carry on a conversation, it's loud enough to potentially cause hearing loss.
- 1 in 4 workers exposed to high levels of noise will develop hearing loss.
- The number-one reason people seek a hearing solution is the recognition that their hearing has worsened. Usually this occurs from making a serious mistake, family pressure, or safety concerns.
- Professions at risk of hearing loss include firefighters, police officers, factory workers, farmers, construction workers, military personnel, heavy industry workers, musicians, and entertainers.
- The ear has over 25,000 tiny hair cells to help you hear the nuances of sound.
- Men are more likely than women to experience hearing loss.
- Approximately 17% of American adults – 36 million people – report some degree of hearing loss.
- Only 1 out of 5 people who could benefit from hearing aids actually wear them.



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Don't just take it from us. See what the experts are saying about hearing loss.

Consumer Reports recommends obtaining hearing aids from an Ear, Nose, and Throat physician. ENTs are more thorough in their evaluation, and can rule out many conditions which may affect your hearing.

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www.consumerreports.org/health

“Consultation with specially trained professionals who work as a team is important for the evaluation of a hearing loss and selection of appropriate management. An otolaryngologist (ENT) should evaluate the individual with a hearing problem to make the diagnosis and exclude related systemic disorders that may contribute to the problem.”

National Institute of Health (NIH)
www.nicds.nih.gov/health/hearing

“The Food and Drug Administration has determined that my best health interest would be served if I had a medical evaluation by a licensed physician (preferably a physician who specializes in diseases of the ear) before purchasing a hearing aid.”

Food and Drug Administration (FDA)
Code of Regulations Title 21

Who will be taking care of you

Care for your hearing loss will be directed by our Ear Nose and Throat physicians,

Drs. Brian J. McCool and Tarika Bhuta. They are board-certified medical doctors with more than 20 years of experience.

Our knowledgeable, licensed audiologists are Jackie Battle, who has a Masters Degree in Audiology and more than thirty years of experience, and Rachel M. Lynch who has a Doctorate Degree in Audiology. They will work closely with Drs. McCool and Bhuta to accurately diagnose the type and severity of your hearing loss.

McCOOL & BHUTA

Ear Nose and Throat Specialists

Sonology provides:

- 3 year warranty on all our products no matter what level of technology you purchase
- 30 day adjustment period
- 5 year supply of batteries with your purchase
- Free annual hearing evaluations with purchase
- Plenty of free, on-site parking



Dr. Brian J. McCool

Dr. McCool was born and raised in Huntsville, Alabama. A 1992 graduate of Vanderbilt University, he received his medical degree from the University of Alabama School of Medicine in 1998. Dr. McCool is certified by the American Board of Otolaryngology-Head and Neck Surgery, and is a member of the American Academy of Otolaryngology-Head and Neck Surgery. He has practiced medical and surgical ENT in Birmingham since 2003.



Dr. Tarika Bhuta

Dr. Bhuta graduated with Phi Beta Kappa Honors from the University of North Carolina-Chapel Hill in 1994 and received her medical degree with Alpha Omega Alpha (AOA) Honors from the University of Alabama School of Medicine in 1998. Dr. Bhuta is certified by the American Board of Otolaryngology-Head and Neck Surgery and is a fellow and member of the American Academy of Otolaryngology-Head and Neck Surgery. She has practiced medical and surgical ENT in Birmingham since 2003.



Jackie Battle, MS-CCC-A

Jackie has a Bachelor of Science degree in Speech Pathology and a Master of Science degree in Audiology. She is licensed by the Alabama Board of Examiners for Speech Language Pathology and Audiology and is a Fellow of the American Academy of Audiology. Jackie has been an audiologist in Birmingham for 32 years and focuses on hearing aids and amplification devices for adults. Jackie stays well-informed on the latest technology and uses different manufacturers to find the most effective hearing device for each patient's hearing loss.



Rachel Lynch, Au.D, CCC-A

Dr. Lynch was raised in Birmingham, Alabama. She received her Doctorate from the University of Arkansas for Medical Sciences, and her Bachelors of Arts from the University of Alabama. Rachel completed her externship at the Memphis VA Medical Center. Upon recently returning to Birmingham, Dr. Lynch worked in the Manhattan area dispensing hearing aids for the adult population. Rachel has a special interest in adult amplification and aural rehabilitation. Rachel is certified by the American Speech-Language-Hearing Association and is licensed to practice audiology in the State of Alabama. She is a fellow of the American Academy of Audiology.



IT'S A SOUND DECISION