

# Research Findings Media Reports and Links



## [Ear injections could reverse 'permanent' hearing loss caused by loud noise](#)

Daily Mail - [Claire Bates](#) - Jul 2, 2010

Lead researcher **Dr Srdjan Vlajkovic** and his team injected the chemical adenosine amine congener (ADAC) into rats who had been exposed to loud noise. ...



## [Cure for noise induced hearing loss is possible](#)

Examiner.com - Jul 2, 2010

**Dr. Srdjan Vlajkovic** from the University of Auckland, New Zealand published research in the June 29, 2010 journal Purinergic Signalling that announced their ...

## [Drug discoverers need \\$US1m investment](#)

TVNZ - Jul 2, 2010

"We need support from a commercial partner to take this drug to clinical trials," said **Srdjan Vlajkovic**, a senior lecturer at the university. ...

## [Drug may reverse deafness](#)

New Zealand Herald - Jul 2, 2010

The Auckland Medical Research Foundation said lead researcher **Srdjan Vlajkovic** had paved the way for effective non-surgical therapies to restore hearing ...



## [Researchers Found New Treatment for Hearing Loss](#)

TopNews United States - [Amit Pathania](#) - Jul 2, 2010

... to test its effectiveness in humans and are currently seeking industry partners to move this to clinical trials," said lead researcher **Srdjan Vlajkovic**. ...



## [Kiwi Researchers Develop New Drug For Noise-Induced Hearing Loss](#)

MedIndia - [Tanya Thomas](#) - 18 hours ago

**Dr. Srdjan Vlajkovic** and his team's work is published in a special edition of Springer's journal Purinergic Signalling, focusing on the inner ear. ...



## [Hearing loss drug introduced](#)

3News - [Bob McNeil](#) - Jul 2, 2010

Auckland University researchers have come up with a new drug that could reverse hearing loss caused by exposure to workplace noise and rowdy ...

<http://www.dailymail.co.uk/health/article-1291095/Ear-injections-reverse-permanent-hearing-loss-caused-loud-noise.html?ITO=1490#>

<http://esciencenews.com/articles/2010/06/30/restore.hearing.thanks.new.drug> (site receives around 104,000 unique visitors monthly)

<http://www.medicalnewstoday.com/articles/193483.php> (site receives around 774,000 unique visitors monthly)

<http://conservativeamericannews.com/free-republic/restore-hearing-thanks-to-new-drug-noise-induced-hearing-loss/comment-page-1> (site receives 15,500 unique visitors monthly)

<http://www.freerepublic.com/focus/f-chat/2544337/posts> (site receives around 1.07 million unique visitors monthly)

<http://www.breakthroughdigest.com/medical-news/restore-hearing-thanks-to-new-drug/> (site statistics not available)

<http://www.inkarp.com/ipb/index.php?s=177d0f44a0587f6f5ca83a911f8204b1&showtopic=55454> (site statistics not available)

<http://cnewshealth.co.cc/featured/restore-hearing-thanks-to-new-drug/> (site statistics not available)

<http://genengnews.com/keywordsandtools/print/2/87572954/> (site receives around 16,500 unique visitors monthly)

<http://www.astf.net/site/news/rss/news.asp?catid=102> (site statistics not available)

<http://www.dailymail.co.uk/health/article-1291095/Ear-injections-reverse-permanent-hearing-loss-caused-loud-noise.html> (site receives around 5.51 million unique visitors monthly)

<http://friendfeed.com/sarnet101/59bfc856/restore-hearing-thanks-to-new-drug> (site receives around 532,000 unique visitors monthly)

[http://www.sciencedaily.com/releases/2010/06/100630071258.htm?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+sciencedaily+%28ScienceDaily%3A+Latest+Science+News%29](http://www.sciencedaily.com/releases/2010/06/100630071258.htm?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+sciencedaily+%28ScienceDaily%3A+Latest+Science+News%29) (site receives around 1.58 million unique visitors monthly)

[http://www.dnaindia.com/health/report\\_potential-drug-treatment-for-noise-induced-hearing-loss\\_1403863](http://www.dnaindia.com/health/report_potential-drug-treatment-for-noise-induced-hearing-loss_1403863) (site receives around 170,000 unique visitors monthly)

<http://www.hearingaidsear.com/index.php/hearing-aids-news/new-drug-restores-hearing-after-noise-induced-hearing-loss-in-rats.html> (site statistics not available)

[http://www.thaindian.com/newsportal/health/potential-drug-treatment-for-noise-induced-hearing-loss\\_100388898.html](http://www.thaindian.com/newsportal/health/potential-drug-treatment-for-noise-induced-hearing-loss_100388898.html) (site receives around 789,000 unique visitors monthly)

<http://www.impactlab.com/2010/07/01/new-drug-could-reverse-hearing-loss-caused-by-loud-noises/> (site receives around 242,500 unique visitors monthly)

<http://timesofindia.indiatimes.com/life/health-fitness/health/Now-drug-for-noise-induced-hearing-loss/articleshow/6114961.cms> (site receives around 636,000 unique visitors monthly)

<http://www.cradop.com/component/content/article/11193-adac-for-hearing-loss.html> (site statistics not available)

<http://feeds.bignewsnetwork.com/?sid=654153> (site receives around 26,500 unique visitors monthly)

<http://ideaworksforhealthcare.com/b/newsdesk/archive/2010/06/30/new-zealand-team-develops-drug-for-hearing-loss.aspx> (site statistics not available)

<http://fauquierent.wordpress.com/2010/06/30/new-drug-restores-hearing-after-noise-induced-hearing-loss/> (site statistics not available)

<http://blog.taragana.com/science/2010/07/01/potential-drug-treatment-for-noise-induced-hearing-loss-17529/> (site receives around 1.08 million unique visitors monthly)

<http://www.fachzeitungen.de/pressemeldungen/en/gut-hoeren-medikamente-106730/> (site statistics not available)

<http://todays-healthy-living.com/blog/health-news/restore-hearing-thanks-to-new-drug/> (site statistics not available)

[http://www.firstscience.com/home/news/breaking-news-all-topics/restore-hearing-thanks-to-new-drug\\_87344.html](http://www.firstscience.com/home/news/breaking-news-all-topics/restore-hearing-thanks-to-new-drug_87344.html) (site receives around 27,000 unique visitors monthly)

<http://www.topnews.in/health/potential-drug-treatment-noise-induced-hearing-loss-27964> (site receives around 922,000 unique visitors monthly)

<http://icedrugaddiction.com/ice-drug-addiction/36826/restore-hearing-thanks-to-new-drug/> (site statistics not available)

<http://interceder.net/i/Placebo> (site receives around 345,000 unique visitors monthly)

<http://treatingarthritis.info/44715/restore-hearing-thanks-to-new-drug/> (site receives around 6,000 unique visitors monthly)

<http://www.wikio.com/health/disability/deafness> (site receives around 850,000 unique visitors monthly)

<http://www.healthwd.info/news/new-drug-restores-hearing-after-noise-induced-hearing-loss-in-rats/> (site statistics not available)

<http://audiologycme.com/?p=2365> (site statistics not available)

<http://cpnp.org/resource/shared/syndicated/41961-new-drug-restores-hearing-after-noise-induced-hearing-loss-rats> (site receives 491 unique visitors monthly)

<http://www.physorg.com/health-news/> (site receives around 849,500 unique visitors monthly)

<http://oklayp.com/Oklahoma/Noise-Control-Consultants.htm> (site receives around 2,500 unique visitors monthly)

<http://wotnews.com.au/news/Cochlear/> (site receives around 6,500 unique visitors monthly)

<http://www.pharmagateway.net/News.aspx?CategoryID=1097> (site statistics not available)

<http://generef.com/newsstory.html?pid=81508> (site receives around 1,500 unique visitors monthly)

<http://content.usatoday.com/topics/article/Brands/Consumer+Products/Apple/001F4rBbS1eKb/2> (site receives around 9.78 million unique visitors monthly)

<http://www.indiatalkies.com/2010/07/potential-drug-treatment-noiseinduced-hearing-loss.html> (site statistics not available)

<http://www.freestylelabs.com/blogreader.php?topic=deaf> (site statistics not available)

[http://www.sciencecodex.com/restore\\_hearing\\_thanks\\_to\\_new\\_drug](http://www.sciencecodex.com/restore_hearing_thanks_to_new_drug) (site receives around 43,000 unique visitors monthly)

<http://www.alphagalileo.org/ViewItem.aspx?ItemId=80093&CultureCode=en>

[http://www.eurekalert.org/pub\\_releases/2010-06/s-rht063010.php](http://www.eurekalert.org/pub_releases/2010-06/s-rht063010.php)

# A promising sound therapy tool for Tinnitus.

July 8, 2010

[hearingreview.com](http://hearingreview.com)



eNewsletter Sign-Up 

## HearingReview THE INSIDER

MarkeTrak VIII: Direct-Mail, PSAP Devices' Effect On The Custom HA Market  
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### INCLUDED IN THIS EDITION:

- » [Potential Drug Treatment Found For Noise-Induced Hearing Loss](#)
- » [New Cochlear Implant Could Improve Patient Outcomes](#)
- » [Defect in Cellular Process May Spur Balance Disorders](#)
- » [NHCA Announces 36th Annual Conference, Call For Papers](#)
- » [Ida Institute Convenes Academic Panels In America, England](#)

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**Accessible**

The *Hearing Review* agrees hearing aids should be available to millions of Americans unable to afford hearing loss treatment. Join us in supporting passage of the Hearing Aid Assistance Tax Credit Act.

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### TOP NEWS

#### YouTube Sensation: Baby's Cochlear Implant Activation

Featured on Good Morning America, YouTube video of an 8-month-old having his cochlear implant activated draws more than 2.3 million views. [Read more...](#)



### ADVERTISEMENT



#### Frye Electronics

Frye Electronics recently released FONIX NOAH Real Ear vModule version 2.20. This program can be used with the FP35, the 7000, the FP40 and the older FONIX 6500-CX. The Visible Speech part of this program shows the minimum and maximum response of the aid across the frequency band – in color. This is a great way to demonstrate to the hearing aid user how much the hearing aid is helping him understand conversations. DSL 5 and the Modified NAL targets are available. (We plan to have real ear measurement available on the FONIX 8000 this fall.)

FONIX website is [www.frye.com](http://www.frye.com). FONIX computer program information is found at [www.frye.com/products/analyzers/programs.html](http://www.frye.com/products/analyzers/programs.html). Contact [sales@frye.com](mailto:sales@frye.com), call (800) 547-8209.

## RESEARCH

### Potential Drug Treatment Found For Noise-Induced Hearing Loss

Researchers report that injection of an agent called ADAC activates adenosine receptors in cochlear tissues, resulting in recovery of hearing function. [Read more...](#)



### New Cochlear Implant Could Improve Patient Outcomes

The new device pairs 12 electrodes on a wire whose thinness and flexibility allows its placement closer to the cochlea than a conventional electrode. [Read more...](#)



## ADVERTISEMENT



### ESCO

When was the last time your patients heard from you? ESCO is here to help – Reminder Care is a FREE patient recall program for your practice. This program notifies your patients shortly before the expiration of their manufacturer's warranty, offering them ESCO coverage and can now include a customized recall letter from your office.

For further information, please visit us at [www.earserv.com](http://www.earserv.com) or call (800) 992-3726.

### Defect in Cellular Process May Spur Balance Disorders

Researchers say they hope study results will yield new understanding of human balance disorders and possibly new therapeutic approaches. [Read more...](#)



## EVENTS AND CALENDAR

### NHCA Announces 36th Annual Conference, Call For Papers

Submission deadlines are July 31 for papers, September 1 for posters at February conference in Arizona. [Read more...](#)



## ADVERTISEMENT



### **Sycle.net**

Sycle is the number one practice management software that over 3,000 clinics depend on everyday to help run their businesses. Thousands of hearing care professionals are simplifying their lives while increasing hearing aids sales. Scheduling, sales reporting, marketing and insurance billing are wrapped into one, easy to use, web-based solution. It's no surprise that 95% of current customers say they would recommend Sycle to their colleagues. Sign up and try Sycle for 3 months at no risk.

For further information, please visit us at [www.sycle.net](http://www.sycle.net) or call (888) 881-7925.

## **NEWS: AROUND THE (ACOUSTIC) HORN**

### **Consumer Conclaves Kick Off Summer For Hearing Aid Industry**

Hearing Aid Tax Credit presentations by the Hearing Industries Association were greeted enthusiastically at recent HLAA and AG Bell meetings. [Read more...](#)



### **Inaugural Hearing Conference Finds International Success**

Attendees from 17 nations gathered in June for the first Coalition for Global Hearing Health in Alexandria, Va. [Read more...](#)



### **Ida Institute Convenes Academic Panels In America, England**

Leading universities in those two countries look to integrate institute's principles and tools into audiology curriculums. [Read more...](#)



## **PRODUCTS AND SERVICES**

### **TV Ears Introduces Digital-To-Analog Converter Accessory**

Produced in response to the reduction in analog audio ports on many television models, the unit stacks neatly beneath an TV Ears transmitter

[Read more...](#)



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