

# Secret Ear™ Hearing Health

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POCKET GUIDE



At Starkey,  
we believe that  
**to hear better,  
is to live better.**

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# Better health and wellness *start with you*

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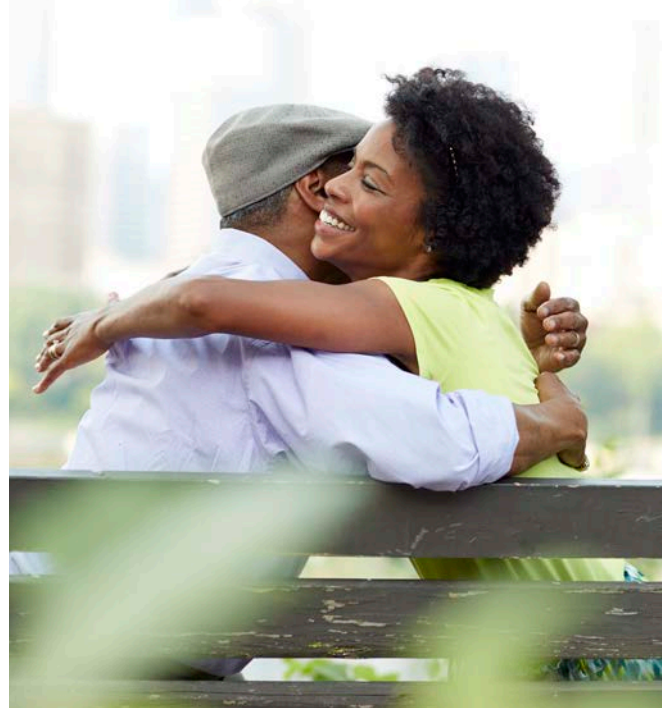
**To live better.  
To be healthy and happy.  
It's what we all strive for.**

Your hearing health contributes to your overall well-being and quality of life.




*Better hearing health  
and wellness are possible*

*Achieving better  
hearing takes more  
than technology –  
it's a partnership*



# Hearing loss in America<sup>1</sup>




**1 in 3**  
people **over the age of 60** have hearing loss

**1 in 6**  
**Baby boomers** have hearing loss



**1 in 14**  
**Generation XERS** already have hearing loss



**1 in 5**  
**Teenagers** have some type of hearing loss



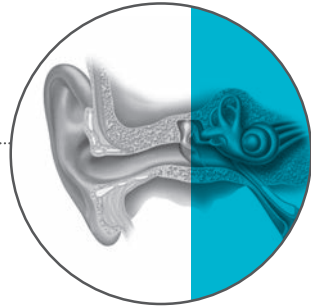
Hearing loss is the **third most common physical condition in older Americans**, after hypertension and arthritis<sup>2</sup>

**90-95% of people** with hearing loss can be **treated with hearing aids**.<sup>3</sup>



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# Types of hearing loss



## Sensory/Neural hearing loss (SNHL)

SNHL occurs when there is damage to the inner ear (cochlea), or to the nerve pathways between the inner ear and the brain.

This is the most common type of permanent hearing loss.

Most of the time, SNHL cannot be medically or surgically corrected.



*The earlier you detect a hearing loss, the better the chance you have of effectively treating your difficulty<sup>4</sup>*



## Conductive hearing loss

Conductive hearing loss occurs when sound is not conducted efficiently through the outer ear canal, to the eardrum and to the tiny bones (ossicles) of the middle ear. Conductive hearing loss is often medically or surgically treatable.



*If you get your eyes tested annually, and your teeth cleaned biannually, why not test your hearing?*



# Causes of hearing loss

*A combination of factors typically contribute to hearing loss*

*1 in 3 people, 65 years and older, live with disabling hearing loss<sup>5</sup>*



## Presbycusis – Age Related

- > Result of aging process or extended exposure to environmental noise factors throughout a lifetime.
- > Permanent change in inner ear.

## Sociocusis – Noise Induced

- > Damage to hair cells and cochlea.
- > Occurs suddenly or gradually.
- > Approximately 26 million Americans between the ages of 20 and 69 have high-frequency hearing loss due to exposure to loud sounds or noise at work or in leisure activities<sup>6</sup>.

## Congenital – Genetic

- > Results from a family history of hearing loss or predisposition.

## Ototoxicity – Drug Related

- > There are 200+ known ototoxic (toxic to the ears) prescription and over-the-counter medications on the market today<sup>7</sup>.

This list includes:

- Aspirin
- Quinine
- Certain antibiotics
- Some anticancer drugs
- Some anesthetics

# Risk Factors



## Smoking

Current smokers have a **70 percent higher risk** of having hearing loss than nonsmokers<sup>8</sup>.



## Heart Health

People with **low-frequency hearing loss** are considered at risk for cardiovascular events<sup>10</sup>.



## Hypertension

There is a significant association between high blood pressure and untreated hearing loss. Hypertension can be an **accelerating factor of hearing loss** in older adults<sup>12</sup>.



## Diabetes

Hearing loss is **twice as common** in people with diabetes as their peers without<sup>9</sup>.



*Did you know there is a link between osteoporosis and hearing loss?*

*Osteoporosis can adversely effect the three tiny bones in the middle ear, which can lead to hearing loss.<sup>11</sup>*

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# How hearing loss affects your brain

*Untreated hearing loss is a health and quality of life issue.*

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Several studies link untreated hearing loss to negative effects on the human brain, particularly as people age.



## Memory and hearing loss

- Adults 50 years and older with untreated hearing loss are more likely to **develop problems thinking** and remembering than adults with normal hearing<sup>13</sup>
- Adults 75 years and older with untreated hearing loss experience a 30 to 40 percent **faster decline in cognitive** abilities compared to peers without hearing loss<sup>13</sup>



## Dementia and hearing loss

- Seniors with untreated hearing loss are significantly more likely to develop dementia over time than those who retain their hearing<sup>14</sup>.
- Adults with mild hearing loss are **two times** more likely to develop dementia.
- Adults with moderate hearing loss are **three times** more likely to develop dementia.
- Adults with severe hearing loss are **five times** more likely to develop dementia<sup>15</sup>



## Mental health and hearing loss

- Adults 50 years and older with untreated hearing loss were found to be **less likely to participate in organized social activities** than peers who wore hearing aids<sup>16</sup>
- Adults 50 and older with untreated hearing loss are more likely to **report depression**, anxiety and paranoia than peers who wore hearing aids<sup>17</sup>





## Tinnitus and hearing loss

- Tinnitus is the number one military service disability<sup>18</sup>
- The most common causes of tinnitus are: noise exposure, aging, head injury and medication side effects<sup>19</sup>
- Tinnitus affects up to 45 million Americans<sup>19</sup>



## Income and hearing loss

- Adults with hearing loss who wear hearing aids have a **lower unemployment rate** than peers with hearing loss who do not wear hearing aids<sup>20</sup>



## Falling and hearing loss

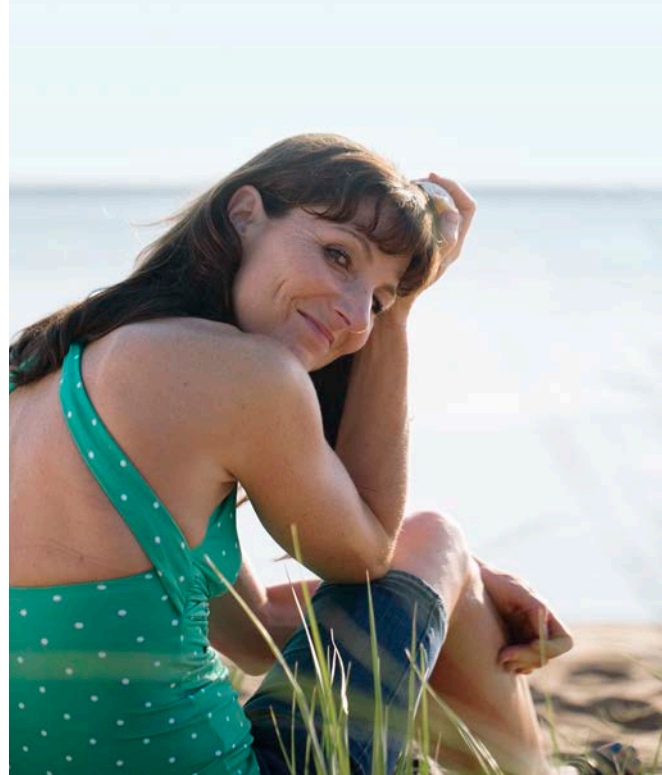
- People with mild hearing loss (25 decibels) are **three times more likely** to have a history of falling<sup>21</sup>

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It's important to take an empowered, proactive approach to health during every stage of your life – **let it begin with your hearing health.**

*Take time to learn about hearing loss causes and prevention so you can discuss them with your hearing care provider.*





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