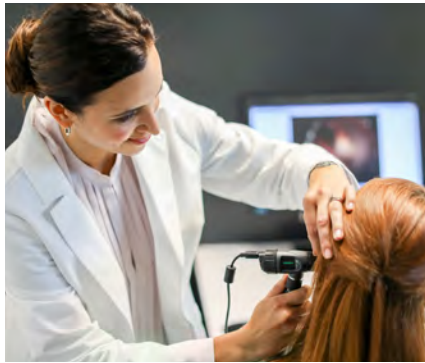


# Six reasons to get your hearing checked



**Untreated hearing loss is known to contribute to depression and social isolation.<sup>3</sup>**

2

Several studies, including one by the National Council on Aging, have linked hearing loss to social isolation and loneliness, which the surgeon general called “America’s fastest growing public health crisis”<sup>4</sup> in 2017.



**Hearing loss may be an early warning sign or red flag for other health conditions including cardiovascular disease.<sup>5</sup>**

A 2009 study published in the Laryngoscope noted a “significant association was found between low-frequency hearing loss and cardiovascular disease.”

3

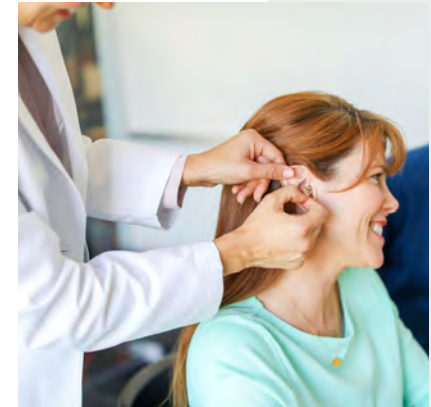
Hearing loss doesn't typically hurt, leave a rash or overtly impair us overnight. Because of its gradual nature (in most cases), hearing loss can often go undiagnosed or feel less urgent to address.

Here are six reasons why ignoring hearing loss is not advised and why the American Speech-Language-Hearing Association recommends regular hearing screenings after age 50.<sup>1</sup>

**Treating hearing loss in midlife can “contribute to prevention or delay of dementia.”<sup>2</sup>**

1

Last year, an international Commission on Dementia Prevention and Care concluded that one in three cases of dementia could be prevented if people managed just nine lifestyle factors — one of which is managing hearing loss during midlife (ages 40-65).<sup>1</sup>





4

## Hearing aid use is tied to fewer hospital and ER visits for older adults.<sup>6</sup>

A study by the University of Michigan in Ann Arbor found that older adults with hearing loss who wore hearing aids visited the hospital and ER less often than those who didn't wear hearing aids.



5

## Eight of 10 hearing aid wearers say hearing aids have improved the quality of their life.<sup>7</sup>

In a 2017 WebMD survey, hearing aid wearers overwhelmingly agreed that having hearing aids improved the quality of their lives.



6

## People often admit they wish they would have treated their hearing loss sooner.

Including Lesley from CA who wrote, "I am now so glad I got hearing aids. It has truly been life changing." And George from PA who shared, "Should have been fitted years ago." And Don who advised on Facebook, "Anyone thinking about addressing their hearing loss should do it now. The cost of waiting is life thrown away."

## NOT SURE WHERE TO GET YOUR HEARING CHECKED?

Call **1-(888) 643-5543** or visit **starkeyhearing.com/find-a-professional** and we can help set up an appointment with a licensed hearing professional near you.

### Sources:

1. <https://www.asha.org/public/hearing/Hearing-Screening/>
2. <https://www.thelancet.com/commissions/dementia2017?code=lancet-site>
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4. <http://www.governing.com/topics/health-human-services/gov-the-loneliness-epidemic.html>

5. <https://onlinelibrary.wiley.com/doi/abs/10.1002/lary.20130>
6. <https://www.sciencedaily.com/releases/2018/04/180426130033.htm>
7. 2017 WebMD Healthcare Professional and Hearing Aid Wearer Study, commissioned by Starkey Hearing Technologies

