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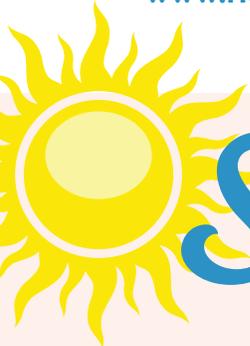
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Visit us online at
www.HearIllinois.com



For all of your hearing healthcare needs, we are "HEAR" for you.



Spring into better hearing

Spring has arrived and now is the time for an annual spring cleaning, a tradition shared among many cultures that signals a welcome opportunity for restoring your home and your life. It's also the perfect time to refresh and clean your hearing aids.

WHY DO HEARING AIDS NEED REGULAR CLEANING?

Hearing aids are sophisticated devices subject to a variety of extreme conditions regularly, including moisture, heat, earwax, dirt and other debris. Keeping them clean will optimize performance and extend their lifespan.

It is recommended that you clean your hearing aids every day with a dry, soft cloth – avoid water, cleaning fluids, solvents or alcohol, all of which can damage your equipment. Be sure to also use a cleaning brush to sweep out any extra dust and earwax from the speakers and microphones. Using a dehumidifier made specifically for your hearing aids may also help remove excess moisture, which is a leading cause of hearing aid malfunction.

TRUST YOUR ONGOING CARE TO PROFESSIONALS.

In addition to cleaning at home, the best way to ensure your aids are working properly is to schedule an appointment for a thorough clean and check with one of our audiologists every six months. Routine maintenance on your hearing aids twice a year will reduce the likelihood you will have a major breakdown that will require an out of office factory repair.

Spring into action! Call 847-674-5585 and schedule your six-month clean and check today!



Hearing Professionals
OF ILLINOIS

Sound Advice SPRING 2018



MAY IS BETTER HEARING MONTH

May is **Better Hearing Month**, a month devoted to raising awareness of hearing health issues and available treatment options. The goal of **Better Hearing Month** is to encourage people to take action if they believe there might be a problem with their hearing. The statistics are quite astounding:

- **Over 48 million Americans have some degree of hearing loss**
- **One in three adults 65 and older are experiencing hearing loss**
- **One in five kids ages 12-19 are experiencing hearing loss**

Hearing loss isn't just a condition that affects older people. Children and young adults are at risk; persistent exposure to excessively loud music is on the rise thanks to earbuds and headphones and the tendency to crank up the volume.

Hearing evaluations are the best way to detect hearing loss early. They enable an audiologist to identify problems before they can have a negative impact on the patient's quality of life. Hearing exams are just as important for children as adults. Hearing is the cornerstone of a child's language and social skills; impairment can result in developmental delays. Early detection can ensure a child develops at a normal rate alongside his or her peers. For adults, having a hearing test at 50 years of age is a good way to establish a baseline for your hearing health.

If you are noticing problems with your hearing or suspect a loved one may be struggling with hearing loss, consider scheduling a hearing evaluation with one of our audiologists. We look forward to assisting you with your hearing health care needs.

We are "HEAR" for you.

The Effects Of Hearing Loss On Your Loved Ones

Hearing loss often has effects on personal relationships, especially with spouses and family members. Having intermittent communication breakdowns often results in confusion and frustration, which can be a source of stress for patients and their loved ones.

Hearing Professionals provides the guidance and education needed to help you hear at your best.

We offer a free 90 minute hearing healthcare education program designed for individuals with any level of hearing loss and their family members. Attendees will receive comprehensive, practical information to improve their communication skills. Learning how to communicate with a hearing loss is an important part of maintaining relationships and staying socially active.

Call us today at 847-674-5585 to reserve your seat at an upcoming education class.



Hearing Health and Your Brain

Did you know that your hearing can play a major role in keeping your memory and brain sharp?

Several studies have come to light over the last few years showing a link between hearing loss and dementia. New research shows factors other than aging – including hearing loss – significantly affect cognitive health. Recent studies have also proven that the severity of a hearing loss can increase the risk of developing a cognitive disorder.

In one study, the U.S. National Institute on Aging and Johns Hopkins University monitored 600 patients for signs of dementia over four years and found:

- Hearing loss patients older than 60 had a **35% higher risk of developing dementia** than those with normal hearing
- Those with moderate to severe hearing loss developed cognitive disorders at a higher rate – every additional loss of 10 decibels increased their risk about 20%¹

THIS CAN BE EXPLAINED BY THREE FACTORS:



SOCIAL ISOLATION

When you work harder to hear and struggle to converse, you may tend to start isolating yourself. Prolonged social isolation can lead to depression which is a risk factor for cognitive decline.



STRESS

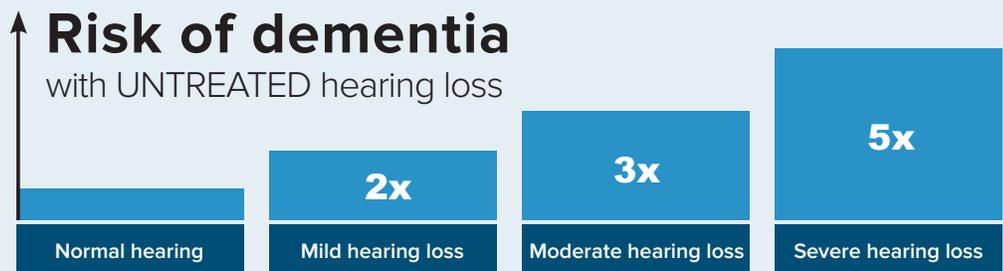
When you strain to hear, your brain works harder to process information.



TOO MUCH QUIET TIME

As you isolate yourself, your brain shifts from working hard to hear to working very little. Structural changes in the brain can occur when there is a lack of stimulation.

Those who treat their loss with hearing aids experience lower rates of cognitive decline.



Source: Lin et al. (2011). Compared with normal hearing, increased risk of dementia: 1.89 for mild hearing loss, 3.00 for moderate hearing loss, and 4.94 for severe hearing loss.

In 2015, a report from the University of Colorado found that “the portion of the brain devoted to hearing can become reassigned to other functions even with early-stage hearing loss.” In other words, if you don’t use it, you could lose it.

Treating hearing loss with a pair of hearing aids has been found to support healthy cognitive function. Leaving hearing loss untreated may have adverse effects in the long term. With the right combination of early detection and effective hearing loss treatment, we can help patients regain control over their cognitive health.

Hearing Professionals of Illinois is a medical practice that dispenses medical devices (Hearing Aids), prescribed by a medical professional (Audiologist), for a medical condition (Hearing Loss).

The *Benefits* of Treating Hearing Loss

Individuals who seek treatment for their hearing loss see improvements in all aspects of their lives.

GENERAL HEALTH

Improved Mental Health

Those who treat their hearing loss have a decrease in feelings of depression, anger and anxiety.



Improved Cognitive Health

Those who treat their hearing loss may have a decreased risk of cognitive decline and memory loss.



Improved Physical Health

Individuals who treat their hearing loss have a decrease in stress and fatigue due to less effort needed to communicate.



Improved Balance

Individuals who use a hearing device to treat their hearing loss may also see an improvement in their balance.

PROFESSIONAL SUCCESS



Improved Ability to Focus

Treating hearing loss leads to better concentration especially when communicating with others.



Improved Ability to Learn

Research suggests that treating hearing loss helps with memory and retaining new information.



Increased Earning Power

Treating hearing loss leads to better job performance and greater monetary compensation.

EMOTIONAL WELL-BEING

Renewed Confidence

Treating hearing loss enables an individual to once again be able to navigate the world on their own.



Increased Control Over Life Events

When overcoming a reliance on others to understand what is going on in the hearing world, an individual with hearing loss will regain their sense of control.



Better Relationships

Being able to successfully communicate with loved ones leads to healthier and longer-lasting relationships.



Increased Social Interactions

Improved communication leads to a boost in confidence and more social activities with friends and loved ones.