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A Lot to Lose: The Potential Impact of Untreated Hearing Loss

You're in control when you know the facts
by Oticon (Paid Content) | Comments: 0

If you're among the many who suffer from hearing loss, you may be losing more than you think. One recent study found that individuals with untreated hearing loss face an increased risk of accelerated cognitive decline¹.

People with hearing loss who don't use hearing aids spend less time participating in social activities, the study determined. But being socially active with friends and family can be critical to maintaining mental fitness as you age. When you avoid being social because of poor hearing, you neglect your brain's need for a regular workout. And in the same way you'd lose muscle tone if you never exercised, the researchers found, you may lose mental acuity as a result.

Earlier research supports these findings and highlights other potential consequences of unaddressed hearing loss. It can, for example, increase the risk of mood disorders like depression and anxiety and lead to frustration among friends and acquaintances². The National Academies of Sciences, Engineering, and Medicine has called uncorrected hearing loss "a significant public health concern." Hearing, NASEM reports, is "vital to communication, health, function, and quality of life."

The Benefits of Hearing Aids

The good news for anyone with hearing loss is that all of those things shared above are possible to avoid with today's hearing-aid technologies. Scientists have found that people who treat their hearing loss with hearing aids are able to communicate better, see improvements in mood, and are less likely to withdraw from social activities - which in turn reduces their risk of accelerated cognitive decline.

- So how can you know if you're a candidate for hearing aids? You can begin by asking yourself a few basic screening questions:
- Do you find that people around you mumble or speak low?
- Do you find it hard to follow conversations in large gatherings or when there is background noise?
- Do you have trouble hearing phone conversations or need to turn up the volume on the radio or TV?
- Do you often tell family and friends to repeat themselves?
- Do you need to look directly at people to understand what they're saying?

If you answered yes to any of these questions, or if you're having trouble hearing in other situations, then it's important to get a professional hearing evaluation. Talk to your doctor about your options—and don't let your hearing loss take anything else away.

You have the power to improve your hearing so you can live a fuller life. See how Oticon's new technology can help you or a loved one hear better.

Take the first step to improving your hearing today.
[Click here to try an Oticon hearing aid risk-free.](#)

Also of Interest

- Listen Up: 7 Hearing Facts for Anyone Over 50

Sources:
¹ U.S. Library of Medicine, National Institutes of Health

Your path to better hearing starts with Oticon Opn™
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Listen Up: 7 Hearing Facts for Anyone Over 50

It's not all bad news – but does require you to take action


by **Oticon (Paid Content)** | Comments: 0



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If you're over 50 and have difficulty hearing, you can rest assured that you're not alone. Increasing age is the biggest risk factor¹ for hearing loss, and age-related hearing loss—or “presbycusis,” as it's known—affects an estimated one in three² people between the ages of 65 and 74. Here are a few more facts about hearing loss that anyone over age 50 should know.

- 1. Age-related hearing loss is different than noise-induced hearing loss.**
While the latter is typically caused by overexposure to excessive noise, the former usually results from natural changes to the ear over time. Noise-induced hearing loss is preventable (wear ear protection while mowing, for example), but as with the changes most of us experience with our vision, there is no known way to prevent age-related hearing loss.
- 2. Many adults experience hearing loss without realizing it.**
Researchers estimate that physicians routinely screen less than 13 percent of the U.S. population for hearing loss³. Meanwhile, many of those who do have hearing loss don't notice the signs until they're alerted by friends or family.

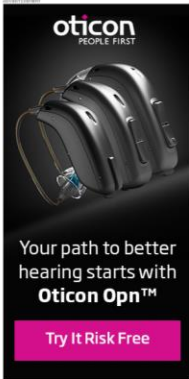


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- 3. There's a connection between hearing loss and cognitive health.**
Research funded by groups like the National Institute on Aging has found that untreated hearing loss can increase the risk of cognitive decline and dementia in older adults⁴. One study, for example, found that even moderate hearing loss is associated with a three-fold increase in dementia risk. On the flip side, another recent study determined that hearing aid use can help prevent accelerated cognitive decline among older adults⁵.
- 4. Untreated hearing loss can impact quality of life.**
In addition to its potential impact on cognitive decline, untreated hearing loss has been found to increase the risk of mood disorders like depression and anxiety. The U.S. Centers for Disease Control and Prevention has noted that hearing loss “can have a profound impact on quality of life.”
- 5. Hearing aids can be life changing.**
The National Institutes of Health estimates that nearly 30 million adults in the United States could benefit from using hearing aids. And one recent survey conducted about Oticon Opn™ found that of 700 people with hearing loss found that 96 percent were able to hear “better” or “much better” with hearing aids⁶.
- 6. Modern hearing aids are nothing like the devices your parents had in their ears.**
Today's hearing aids are comfortable, easy to use, and practically invisible. The latest devices use digital technology for seamless connectivity with smartphones and other electronics, and automatically adjust to the wearer's “sound environment” to optimize hearing in difficult situations.
- 7. A qualified professional can help you get your hearing back.**
The good news for anyone with age-related hearing loss is that something can be done about it. If it frequently seems like those around you are speaking low, or if you're always asking people to repeat themselves, take the first step toward better hearing and ask your doctor about a professional evaluation.

You have the power to improve your hearing so you can live a fuller life. See how Oticon's new technology can help you or a loved one hear better.

Take the first step to improving your hearing today.
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- [A Lot to Lose: The Potential Impact of Untreated Hearing Loss](#)

Sources:

- ¹ American Family Physician
- ² National Institute on Deafness and Other Communications Disorders
- ³ Today's Geriatric Medicine
- ⁴ National Institute on Aging
- ⁵ U.S. Library of National Medicine National Institutes of Health
- ⁶ 700 Opn users voluntarily mailed response cards to share their personal perceptions of the open sound experience. The users (average age 61-70 years) had worn Opn for 12 weeks or less.

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