

Hidden Hearing invite you to hearing care event

Breakfast TV Doctor, Dr Hilary Jones & Hidden Hearing to Host Exclusive Hearing Care Event in Edinburgh to Tackle the 33,000 undiagnosed cases of Hearing Loss in the capital

High-street hearing specialists, Hidden Hearing, has teamed up with Breakfast TV doctor Dr Hilary Jones, to host a public event to raise awareness of undiagnosed hearing loss in Edinburgh.

It is estimated that hearing loss currently affects 82,500 people in Edinburgh alone; however 33,000 of these are undiagnosed and would benefit from a hearing aid.

The exclusive event is taking place on Friday April 11th at The Caledonian Hotel on Princess Street, where Dr Hilary Jones will be offering advice and presenting a talk on the hidden impact of hearing loss and screening his film – the 6 Steps to Better Hearing. Qualified audiologists will be available on the day to conduct free hearing checks and offer a wax removal service. New hearing aid technology available will be showcased, including the very latest advancements to help tinnitus sufferers.

“Left undiagnosed, hearing loss can have a huge impact on a person’s relationships and their ability to join in with life. New research by Hidden Hearing found that only a third of Scots claim to know how to look after their hearing and only 16% get their hearing tested regularly, despite our hearing being voted the second most important human sense,” says Dr Hilary Jones. “We want to cut the time it takes for people to seek help and encourage people in Edinburgh to take action with a simple free hearing test.”

David Fletcher, a leading audiologist from the Edinburgh

Hidden Hearing branch, says “I have witnessed the dramatic improvement in hearing aid technology over the last 25 years. From analogue to digital, there have been continuous advancements with hearing technology so in addition to the tiny invisible aids, I’m really pleased that we now have hearing aids equipped with tinnitus management technology to help sufferers actually cope with tinnitus rather than merely masking it.”

To book a ticket and free hearing screen at the event call 0800 037 2060.

Submitted by [rachel cunningham](#)