

Mid America Audiology earns business award

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ALTON — Mid America Audiology Group provides a necessary service to a large subset of the community, and it's that service and community concern that led the RiverBend Growth Association to name the business its Small Business of the Month for March.

The group, which has seven offices in the area but has its main office in Alton, received the honor earlier this month during a ceremony at the Alton office, located at 1417 Washington Ave. RBGA director of member services Joell Aguirre said their 25-year presence in the community and their dedication to helping others made them a perfect choice for the designation.

"Mid America Audiology Group was chosen because of their years in the community," Aguirre said. "They've been a quiet business that offers this fantastic service, from hearing aids to diagnosing problems. They're community-minded, and they just believe in the community."

The group of hearing healthcare professionals is comprised of clinical audiologists and doctors of audiology that deal with all types of patients, from 2 years old to 102 years old. Their services offered include assessments for any type of hearing deficit, testing for causes of dizziness and dispensing hearing instruments, among others.

One of the reasons the hearing center was chosen for the award, according to business manager Lisa Maag, is the business's contributions to the community. Along with being a big supporter of the local Special Olympics, the group also helps the less fortunate with their hearing needs.

"We help those who may qualify for any type of special financial funding for folks that really can't afford hearing aids," Maag said.

The business has also improved its immediate surroundings, sprucing up the landscaping and interior of its building. Maag said they gained full ownership of their building last year and began making upgrades, landscaping the front and sides of the building along Washington Avenue and Brown Street, putting a new business sign on the corner and doing minor cosmetic upgrades inside as well.

Upon receiving the award, Maag said Gregory Maag, her husband and owner of Mid America Audiology Group, was "very flattered."

"It was something that he always read about with other businesses and would have liked to have been given that opportunity, and finally it happened," Maag said. "He was very taken back and very proud of this award."

Going forward, Lisa Maag said the business will continue to help those in need of service and "keep differentiating ourselves through community education."

For more information on the center, call 618-462-7900.

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