

# ENT Treatment News

☪ Fall 2014 ☪

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## Hearing Loss Now Linked to Many Other Health Issues

**BROOKFIELD —**

**Dementia:** Multiple studies indicate hearing loss can be linked to the onset of dementia and Alzheimer's disease. Dr. Frank Lin conducted a study which observed roughly 2000 adults over the course of 6 years. He concluded that hearing loss and cognitive decline are related. He had some theories as to why the two are related. He thought that the effort it takes for those with hearing loss to hear and comprehend creates a strain that interferes with normal cognition. Also, hearing impaired people tend to withdraw socially and the lack of regular interactions leads to mental stagnation.

**Diabetes:** Hearing loss is almost twice as common in people

with Type 2 diabetes. Research has shown that there is a link between diabetes and hearing loss at all frequencies, but more often in the high frequency range. It is possible that people have normal hearing at the time they are diagnosed with diabetes; then, they develop a progressive hearing loss. Diabetes may lead to sensorineural hearing loss by damaging the nerves and blood vessels of the inner ear.

**Cancer:** Certain chemotherapy medications or radiation therapy can cause either temporary or permanent hearing loss, ringing in the ears or loss of balance. The most common cancer treatments associated with hearing damage are Cisplatin or Carboplatin

chemotherapy medications and radiation of the head and neck.

**Heart Disorders:** Poor heart health causes inadequate blood flow and blood vessel trauma to the inner ear. The Framingham Study found that low-frequency hearing loss was significantly associated with heart disease.

**Risk of Falling:** Persons with even a mild hearing loss were three times more likely to have a history of falling than those with no hearing loss. A study using data from the National Health and Nutrition Examination Survey found this to be true. Hearing loss decreases awareness of the surrounding environment and increases cognitive load.

In turn, this raises the potential for falls.

It not only makes sense to use hearing aids to hear better, but also to protect your health!

### *Alive Inside: The Story of Music & Memory*

Winner of the 2014 Sundance Film Festival's US Documentary Audience award, the film highlights how the healing power of music can help people with Alzheimer's. Donated iPods are used to create playlists for persons with dementia. The musical favorites tap deep memories not lost to dementia and can bring residents and clients back to life, enabling them to feel like themselves again, to converse, socialize and stay present. With treatment, people become happier and more social. They develop deeper relationships with friends and family.

### *Special Offer!*

*Save Up To \$300 Off a Hearing Aid Purchase With a Free Hearing Screen for New Clients!*

As a special offer to new clients, I'm giving you the opportunity to receive a 10% discount on any new hearing aid package up to a maximum of \$300 with this coupon. This offer is for new clients only and not valid with other offers. This offer expires on December 15, 2014. To arrange for your free hearing screen, please call my office today at 262-780-4444. Please mention this ad when you call and bring this coupon with you on your office visit.

### *Interesting...*

*Minneapolis recently passed a new city ordinance requiring live music bars and clubs to provide earplugs free of charge! The earplugs must be single-use and provide at least 12 dB of noise reduction. Let's hope people use them!*

#### *Siemens Introduces Updated Auditory Training DVD*

Siemens has released EARENA 3.0 which is a DVD with auditory training exercises. The DVD starts out with easier exercises and progresses to more challenging activities. It covers listening activities like loudness scaling, perception of everyday sounds, practice in active listening, word recognition and speech in noise. I have a few copies of the DVD to loan out if you are interested!

#### *Siemens Hearing Announcement Clarification*

I have had three patients come in concerned about their Siemens hearing aids. The Milwaukee Journal Sentinel reported that Siemens was "shedding its line of hearing aids." Siemens decided to have its hearing aid division go public to better leverage its potential outside the company. This was a positive step for Siemens Hearing. I don't feel there is any need to worry about the possibility of Siemens not being here to continue to provide and service hearing instruments!

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*Information On Up  
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#### *Zounds Hearing Instruments Clarification*

I had a patient bring in a very misleading article that was printed in a Senior Magazine. It was written by Matthew T. Schultz, Owner of Zounds Hearing Aids. As you may know, Zounds offers hearing aids that are rechargeable. It states that "one of the most detrimental activities for a hearing aid, which will shorten its life, is leaving it on a bedside table with the battery door open." Most people that wear hearing aids open the battery door at night to preserve battery life and there is no reason not to! The article claims that by leaving the battery door open, you are exposing the hearing aid to dust. Your hearing aids are always exposed to dust or other free-floating particles if you are using them every day! The article further claims that your hearing aids will only last 3-5 years if you open the battery doors nightly.

This is ridiculous; I always state hearing aids should last 5-7 years. Obviously, this article was written as a marketing tool for them and not as an informative piece. Please be aware and continue to be smart consumers!

If you are interested in a hearing aid that is rechargeable, Siemens offers a great product. They have been using a charger for many years and are doing it successfully! I recommend a charger for patients who have dexterity/ vision issues or who just wanted the added convenience it provides!

Check out our website:  
[www.enttreatmentcenter.com](http://www.enttreatmentcenter.com)