



FOR IMMEDIATE RELEASE

January 17, 2022

Each Ear Announces Free Community Outreach Tool Basic Hearing Aid Training for Caregivers™

(HALES CORNERS, Wis.) – Each Ear, LLC is announcing Basic Hearing Aid Training for Caregivers™, a new community outreach tool for hearing aid clinics, designed to build new and fortify existing relationships with local nursing homes and assistive living facilities. Basic Hearing Aid Training for Caregivers™, a 40-minute video course, is a public service of Each Ear, LLC and is free to hearing aid clinics and caregivers. It covers:

1. Consistent hearing aid wearing
2. The various styles of hearing aids
3. Powering hearing aids on and off
4. Safeguarding hearing aids and loss prevention
5. Hearing aid cleaning and maintenance
6. Hearing aid insertion
7. When to reach out to a medical professional or a hearing aid professional
8. Resources for caregivers

Caregivers receive a Certificate of Completion. “This is the appropriate level of training for caregivers. It’s basic, but thorough, and it’s designed specifically for caregivers. It increases caregiver-confidence,” said Dr. Venema, one of the Instructors. Another Instructor, Dr. Calderon, added: “Proper hearing aid cleaning and care improves the residents’ living experience. This training also helps prevent the loss of, and damage to, their hearing aids.”

“This training is needed and appreciated. And community outreach is an important part of a hearing aid clinic’s marketing plan,” Jeffrey Szmanda, President of Each Ear, LLC, said. “We are supporting community outreach with this specialized, yet easy-to-understand training video along with specific follow-up strategies for the clinics.”

Visual Storyteller, Evan Atwood commented on the production of the Basic Hearing Aid Training for Caregivers™ video, “This training video is clear, concise, detailed, and arranged with great care. It is engaging to watch, from start to finish. I highly recommend this video for caregivers!”

Each Ear, LLC is focused on improving hearing aid manageability and effectiveness. Gruv Button Technology™, for example, employs ergonomic design to enable better access to and control over the hearing aid speakers. The company takes great pleasure in sponsoring Basic Hearing Aid Training for Caregivers™. Instructors, Dr. Antonio Calderon and Dr. Ted Venema, are prominent hearing-aid-industry educators and trainers.

Hearing aid clinics can view [Basic Hearing Aid Training for Caregivers™](#), download free, customizable PDF brochures, for printing and emailing to local nursing homes and assistive living facilities, and find the specific follow up strategies at www.HearingAidTraining.com/community-outreach. Please direct any inquiries to Jeffrey Szmanda: jeff@eachear.com.

###