

Rock Music Now a Deafening Issue for Baby Boomers

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By [Eric Lander](#)

Rock music and baby boomers go hand in hand. Growing up with the sounds of the Beatles, and later being influenced by iconic musicians including Janis Joplin and Jimi Hendrix – a baby boomer is simply no stranger to what many would argue as the best in rock and roll.

Unfortunately, all that musical enjoyment appears to have come at a price. As we boomers age, we're contributing to what many are referring to as a major **health** issue across the country – the loss of hearing.

Richard Salvi is the director of the University at Buffalo Center for Hearing and Deafness, and he warns us that hearing aids will begin to appear all too common.

"Hearing aids will by necessity become a necessary part of the boomers dress code as the prevalence of age-related hearing loss begins to accelerate beyond age 65. While hearing aid technology and miniaturization have steadily advanced, restoring the hearing of our youth remains a formidable challenge," Salvi said last week in a statement.

"Hearing **healthcare** costs are skyrocketing due to noise exposure and aging. The Department of Veterans Affairs ranks hearing loss as one of its Top 5 major disabilities. In 2010, the VA paid out more than \$1 billion for tinnitus disability claims alone. The trends in the VA are a reflection of those in the general population."



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