

LISTEN UP!

Your Hearing & Your Heart for Your Valentine

The Jackson Hearing Center and The Better Hearing Institute (BHI) are encouraging Millennials, Gen Xers, baby boomers, and all generations this Valentine's Day to engage in physically active lifestyles for both their hearing and heart health.

Authors of a study published in the American Journal of Audiology concluded that the negative influence of impaired cardiovascular health on both the peripheral and central auditory system—and the potential positive influence of improved cardiovascular health on these same systems—have been found through a sizable body of research conducted over more than six decades. Studies have shown that a healthy cardiovascular system—a person's heart, arteries, and veins—has a positive effect on hearing. Conversely, inadequate blood flow and trauma to the blood vessels of the inner ear can contribute to hearing loss.

Could the Ear Be a Window to the Heart?

David R. Friedland, MD, PhD, Professor and Vice-Chair of Otolaryngology and Communication Sciences at the Medical College of Wisconsin in Milwaukee has been studying the relationship between cardiovascular and hearing health for years. He offers up this response: "The inner ear is so sensitive to blood flow that it is possible that abnormalities in the cardiovascular system could be noted here earlier than in other less sensitive parts of the body."

In one study, published in *The Laryngoscope*, Dr. Friedland and fellow researchers found that audiogram (hearing test) pattern correlates strongly with cerebrovascular and peripheral arterial disease and may represent a screening test for those at risk. They even concluded that patients with low-frequency hearing loss should be regarded as at risk for cardiovascular events, and appropriate referrals should be considered.



About Hearing Aids

Research shows that hearing loss is frequently associated with other physical, mental, and emotional health conditions, and that people who address their hearing loss often experience better quality of life. Eight out of 10 hearing aid users, in fact, say they're satisfied with the changes that have occurred in their lives specifically due to their hearing aids—from how they feel about themselves to the positive changes they see in their relationships, social interactions, and work lives.

When people with even mild hearing loss use hearing aids, they often improve their job performance; enhance their communication skills; increase their earnings potential; improve their professional and interpersonal relationships; stave off depression; gain an enhanced sense of control over their lives; and better their quality of life.

Modern Hearing Aid Facts

Here are some little-known facts about today's modern hearing aids:

- 1. They're virtually invisible.** Many of today's hearing aids sit discreetly and comfortably inside or behind the ear, providing both natural sound quality, and discreet, easy use.
- 2. They automatically adjust to all kinds of soundscapes.** Recent technological advances with directional microphones have made hearing aids far more versatile than ever before—and in a broad range of sound environments.
- 3. You can enjoy water sports and sweat while wearing them.** Waterproof digital hearing aids have arrived. This feature is built into some newly designed hearing aids for those concerned about water, humidity, and dust. This feature suits the active lifestyles of swimmers, skiers, snowboarders, intensive sports enthusiasts and anyone working in dusty, demanding environments.
- 4. They work with smartphones, home entertainment systems and other prized electronics.** Wireless, digital hearing aids are now the norm. That means seamless connectivity—directly into your hearing aid(s) at volumes that are just right for you—from your smartphone, computer, MP3 player, television and other high-tech gadgets.

Complimentary Hearing Screening

Make communication with your Valentine easier this year and schedule an appointment for a complimentary hearing screening and consultation. Contact **THE JACKSON HEARING CENTER** at 731-660-5511 or visit us at hearingmemphis.com. Respected by Doctors, Trusted by Patients.