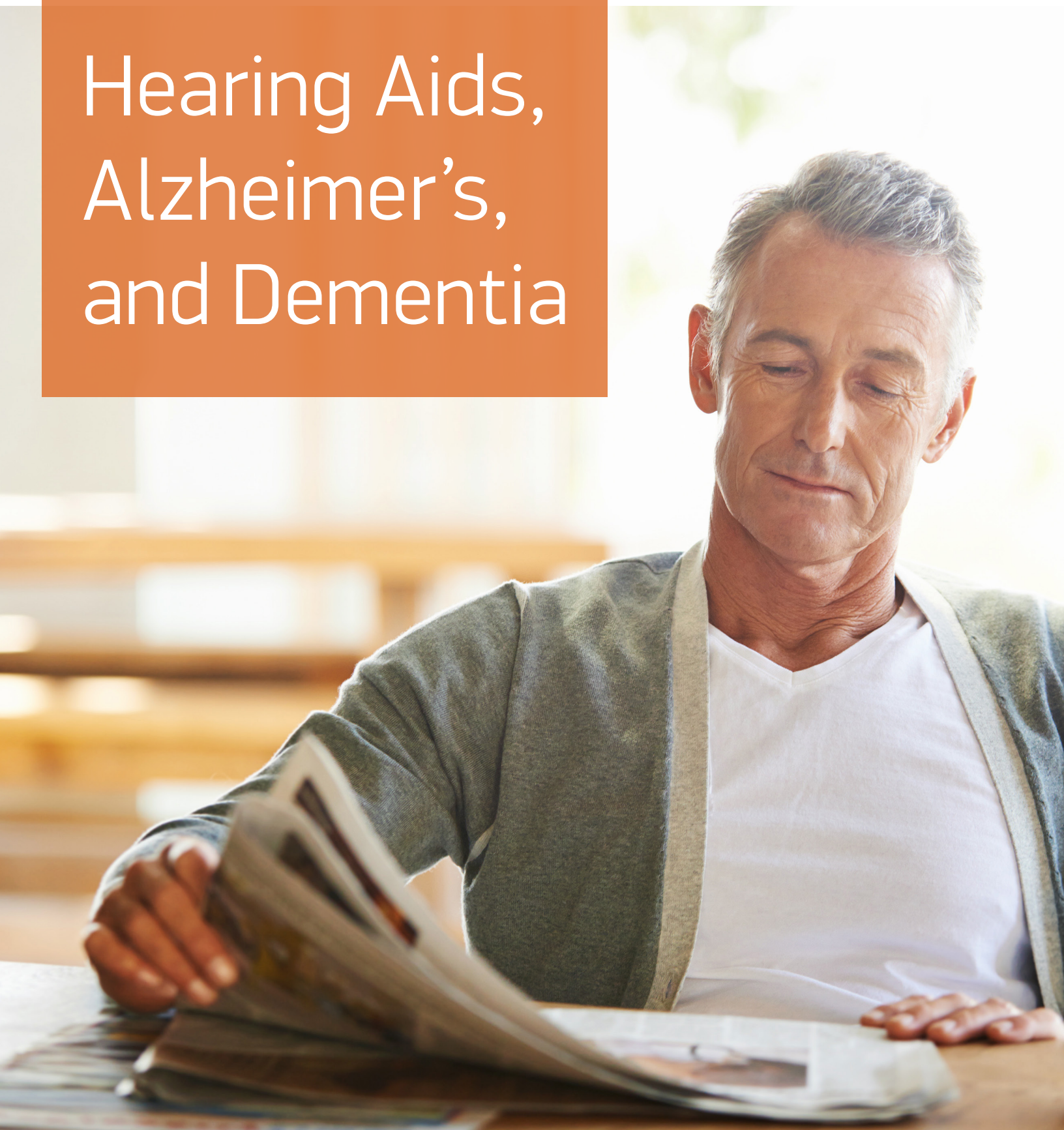


Hearing Aids, Alzheimer's, and Dementia



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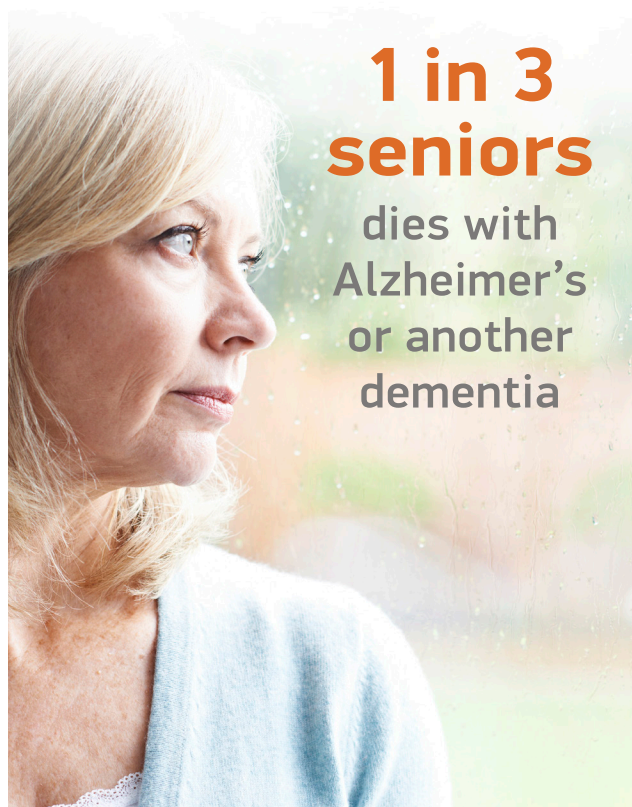
Can Hearing Aids Help Prevent Alzheimer's and Dementia?

New research related to combating cognitive decline seems to come out every day. You may have already heard that solving puzzles and brain teasers helps you stay mentally sharp and alert, eating leafy greens and whole grains helps fight dementia, or exercising regularly increases blood flow to the brain.

But did you know there's a growing body of research that **links untreated hearing loss to impaired memory, cognitive decline, and even dementia**? In this report, we'll look into the connection between hearing loss and Alzheimer's disease, and what you can do to keep your brain active.

"Hearing loss is incredibly important as we age and it may be directly tied with our risk of cognitive decline and dementia."

—Dr. Frank Lin,
Otologist and Epidemiologist
at Johns Hopkins University

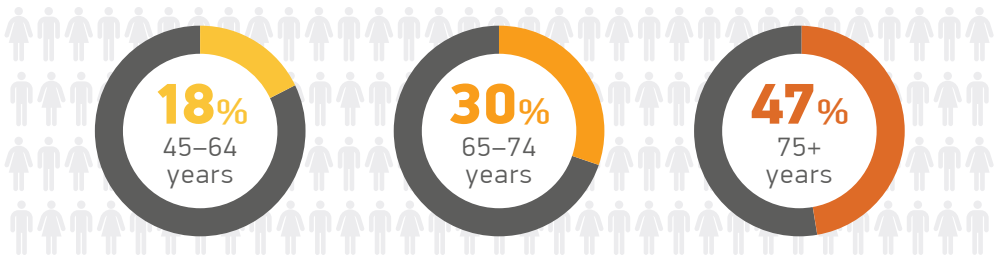


The Difference Between Dementia and Alzheimer's Disease

While dementia and Alzheimer's disease are often used interchangeably, they're not actually the same thing. Dementia is an umbrella term used to describe symptoms that are severe enough to interfere with a person's daily life, such as decline in memory, communication abilities, or other cognitive skills. Some types of dementia are vascular dementia, Parkinson's disease, or alcohol-related dementia.

Alzheimer's disease, however, is the most common type of dementia, accounting for 60 to 80 percent of cases. Alzheimer's is a disease of the brain that affects memory, language, and cognitive function. It's progressive, irreversible, and eventually eliminates the ability to perform day-to-day tasks.

PERCENTAGE OF AMERICAN ADULTS WITH HEARING LOSS



Mistaking Untreated Hearing Loss as Dementia or Alzheimer’s

What may appear to be dementia or Alzheimer’s disease could actually be untreated hearing loss. **They share many of the same symptoms**, such as depression and anxiety, paranoia, denial, or trouble communicating.







Nearly 30 million Americans suffer from hearing loss, yet over 24 million don’t do anything about it. This is a concerning number, as studies show untreated hearing loss can severely affect quality of life. When left untreated, hearing loss can contribute to feelings of isolation, depression, increased slip-and-fall incidents, increased hospitalization, and even death.

The Relationship Between Your Ears and Your Brain

Hearing loss should not be considered an inconsequential part of aging. Hearing, one of the primary gateways to the brain, is a “use it or lose it” sense—similar to how our muscles shrink if we stop exercising them. Although we hear with our ears, it’s our brain that interprets and makes sense of the sounds in order to understand what we’re hearing.

Hearing loss causes incomplete information to be transmitted to the brain, resulting in auditory deprivation. When the brain is deprived of these auditory signals, **it can lose its ability to process and understand sound.**

ALZHEIMER’S DISEASE OR UNTREATED HEARING LOSS?

Symptoms of Alzheimer’s Disease					
Depression, anxiety, disorientation	Reduced language comprehension	Impaired memory (short-term)	Distrust, suspicion, paranoia	Denial, defensiveness, negativity	Loss of ability to recognize
					
Depression, anxiety, isolation	Reduced communication ability	Lessened cognitive input	Distrust, suspicion, paranoia	Denial, defensiveness, negativity	Lessened mental scores
Symptoms of Untreated Hearing Loss					

SOURCES: www.alz.org, www.nidcd.nih.gov

“Interventions as simple as hearing aids could delay or prevent dementia by improving the patients’ hearing.”

— Johns Hopkins and the National Institute on Aging

Study Shows Link Between Hearing Loss and Cognitive Decline

According to a landmark study conducted by Dr. Frank Lin at Johns Hopkins University*, older adults with hearing loss are more likely to develop dementia compared to individuals with normal hearing. In fact, **those with hearing loss experienced a decline in cognitive abilities 30 percent to 40 percent faster.**

Evidence also suggests the more severe the untreated hearing loss could mean the greater the likelihood of developing dementia and Alzheimer’s. The risk for these cognitive disorders increases by 20 percent with every 10 decibels of hearing loss.

How Can Hearing Aids Help?

While research in these areas is ongoing, some experts believe hearing aids could delay or prevent dementia. Not only do hearing aids make it much easier to communicate and participate in everyday activities, but they keep your brain active and healthy. By getting treatment for hearing loss early, **you can address many of the symptoms of both hearing loss and Alzheimer’s** while maintaining high cognitive function.

It’s recommended anyone over the age of 65 get their hearing tested every three years. If you already wear hearing aids, test your hearing annually and any time you notice a change in your ability to hear. Hearing aids can make a real difference in your life.



With every
10dB
of hearing loss,
the risk of cognitive
disorders increases
20%

*SOURCE: Lin, Frank. “Hearing Loss Accelerates Brain Function Decline in Older Adults.” *Johns Hopkins Medicine Health Library*, 23 Jan. 2013, https://www.hopkinsmedicine.org/news/media/releases/hearing_loss_accelerates_brain_function_decline_in_older_adults.

Prevention With MDHearingAid

At MDHearingAid, we've designed a series of real, **FDA-registered devices at an affordable price.**

Our high-quality hearing aids accommodate mild to moderately-severe loss, addressing the needs of the majority of people with hearing loss.

Each MDHearingAid device ships directly to your door for free, arrives ready to wear, and comes with an assortment of tips and tubing so you can customize the fit. Easy-to-use controls allow you to adjust the volume and program settings for your hearing with the touch of a finger, so you can communicate in a variety of noise environments.

Eliminating the inconvenience of repeated appointments and long fittings empowers you to take charge of your hearing health, while saving money in the process.

Hear or Your Money Back

Unlike other direct-to-consumer hearing aid companies, MDHearingAid provides a dedicated team of hearing instrument specialists and an in-house audiologist to support and guide you every step of the way and throughout your lifetime as your hearing needs change.

Try our affordable, medical-grade hearing aids for yourself, worry-free for 45 days. Our risk-free, in-home trial and 100% money-back guarantee give you both peace of mind and time to make sure our hearing aids are right for you.

Your satisfaction is guaranteed.

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