

**FOR IMMEDIATE RELEASE:**

**Contact:**

Fran Vincent  
International Hearing Society  
P: 734.522.7200  
fvincent@ihinfo.org

**Contact:**

Paula C. Rogers, BC-HIS  
Celestial Hearing Solutions  
575-232-9022  
Celestialhearing@gmail.com

***Las Cruces Hearing Aid Specialist Honored  
by International Hearing Society as 2021 All-Star Award Recipient***

**LIVONIA, MI – (November 11, 2021)** – It's not every day that one is recognized for their dedication to excellence and commitment to the highest ethical and professional standards in their work. Yet, this year a NM resident is being recognized for their ongoing commitment to their work in hearing healthcare.

The International Hearing Society (IHS) announces Paula C. Rogers, BC-HIS, a licensed hearing instrument specialist at Celestial Hearing in Las Cruces, NM, is a *five-time* All-Star Award recipient this year. The prestigious All-Star Award recognizes outstanding Society members who have invested years in the Society and the IHS Code of Ethics, which upholds the pinnacle of ethical standards when interacting with the community, patients, their families, and other professionals. IHS All-Stars are members who have committed themselves to compassionate care for patients and clients.

*Ms. Rogers, a licensed hearing instrument specialist since 1995, is celebrating 26 years with IHS, which is the only association to represent hearing aid dispensing professionals worldwide.*

“It is an honor to be an IHS All-Star Award recipient this year,” said Paula. “I strive to provide the best hearing healthcare for my patients and being an IHS member helps me do that. I look forward to many more years of membership and serving the community as a hearing instrument specialist.”

*Celestial Hearing* was established in October of 2017 to serve the hearing-impaired community in Las Cruces / Southern NM and to help improve the quality of life for residents. Since its

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opening, Celestial hearing has grown to also serve the Deming and Alamogordo areas. The office is located at 2001 E. Lohman Ave. Ste #112, in the Arroyo Plaza. Those looking to understand more about their hearing health, or who may be experiencing hearing difficulties can call 575-232-9022 to make an appointment for a hearing evaluation.

The culmination of the All-Star recognition program occurred during the 69<sup>th</sup> Annual IHS Convention and Expo in August 2021, where the IHS All-Stars, including Ms. Rogers, were honored at the closing celebration before hundreds of their peers from around the world.

Paula states, “I love helping people hear better. The satisfaction that comes with helping a grandparent hear their grandchildren laugh or seeing a patient excel in their career because they can hear better is rewarding and I’m thankful to be in this profession, serving my community.”

### **About the International Hearing Society (IHS)**

The International Hearing Society (IHS) is a membership association that represents hearing healthcare professionals worldwide. IHS members are engaged in the practice of testing human hearing and selecting, fitting and dispensing hearing instruments and counseling patients. Founded in 1951, the Society continues to recognize the need for promoting and maintaining the highest possible standards for its members in the best interests of the hearing impaired it serves. For more information about IHS visit [www.ihinfo.org](http://www.ihinfo.org).

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