



September is World Alzheimer's Month

With an aging population, dementia cases are rising, and by 2050 1 in every 30 Americans will be living with dementia. While there are several risk factors that have been linked to dementia (such as low education, high blood pressure, and smoking), scientists at Johns Hopkins examined dementia risk factors and concluded that hearing loss accounted for the greatest number of potentially preventable cases of dementia. One study found that people with a mild, moderate, and severe hearing loss, respectively, had a 2x, 3x, and 5x greater risk of being diagnosed with dementia over time compared to people without hearing loss.

The theory behind hearing loss and dementia lies in the effects of hearing loss on the brain and communication. As hearing loss damages the signal reaching the brain, it forces the brain to work on overdrive to “fill in the blanks” of everyday conversation. The stress on the brain impacts its finite resources and may lead to faster aging of the brain / limit optimal thinking and memory abilities. Brain fatigue from communication with hearing loss can result in decreased social activity and social isolation, which decreases cognitive activity.

The solution: treating hearing loss effectively and efficiently. By providing frequency-specific amplification, hearing aids can provide the auditory stimulation the brain needs for effective communication. Best-practice via Real Ear Measures is critical in helping people adapt to prescriptive sound that will maximize their hearing ability. *Our goal at Now Hear This® is to empower our patients to understand their hearing loss and take action for their hearing and health needs. Please consider sending aging patients for a baseline hearing evaluation so that intervention and education on these factors can be done before dementia makes it too difficult to adapt to hearing aid use.*



Cochlear Center for
Hearing and Public Health

Lin FR, Metter EJ, O'Brien RJ, Resnick SM, Zonderman AB, Ferrucci L. Hearing loss and incident dementia. Arch Neurol. 2011 Feb;68(2):214-20. doi: 10.1001/archneurol.2010.362. PMID: 21320988; PMCID: PMC3277836

Accepting New Patients!

Our office is open and continues to safely serve our community following CDC guidelines.



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