

COGNITIVE DECLINE

Those with hearing loss experience a **30-40% GREATER DECLINE** in thinking abilities compared to those without hearing loss.



TINNITUS

90% OF PEOPLE WITH TINNITUS ALSO HAVE HEARING LOSS.

Tinnitus affects **1 in 5 people**. Tinnitus can be caused by hearing loss, an ear injury or a circulatory system disorder.



DEPRESSION

Uncorrected hearing loss gives rise to **poorer quality of life**, isolation and reduced social activity, leading to depression.

SAFETY/BALANCE

PEOPLE WITH MILD HEARING LOSS (25dB) ARE

3 TIMES more likely to have a history of falling. Every additional 10 decibels of hearing loss increases the chances of falling by **1.4 times**.



EYE HEALTH

VISION HELPS YOU IDENTIFY WHERE A SOUND IS COMING FROM.

If you have vision and hearing loss, your ability to target sound location is compromised. The amplification from hearing aids helps compensate for the vision loss.



HYPERTENSION

THERE IS A SIGNIFICANT ASSOCIATION BETWEEN HIGH BLOOD PRESSURE AND HEARING LOSS.

Hypertension can be an accelerating factor of hearing loss in older adults.



TOTAL BODY HEALTH BEGINS WITH BETTER HEARING HEALTH

HEART HEALTH

THE INNER EAR IS EXTREMELY SENSITIVE TO BLOOD FLOW.

Studies show that a healthy cardiovascular system – a person's heart, arteries and veins – has a positive effect on hearing. Inadequate blood flow and trauma to the blood vessels of the inner ear can contribute to hearing loss.



OBESITY

HIGHER BODY MASS INDEX (BMI) AND LARGER WAIST CIRCUMFERENCE ARE ASSOCIATED WITH INCREASED RISK OF HEARING LOSS IN WOMEN.



70% SMOKING

CURRENT SMOKERS HAVE A **70% HIGHER RISK OF HAVING HEARING LOSS THAN NONSMOKERS.**



OSTEOPOROSIS

A study linked osteoporosis and hearing loss, theorizing that demineralization of the three middle ear bones may contribute to a conductive hearing impairment.



DIABETES

HEARING LOSS IS **TWICE AS COMMON** IN PEOPLE WITH DIABETES COMPARED TO THOSE WITHOUT.

Adults whose blood glucose is higher than normal but not high enough for a diabetes diagnosis, have a **30% higher rate of hearing loss** compared to those with normal blood sugar.



ISOLATION

ADULTS 50 YEARS AND OLDER with untreated hearing loss are more likely to report depression, anxiety, anger and frustration, emotional instability and paranoia; than those who wear hearing aids.

OTOTOXICITY

THERE ARE MORE THAN **200 MEDICATIONS** ON THE MARKET TODAY THAT ARE KNOWN TO CAUSE HEARING LOSS (**TOXIC TO THE EARS**).

The list of known ototoxic drugs includes:

- Aspirin
- Quinine
- Water pills
- Certain antibiotics
- Some anticancer drugs
- Some anesthetics
- Environmental chemicals like carbon monoxide, hexane and mercury

Sources: The National Institutes of Health (NIH) | National Institute on Deafness and Other Communication Disorders (NIDCD) | National Council on Aging (NCOA) | Serge Kochkin, Ph.D. The Impact of Treated Hearing Loss on Quality of Life - Better Hearing Institute, Washington, DC. Retrieved from: [www.betterhearing.org/hearingpedia/Frank_Lin_M.D._\[2014_January_23\]_Hearing_Loss_Linked_to_Accelerated_Brain_Tissue_Loss_Jones_Higgins_Medicine_News_Release](http://www.betterhearing.org/hearingpedia/Frank_Lin_M.D._[2014_January_23]_Hearing_Loss_Linked_to_Accelerated_Brain_Tissue_Loss_Jones_Higgins_Medicine_News_Release) | Ho-Sheng Li-Konnyk, Au.D., Ph.D., M.D. [2012] Age-Related Hearing Loss: Quality of Care for Quality of Life. The Gerontologist, Volume 52, Issue 2, 265-271 | Karen J. Cruickshanks, PhD, Ronald Klein, MD, Barbara E. K. Klein, MD, Terry L. Wiley, PhD, David M. Nondahl, MS, Ted S. Tweed, MS. [1998] Cognitive Function and Hearing Loss: The Epidemiology of Hearing Loss Study. JAMA. 1998;279(11):1715-1719. doi:10.1001/jama.279.11.1715 | Hagi RH, Korsten SR. [2018] The influence of cardiovascular health on peripheral and central auditory function in adults: a research review. Am J Audiol. 2018 Jun;19(3):9-14. doi: 10.1044/1059-0889.2018.03.0400. | Da Moraes Marchioni LL, de Almeida Rogo Filho E, Matsuo T [2004] | Hypertension As a Factor Associated with Hearing Loss. Braz J Otorhinolaryngol. Jul-Aug;72(4):533-40; Babich, M., Hoffmeister, D. & Doughty, A. [2009]. Osteoporosis and Conductive Hearing Loss: A Novel Model of Clinical Correlation. Retrieved from: PMLUCA.COM Article number 148. | American Tinnitus Association, ATA.org | www.mayoclinic.com/health/tinnitus/0503365 | © 2018 Starkey. All Rights Reserved. 207103399-1/18



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