



Winter 2015

BrainHearing:

Helping the brain make sense of sound
(from www.pro.oticonusa.com)

While more research is needed to better understand the link between hearing loss and cognition, we do know that the brain needs to perform 4 key functions in order to make sense of sound. Because the brain performs these functions simultaneously, we have to understand all of them and support them continuously. The 4 key functions are:

1. **Orient:** The brain consistently uses both ears to orient itself and know what's happening in the environment.
2. **Recognize:** The brain depends on its ability to recognize a sound in order to make sense of it.
3. **Focus:** The brain uses both ears to focus on what's important, especially in noisy sound environments.
4. **Separate:** The brain separates relevant sounds from competing noise.

BrainHearing technology supports these 4 key functions done by your own unique hearing brain. This technology preserves important details in speech, works as a system to help you locate sound, reduces the effort involved in listening, and takes your personal listening preferences into account. Your hearing is as unique as your fingerprint, and because no two people are alike, no one else's hearing profile is quite like yours. BrainHearing helps deliver sound with the clearest, purest signal possible in the way your brain is best able to understand it. The result is a more natural, effortless listening experience. Call our office to make an appointment to experience BrainHearing for yourself.

Search for Alber Hearing Services at www.healthyhearing.com and read our reviews (or write one)!

Five Heart-Healthy Reasons to Get a Hearing Test

(from <http://www.betterhearing.org/news/love-your-heart-test-your-hearing>)

1. Six decades of research points to heart-hearing health

link. A review of more than 60 years of research found a correlation between cardiovascular and hearing health. The study authors concluded that the negative influence of impaired cardiovascular health on both the peripheral and central auditory system have been found through a sizable body of research.

2. The ear may be a window to the heart. Some experts find the evidence showing a link between cardiovascular and hearing health so compelling that they say the ear may be a window to the heart. They encourage collaboration between hearing care providers, cardiologists, and other healthcare professionals.

3. The same lifestyle behaviors that affect the heart impact hearing. Three studies found more evidence of the interconnectedness between cardiovascular and hearing health: One found that a higher level of physical activity is associated with lower risk of hearing loss in women. Another revealed that smokers are more likely to suffer hearing loss. And a third found that regular fish consumption and higher intake of long-chain omega-3 polyunsaturated fatty acids are associated with lower risk of hearing loss in women.

4. Addressing hearing loss improves quality of life, helps reduce stress. Eight out of 10 hearing aid users say they're satisfied with the changes that have occurred in their lives due to their hearing aids. Many say they see improvements in their life overall, in interpersonal relationships, and that they experience reduced anger and frustration, and enhanced emotional stability.

5. Today's hearing aids are better than ever and virtually invisible. State-of-the-art, sleek, sophisticated, and virtually invisible, today's hearing aids combine high-performance technology and style with durability and ease-of-use. They're a high-tech tool to help people stay socially, physically, and cognitively active.



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Your hearing is such a vital part of how you communicate with others, yet it's all too easy to underestimate the importance of checking at least annually to make sure your hearing and hearing aids are in their best working order and that you're hearing as well as you can. Please don't hesitate to call our office if you've notice any changes in how you're hearing. Feel free to stop by at your convenience Tuesday through Friday between 9 and 4:30 and have us check and/or clean your hearing aids. We can also check to see when you're due for your annual reassessment and schedule an appointment.