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## **HearingPages.com Announces Free Early Access for Clinics & Audiologists**

*Educational website will use social media tools to change how  
the hearing industry connects with patients*

CALGARY, AB - Starting today, audiologists and clinics can access the pre-launch site of Hearing Pages to register their practice. The company has provided this window of access so that these groups can have their listing, branding, products, contributions, and contact information present on the website prior to its public launch.

Hearing Pages is a new website that, for the first time, aims to bring all members of the hearing industry together on a single platform. To do so, the site features a variety of tools, including a database of hearing loss articles, a map-based clinic locator, listings of all commercially-available hearing devices, discussion forums, and a sophisticated program that help users discover what hearing aids might work best for them. The combined tools ultimately seek to educate the general public about hearing loss and treatment options, and to connect individuals experiencing hearing loss with clinics in their area.

The website was created in response to a growing disparity in the way that new users were adopting hearing aids. Despite an estimated 25,481,000 US citizens experiencing untreated hearing loss (17,318,000 of whom are active internet users,) only 981,000 first time users purchased hearing aids last year. Of out this already small group, only an approximate 7,000 reported the internet as being an influencer in their decision-making.

Hearing Pages seeks to address this by reaching members of the general public when they conduct the earliest stages of online research, and encourage their adoption of hearing aids through education and by connecting them with local audiologists.

Clinics are encouraged to register themselves at the website so that they can be a resource to individuals suffering from hearing loss in their communities. The benefits of registration include being searchable in the Clinic Locator, being able

to contribute informative articles to the learning database, improving the search engine ranking of your existing website, capturing direct interest from potential patients, and receiving email alerts when someone in their city posts a question to the forums, among many others.

Clinicians can register their clinics during the pre-launch phase by visiting [test.hearingpages.com](http://test.hearingpages.com). For the first three months following Hearing Pages' public launch, clinics will enjoy full-access to all features at no cost.

Clinics and audiologists looking to learn more about Hearing Pages' robust variety of features and tools can also participate in one of the company's weekly introductory webinars. To sign-up, send an email to [info@hearingpages.com](mailto:info@hearingpages.com).

Finally, to keep up-to-date with the website's public launch, subscribe to the site's mailing list at [hearingpages.com](http://hearingpages.com).

### **About Hearing Pages**

Hearing Pages is a complete online hearing health portal that, for the first time, brings patients, clinicians, manufacturers and other solution providers together in one place. The site takes an intuitive community approach to educating the general public about hearing loss and includes tools to benefit visitors from all areas of the hearing loss community.

Hearing Pages is an initiative of Ear Works Inc. ([www.earworksinc.com](http://www.earworksinc.com)).

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