



FOR IMMEDIATE RELEASE

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Each Ear Announces Help for Prospective Hearing Aid Users

(HALES CORNERS, Wis.) – Each Ear, LLC today announced the unveiling of [Hearing Test Prep™](#), a Facebook group helping prospective hearing aid users prepare for their hearing test. Six [Guides](#) make it quick and easy to access needed and valuable insight into the hearing test appointment:

1. What is Your Attitude Toward Hearing Aids?
2. It Helps to Understand...
3. Questions to Ask Your Hearing Care Professional
4. How to Choose a Hearing Care Professional
5. User and Family Video Experiences
6. Additional Resources

“This is an excellent fashioning of easy-to-follow, relevant information along with engagement,” said Professor of Audiology Dr. Ted Venema, a featured presenter in the Guides. “It gives prospective hearing aid users an advantage during the appointment.”

Oliver F. von Borstel, known as the “Ambassador of Anti-stigmatization of Hearing Aids”, founder of the Ethical Selling Concept, and co-presenter of the Hearing Aid Improvement Award™ suggested, “Hearing Test Prep™ will help advance hearing healthcare by educating prospective hearing aid users. My Ethical Selling Concept is also featured in the Guides.”

Hearing Test Prep™ fosters a richer, more-informed experience and a positive feeling of ‘partnership’ with the hearing healthcare professional,” said Jeffrey Szmanda president and founder of Each Ear, LLC, and administrator for Hearing Test Prep™ Facebook Group. “At Each Ear, we advocate for hearing aid users and focus on improving hearing aid outcomes.”

Hearing Test Prep™ Facebook Group is independent, not owned by any hearing aid manufacturer or group of clinics and includes a section on over-the-counter hearing aids. It is sponsored by award-winning, Each Ear, LLC.

Prospective hearing aid users, family members and hearing care professionals can access Hearing Test Prep™ Facebook Group at www.HearingTestPrep.com.

Please direct any media inquiries to Jeffrey Szmanda: Jeff@EachEar.com 414-807-0404.

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