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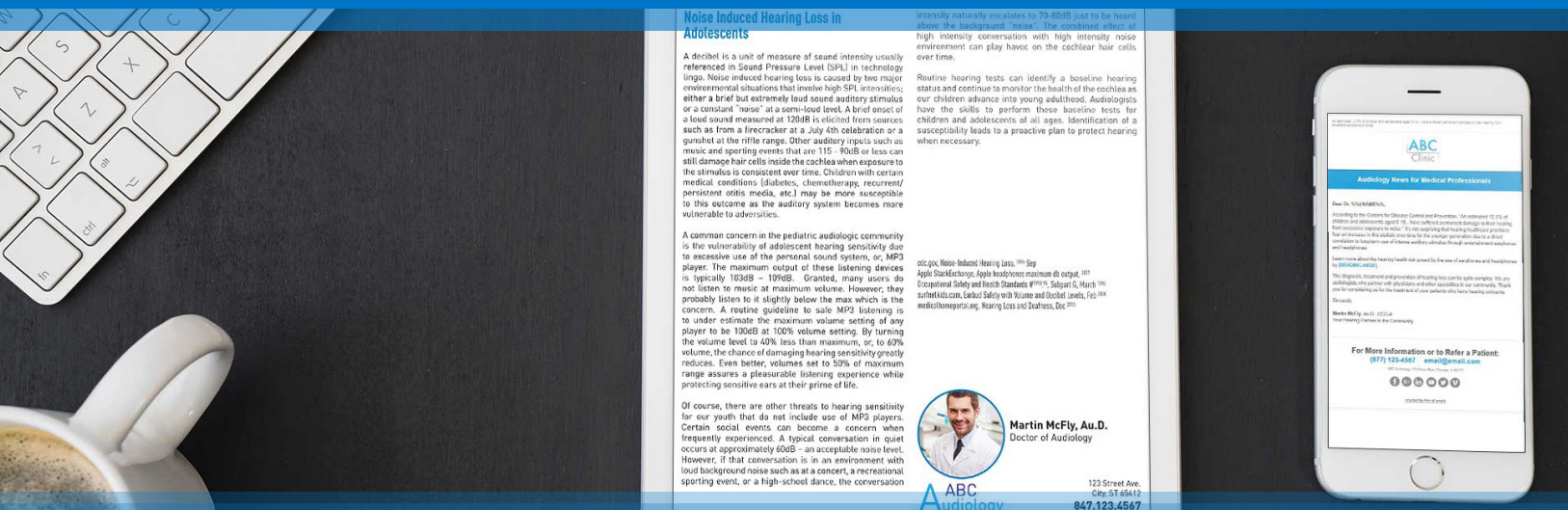


Your Email Marketing Partner

Get your foot in the door without leaving your office

EMAIL MESSAGES DELIVERED TO HEALTHCARE PROFESSIONALS QUICKLY AND COST EFFECTIVELY

Use MDEmails to compliment your existing physician outreach programs. Access your local physician network in and around the community you serve. MDEmails is an email design and delivery service used to reach out with our 1-2-3 system to get your name out there and foot in the door. Networking is key to any successful business and our MDEmails is designed to do just that.



Noise Induced Hearing Loss in Adolescents

A decibel is a unit of measure of sound intensity usually referenced in Sound Pressure Level (SPL) in technology lingo. Noise induced hearing loss is caused by two major environmental situations that involve high SPL intensities; either a brief but extremely loud sound auditory stimulus or a constant "noise" at a semi-loud level. A brief onset of a loud sound measured at 120dB is elicited from sources such as from a firecracker at a July 4th celebration or a gunshot at the rifle range. Other auditory inputs such as music and sporting events that are 115 - 130dB or less can still damage hair cells inside the cochlea when exposure to the stimulus is consistent over time. Children with certain medical conditions (diabetes, chemotherapy, recurrent/persistent otitis media, etc.) may be more susceptible to this outcome as the auditory system becomes more vulnerable to adversities.

A common concern in the pediatric audiology community is the vulnerability of adolescent hearing sensitivity due to excessive use of the personal sound system, or, MP3 player. The maximum output of these listening devices is typically 100dB - 109dB. Granted, many users do not listen to music at maximum volume. However, they probably listen to it slightly below the max which is the concern. A routine guideline to safe MP3 listening is to under estimate the maximum volume setting of any player to be 100dB at 100% volume setting. By turning the volume level to 40% less than maximum, or, to 60% volume, the chance of damaging hearing sensitivity greatly reduces. Even better, volumes set to 50% of maximum range assures a pleasurable listening experience while protecting sensitive ears at their prime of life.

Of course, there are other threats to hearing sensitivity for our youth that do not include use of MP3 players. Certain social events can become a concern when frequently experienced. A typical conversation in quiet occurs at approximately 60dB - an acceptable noise level. However, if that conversation is in an environment with loud background noise such as at a concert, a recreational sporting event, or a high-school dance, the conversation

Intensity naturally escalates to 70-80dB just to be heard above the background "noise". The combined effect of high intensity conversation with high intensity noise environment can play havoc on the cochlear hair cells over time.

Routine hearing tests can identify a baseline hearing status and continue to monitor the health of the cochlea as our children advance into young adulthood. Audiologists have the skills to perform these baseline tests for children and adolescents of all ages. Identification of a susceptibility leads to a proactive plan to protect hearing when necessary.

2010 CDC Noise Induced Hearing Loss: 10th Rep.
Apple: Soundcheck.org. Apple headphones maximum db output: 107
Occupational Safety and Health Standards #1919. Subpart G, March 1969
surroundings.com. Carbox Safety with Volume and Decibel Levels, Feb 2011
audiologynews.org. Hearing Loss and Soundcheck, Dec 2011

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ABC Clinic
Audiology News for Medical Professionals

Dear Dr. [NAME],

According to the Center for Disease Control and Prevention, the estimated 10-15% of children and adolescents aged 6-19 have suffered irreversible damage to their hearing from excessive exposure to noise. It is our mission to help you protect your patients' hearing by providing you with the latest research on hearing loss and its prevention. We have compiled a list of resources for you to use in your practice. We hope you find this information helpful.

Learn more about the hearing health risks posed by the use of headphones and headphones in your practice.

This document, research and provision of hearing loss can be quite complex. We are audiology professionals who partner with physicians and other healthcare professionals. Please contact us for more information or to refer a patient.

(877) 123-4567 email@mdemails.com

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For More Information or to Refer a Patient:
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PRICING IS BASED ON EMAILS DELIVERED

1st 1,000 emails = \$2,900
1,000 email minimum

After first 1,000, additional email cost:

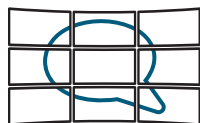
1,001 - 2,000 = \$1.45/email
2,001 - 3,000 = \$1.35/email
3,001 - 4,000 = \$1.25/email
4,001 - 5,000 = \$1.20/email
5,001+ = \$1.15/email

FOLLOW UP IS KEY

Our system is designed to get your foot in the door, however it's up to you to follow through! Once a campaign ends you will receive a curated lead list of all the local physicians who responded to your program. From there it's up to you to take the ball and reach out to grow that network. Things like having a great website, reaching out via phone calls or even sending out a mailer! Not sure how to do that? We can help guide you on that. We even have a selection of medical based articles to choose from if you so desire to continue reaching out to your lead list written by some of the experts in the field.

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