

*Established in 1984, Beneficial Hearing Aid Center was purchased by the Lightfoot family in 1987. Let's take a step back in time and see a few changes 30 years has made.*

## a look back at **beneficial hearing**

**B**eneficial Hearing has grown from a tiny leased space, a single file cabinet with a three-chair waiting area, to their third move on First Avenue. They now own their own building, which is over five times the size with ample parking, four test suites, two service labs and a waiting room for 20. From the moment patients walk in the door, they feel this is a warm, safe and caring place.

After three decades, Beneficial Hearing is still all about the patient because they understand the impact of hearing loss on the family and changes to their quality of life. With 11 members of their own family with hereditary hearing loss, they are familiar with the “silent thief.” They continue to maintain a passion to reach those who suffer with hearing loss, giving hope and help through better hearing.

When Alene Lightfoot, HAS, BC-HIS, started the business, her daughter, Leigh Ann Watts, AuD, CCC-A, worked summers in high school as her secretary-receptionist. From those simple beginnings, Leigh Ann went on to the University of South Florida to receive her master's degree in audiology, later completing her doctorate at the University of Florida. She joined the practice in 1996 and has made it a center of excellence. Dr. Watts was the very first doctor of audiology in Marion County.

“It's amazing how far we've come and to realize we are now seeing the retired children of our patients having helped two generations,” says Alene.

Scientific advancements have taken us from chunky, noisy screwdriver-adjusted analog aids to discreet, sophisticated, software-based, computer-driven, fine digital instruments. They boast technology with up to 48 channels, processing power of 250 million calculations per second.



*“We are now able to precisely program the instruments to compensate for the individuals' hearing loss and their specific needs.”*

—DR. LEIGH ANN WATTS

“We are now able to precisely program the instruments to compensate for the individuals' hearing loss and their specific needs,” explains Dr. Watts.

When a person develops hearing loss, they lose so much more. The loss of communication results in a loss of self. Independence, self respect and their very identity is challenged. Often, it takes the loss of a relationship, friends, a promotion, schooling or even a job to alert the individual that it's time to seek help. For those who have discovered Beneficial Hearing, their marriage has been saved, friendships salvaged, jobs secured and promotions earned, furthered their education and careers turned into professions and, most of all, are reconnected to life.

Dr. Watts adds, “We love what we do transforming lives using our knowledge and experience with technology to give patients back a life of quality through better hearing. If you are having hearing issues, we invite you to call us at (352) 629-4418 and come in for a consultation.”

**BENEFICIAL** Since 1984  
**HEARING  
AID CENTER**

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