



## LET'S GO HEARING ACCESSIBILITY!

TRACY & Tom HOGAN | SPRINGFIELD GO

Tracy got hearing aids back in the summer of 2021 to help with the onset of hearing loss.

***"I didn't want it to be something that happened to me, I wanted to take charge of it."***

She began doing research and was given a pamphlet for an advocacy group called [Loop Lane County](#). It was through that group that she found out about hearing loops.

### What's a hearing loop?

According to the **Hearing Loss Association of America**, "Hearing loops deliver intelligible, distortion-free speech and sound in places of public accommodation where distance, ambient noise and challenging acoustics otherwise make listening and understanding with hearing aids and cochlear implants virtually impossible." [Click here to learn more about hearing loops!](#)

Tracy then got a portable hearing loop. She found the technology so helpful that it inspired her and her husband Tom to install it at the register. The initial plan was just to install it at register one, but, with the help of the enthusiastic members of Loop Lane County, they ended up installing hearing loops at every register! Springfield Grocery Outlet is the only Grocery Store on the West Coast to have hearing loops. [Click here to watch how the technology works at the Springfield Grocery Outlet!](#)



Tracy stated that she gets asked a lot about the ROI of these hearing loops. After all, she estimated they cost about \$1000 a register to install, but for Tracy it really wasn't about that.

***"I think it's a community service."***

She was clear that she doesn't recommend it for first year operators but stressed the importance of taking hearing loss in our communities seriously.

***"There is a correlation between hearing loss and dementia."***

Tracy is a passionate advocate who wants to spread awareness. Connect with Independent Operator Tracy Hogan if you want more information on hearing loops and hearing accessibility.

***"I knew I could make a difference, at least in my store, and I have."***

Want to know more? [Click for the 5 Step to Add Hearing Loops in Grocery Stores](#)