

# Be Empowered to Take Control of Your Brain Health



Did you know that Hearing Loss  
can impact your Memory and  
how you process Information?



## How are Hearing and Cognition related to each other?

- We HEAR with our ears and LISTEN with our brain. Our brain plays a significant role in our ability to hear.
- With untreated hearing loss, you have to work harder to make sense of what people are saying. This is called having a higher “cognitive load”.
- Having a higher “cognitive load” can affect your memory and how you process information.<sup>1</sup>

## Be empowered to make changes!


### Lifestyle factors can impact cognitive impairment. Address these risk factors:

- Hearing Loss
- Vision Loss
- Medication Side Effects
- Vitamin B12 Deficiency
- Diabetes
- Cardiovascular Issues
- Sleep Disorders
- Poor Lifestyle Choices
- Brain Fog
- Sports that Impact the Head
- Stress/Depression/Anxiety



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Computerized Cognitive Screening Device





# Your Hearing Healthcare Professional's assessment includes a cognitive screening that will help you understand how you are processing information, organizing your thoughts, and remembering things.

- Self-administered
- 5-10 minute assessment
- Non-invasive
- Interactive
- Immediate results with a simple report

#### References:

1. Livingston G, Huntley J, Sommerlad A, Ames D, Ballard C, Banerjee S, Brayne C, Burns A, Cohen-Mansfield J, Cooper C, Costafreda SG, Dias A, Fox N, Gitlin LN, Howard R, Kales HC, Kivimäki M, Larson EB, Ogunniyi A, Orgeta V, Ritchie K, Rockwood K, Sampson EL, Samus Q, Schneider LS, Selbæk G, Teri L, Mukadam N. Dementia prevention, intervention, and care: 2020 report of the Lancet Commission. *Lancet*. 2020 Aug 8;396(10248):413-44

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