



UNTREATED HEARING LOSS



HOW IT CAN AFFECT YOUR HEALTH

**“The art of
conversation is
the art of hearing
as well as of
being heard.” ”**

– *William Hazlitt*
Selected Essays, 1778-1830



The unseen effects

Hearing loss is an invisible disability. Often, it leaves those suffering to do so alone, while battling a series of potential negative impacts that can greatly reduce their quality of life.

- **Emotional repercussions** include loneliness, isolation, dependence, frustration, depression, anxiety, anger, embarrassment and guilt.
- **Socially**, difficulty communicating affects relationships and interactions with others. Additionally, there is a reduction in social activities, withdrawal, loss of intimacy and lack of concentration.



- **Psychologically**, untreated hearing loss could potentially worsen existing disorders such as panic or obsessive-compulsive disorders, social phobias and different forms of anxiety.¹

As each person is unique, so is their response to hearing loss. There is no list of definite reactions or expected responses. A person's unique personality will affect how they adapt to hearing loss. In fact, **Helen Keller** once said that "**deafness cuts one off from people, whereas blindness cuts one off from things.**"

Our hearing care professionals listen carefully to understand and address each patient's specific needs.



Your ears and your well-being

Hearing loss is the third most common physical ailment behind heart disease and arthritis. Hearing loss is a troubling fact of life for more than **48 million Americans**, according to the Hearing Loss Association of America. Untreated hearing loss can be linked to several serious illnesses.

Several studies over the last few years show a link between **hearing loss and dementia and Alzheimer's disease**. Johns Hopkins University published two studies that found that hearing loss is associated with accelerated cognitive decline in older adults, and that seniors with hearing loss are significantly more likely to develop dementia over time than those who retain their hearing.² This does not mean that everyone with hearing loss will develop either one of these conditions.



Brandeis University Professor of Neuroscience Dr. Arthur Wingfield says unaddressed hearing loss not only affects the listener's ability to "hear" the sound accurately, but it also affects higher-level cognitive function. Specifically, it interferes with the listener's ability to accurately process the auditory information and make sense of it.²

Hearing loss also plays a role in an **increased risk of falling**. Ears play a key role in people keeping their balance. In fact, you're three times more likely to fall even if you only have a mild hearing loss.³



New life with hearing aids

Extensive research over the last 30 years indicates that treatment with modern hearing aids results in improved social, emotional, psychological and physical well-being for patients and their families. Hearing loss is not just a minor inconvenience, but a quality of life issue.

"Wearing a hearing aid means you're vibrant with life, that you want to participate in everything and you want to communicate," says Darius Kohan, M.D., director of otology/neurotology at Lenox Hill Hospital. "Our minds have to be stimulated. We have to keep engaged, keep busy, keep thinking, keep exercising."⁴

75% of hearing loss goes untreated:²

- Most people wait an average of 9½ years before seeking solutions for a known hearing loss
- Many people have known about their hearing loss for 12 years, yet have not had their hearing tested
- Denial of hearing loss is the most prevalent barrier to treatment



Being able to hear is life-changing

"I remember when I received my first hearing aids. I couldn't believe how much I was missing. Being able to talk and understand my family again was awesome."

— Brad B., Kansas

"My mom can hear so good now. She can hear the TV with the volume turned way down. Those hearing aids really do work great. She said she has hearing like she did when she was 30."

— Ken H., Virginia

"I can hear everything, I can communicate with everyone, and it truly is a game-changer every day of my life."

— Russ P., Virginia

"Hearing aids gave me my life back. I was at a point where I didn't want to go anywhere because I couldn't hear. My new hearing aids allow me to join in conversations, answer the phone and be active."

— Jim W., North Carolina



Improve your quality of life today!

Patients treated with properly assessed, selected and fitted hearing aids experience:

- Better communication and enhanced quality of life
- Improved relationships with friends and family
- Increased confidence and sense of self-worth
- Greater independence
- Improved social life participation
- Enhanced sense of security and safety
- Improved school and job performance

Family members observe even greater benefits!

We are here to help

Take the first step to a better overall well-being and a much-improved quality of life. Schedule an appointment today for a hearing assessment*, consultation and demonstration. Our highly-skilled professionals will guide you to the best treatment options for your lifestyle and budget.

¹The Hearing Journal, April 2002, Volume 55, No. 4

²Better Hearing Institute

³Frank Lin, M.D., Ph.D., at Johns Hopkins, and his colleague Luigi Ferrucci, M.D., Ph.D., of the National Institute on Aging

⁴aarp.com, "4 Reasons to Treat Your Hearing Loss"

*The purpose of this hearing assessment and/or demonstration is for hearing wellness to determine if the patient(s) may benefit from using hearing aids. Products demonstrated may differ from products sold. Test conclusion may not be a medical diagnosis. The use of any hearing aid may not fully restore normal hearing and does not prevent future hearing loss. Testing is to evaluate your hearing wellness, which may include selling and fitting hearing aids. Hearing instruments may not meet the needs of all hearing-impaired individuals.

Schedule an appointment today!

If you or a loved one is dealing with a hearing impairment, we have hearing care professionals and experienced staff to assist you.

Visit us for all of your hearing healthcare needs

- Hearing assessments
- Hearing aid repairs and accessories
- Assistive listening devices for telephones and televisions

Your hearing is our expertise

