

Dr. Juliëtte Sterkens



Audiologist Dr. Juliëtte Sterkens is on her encore career after 30 years in private audiology practice as the Hearing Loss Association of America Hearing Loop Advocate. In this capacity she advocates for the use of hearing loop systems to improve hearing access for consumers with hearing loss. She works to educate consumers, audiologists and hearing care specialists, as well as professionals in the building and AV business, of the benefits of hearing loop technology. Her efforts have led to 600+ loop installations in Wisconsin and many more around the USA. For her work she received the Wisconsin Audiologist of the Year, Arizona School of Health Sciences 2013 Humanitarian of the Year and the American Academy of Audiology Presidential Awards.

Progress towards Looping the World

Hearing loss is often misunderstood; not just by the person with hearing loss but also by family, friends and co-workers. Even greater misconceptions exist regarding hearing aids benefits, and advertising claims have raised expectations beyond reality. Used alone, hearing aids are simply unable to deliver in many public places; but hearing loops can overcome these inherent limitations, only if the consumer has a telecoil equipped hearing aid and is aware of how to use it. Hearing loop installations are on an upswing thanks to increased demand driven by positive user experiences in properly installed hearing loops, and effective consumer advocacy by many organizations. The hearing aid industry, recognizing loops increase hearing aid user satisfaction, is starting to mention telecoils in advertising, educating providers and creating telecoil-functionality improving apps. Juliëtte Sterkens will explore ways to build on this world-wide movement to encourage and facilitate IEC-standard loop installations, as well as ways to increase the likelihood that consumers are routinely offered the telecoil option while purchasing hearing aids.