



Summer 2016

## Hearing Aids Help Preserve Healthy Brain Function in People with Hearing Loss

Having trouble hearing but reluctant to try hearing aids? Social isolation, diminished quality of life and an increase in your risk for age-related cognitive decline and dementia are just a few of the potential downsides to your lack of action. New research findings about hearing loss and healthy brain aging may provide just the incentive you need. The study found that adults with hearing loss who actively use hearing aids can reduce the risk of cognitive decline associated with hearing loss.

When you actively use hearing aids, you are more likely to stay socially engaged, one of the primary ways to stimulate your brain. And like any exercise, the mental give-and-take of social interaction helps to keep your brain fit and slow down the accelerated cognitive decline linked to hearing loss.

Cognition refers to a variety of mental processes used in gaining knowledge and comprehension including attention, memory, understanding language, learning, reasoning, problem solving and decision making. When people experience cognitive decline, they may have problems with remembering, language, thinking and judgment. A number of studies have shown correlations between hearing loss in older adults and a greater risk of cognitive decline and possibly also the onset of dementia.

When you have hearing loss, your brain doesn't receive the sound information it needs to understand what is being said and expends more energy trying to fill in the blanks. Conversations become difficult and exhausting and you may start to withdraw and avoid the social connections that are so important to brain health.

Oticon BrainHearing™ technology takes a proactive "brain first" approach, providing the clearest, most accurate speech signal possible so that your brain doesn't have to work as hard to understand what is being said. The mental effort you need to understand speech in noise is minimized so you can conserve the cognitive resources you need to engage in socializing and other brain-stimulating activities.

By restoring the ability to communicate, hearing aids with BrainHearing technology allow you to participate more easily in conversation, even in noisy settings like restaurants or social gatherings. Don't wait to give your brain the stimulation it needs because it's never too late to take care of your hearing health!

For more information about hearing, hearing loss and the newest hearing aids with Oticon BrainHearing technology, contact our office to schedule an appointment with Lisa Alber at (413) 774-0100.

### **Testimonial:**

"I liked consistently being treated as a human being, not just another 'little old lady', the quality of care and the improved hearing! Thanks!"

*Sylvia M. of Brattleboro, VT*

**Come see us at our new office!**

**We're now at 33 Riddell Street in Greenfield!**



## Summer Battery Special:

Mention this newsletter and get  
**16 batteries for \$10**  
Limit 32, Expires 9/30/16

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Greenfield, MA 01301  
**413-774-0100**  
alberhearing.com



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**Lisa C. Alber, Au.D.**  
**Audiologist**

I have been an audiologist for over 20 years, and hearing aids have changed by leaps and bounds since I first started seeing patients. They have become smaller and smaller but also smarter and smarter. The latest hearing aid technology has enabled my patients to fall in love with their hearing aids more than ever and enjoy the world around them. And my most successful patients are the ones that understand the critical importance of routine use. Today's hearing aids are made to be worn all day long. Over time the brain starts "re-learning" how to hear again. This "re-learning" helps the brain to avoid auditory deprivation which leads to a much more rewarding life of hearing. So if you do have hearing aids, I can't overstate how important it is to wear them – every day! If you think you might need hearing aids or could use an upgrade from your current aids and would like to hear the latest technology in action, don't hesitate to call our office at and make an appointment. Or if you just want your hearing aids cleaned or checked out, stop by anytime between 8am and 5pm, Monday through Friday, and we'd be happy to make sure everything is working at its best.