

## **FOR IMMEDIATE RELEASE:**

BHI Senior Living is proud to announce an innovative partnership with the Indiana University School of Medicine (IUSM) to launch a groundbreaking research initiative, funded by the Indiana Clinical and Translational Sciences Institute (CTSI). Titled "Improving Access to Hearing Healthcare in Residents of Senior Living Communities through Development of a Community-University Partnership," this project will focus on addressing hearing healthcare barriers and promoting education within three BHI owned Indianapolis-area senior living communities: Barrington of Carmel, Hoosier Village, and Westminster Village North.

Hearing health is a critical yet often under-addressed factor in the quality of life for older adults. This collaborative research effort aims to better understand the challenges residents face in accessing hearing healthcare and to develop actionable solutions that will enhance overall well-being and communication within senior living environments.

This initiative seeks to identify barriers to hearing healthcare within senior living communities by engaging with residents, families, staff, and leadership through interactive lunch-and-learn sessions and one-on-one interviews. These efforts will provide critical insights into the challenges older adults face when accessing care. From these findings, a dedicated Hearing Healthcare Coalition (HHC) will be formed, bringing together diverse stakeholders to analyze the data and recommend interventions to improve access and outcomes. The coalition will then co-design and implement these interventions, focusing on practical and sustainable solutions tailored to the needs of the community. Additionally, the research aims to build momentum for future advancements in hearing healthcare by securing further funding and sharing findings at a statewide conference to inspire broader adoption.

"In the DeVault Lab's 38+ year history, we have never conducted research past the pediatric developmental stage," said Dr. Irina Castellanos, Assistant Professor and Philip F. Holton Scholar at the Indiana University School of Medicine. "We are privileged to work alongside BHI Senior Living and feel fortunate that the Indiana Clinical and Translational Sciences Institute clearly sees the value in our partnership. We're going to do great work together!"

This initiative not only seeks to improve hearing healthcare but also reflects BHI Senior Living's mission to deliver innovative solutions that empower residents to thrive.

"We are thrilled to embark on this transformative project with IU School of Medicine," said Mark Prifogle, Vice President of Operations at BHI Senior Living. "Hearing health

plays a vital role in the quality of life, and this research underscores our commitment to addressing health disparities and enhancing well-being for our residents.”

This partnership not only highlights the importance of addressing hearing health as a key component of aging well but also reflects our shared dedication to creating innovative solutions that empower seniors to thrive.

BHI Senior Living is a trusted leader in senior living, providing exceptional care and vibrant communities across Indiana, Michigan, and Ohio. With a history dating back to 1905, BHI offers a range of services, including independent living, assisted living, memory care, and skilled nursing, all designed to meet the unique needs of older adults.

For further information, please visit us at [bhiseniorliving.org](https://bhiseniorliving.org) or contact Megan Ulrich at [megan.ulrich@bhiseniorliving.org](mailto:megan.ulrich@bhiseniorliving.org) or 513.312.2546.