



International Hearing Society

Dear David,

I am pleased to share with you some great news!

As IHS continues to be proactive in the fight against direct-to-consumer sales of hearing aids, we have been working closely with our allied professional organizations. As a result, we have come up with a [joint letter](#) to communicate our concerns, signed by IHS and the following allies:

- Academy of Doctors of Audiology
- American Academy of Audiology
- American Academy of Otolaryngology – Head and Neck Surgery
- American Speech-Language-Hearing Association

Please share [this letter](#) with your patients to illustrate just how concerned hearing healthcare professionals from all levels are with hearing aids being sold directly to them. This is the perfect time to remind them how critical the role of the hearing healthcare professional is to their care and to the success of their hearing care solution.

Your IHS leaders want you to feel completely confident that IHS is building alliances with our organized audiology and otolaryngology colleagues – to the benefit of the industry and the consumers we serve. It is obvious in this changing market that hearing healthcare requires a team and each of us is a necessary part of the puzzle.

Thank you for your dedication to the Society; you are a life changer.

Sincerely,

Kathleen Mennillo, MBA
IHS Executive Director

p.s. To access more member-only resources addressing direct-to-consumer sales of hearing aids, please [visit the IHS web site](#).