



## How AI Is Making Hearing Aids Better Than Ever

AI (artificial intelligence) is in everything these days, including hearing aids! Here's a look at how AI is changing hearing aids for the better, improving the user's listening experience while also supporting their overall health and well-being.

### How AI Hearing Aids Work

Using machine-learning algorithms, hearing aids with AI are constantly analyzing the sounds around you and automatically adjusting to your environment for optimal hearing. In short, these devices mimic how your brain would process sound if you didn't have hearing loss.

The best part? The more you use your AI-powered hearing aids, the better they perform, as they continuously analyze usage patterns and adapt their settings based on your interactions, needs and preferences.

### What You Can Expect from These Devices

Using machine-learning algorithms, hearing aids with AI are constantly analyzing the sounds around you and automatically adjusting to your environment for optimal hearing. In short, these devices mimic how your brain would process sound if you didn't have hearing loss.

- **Better Hearing in Noisy Environments:** AI hearing aids rely on advanced algorithms to minimize background noise while amplifying speech, allowing for easier conversations in loud places.

- **Location-Based Hearing Modes:** Some devices allow you to create personalized hearing settings for specific locations. For example, if you have a hearing mode for work, your devices will immediately switch to it when you arrive at the office.
- **Prioritizing Important Voices:** Using algorithms that analyze vocal characteristics, AI hearing aids can identify the voices of people you regularly interact with and automatically amplify them in a conversation.
- **Less Listening Fatigue:** Since AI hearing aids are always adjusting to deliver the best hearing experience, you'll have less listening fatigue, which occurs when your brain has to work harder to understand the sounds around you.
- **Personalized Health Tracking:** Many AI hearing aids can monitor your vital signs and track your physical activity.
- **Fall Detection:** If you take a tumble while wearing AI hearing aids, this feature will instantly alert emergency services.

If you're interested in AI hearing aids, don't wait—make an appointment to explore your options. Call 513-489-3300.



## Choose Healthy Habits for Healthy Aging

What do hearing loss and lowered stress levels have in common? Reducing both can lead to healthier aging in the long run, including a decrease in cognitive decline.

Studies show that higher stress throughout life can lead to a greater chance of cognitive decline in one's later years.<sup>1</sup>

At Hearing Consultants, we want to invite you to take steps toward living a happier, healthier life, regardless of your current age. The sooner healthier habits take root, the better the chances that you can enjoy the things about life you love most for many decades to come.

The best place to start is with a few simple, easy-to-do activities that can give you an edge starting today:

- Make a habit of going on brisk walks throughout the week.
- Check in with your primary care provider if you have not had a physical exam in more than a year.
- Get a hearing test to get an edge on hearing loss, a progressive condition that can enhance the effects of cognitive decline in later years.

More research continues to show that there is indeed a strong link between hearing loss and cognitive decline. One such study, published in the Journal of the American Medical Association (JAMA), concluded that individuals with untreated hearing loss had a 24% increase in cognitive decline.<sup>2</sup>

Thankfully, hearing aids have been proven to help. A recent study published by the University of Melbourne reveals that 97% of study participants showed improvement in executive function, including their ability to plan, organize information and perform common everyday tasks.<sup>3</sup>

Self-care is not selfish. When you lower your stress levels, enhance your ability to communicate with your loved ones and set time aside for activities that matter to you, everyone around you wins.

Remember that it's never too early to stay proactive with your health and seek treatment as soon as possible—even if you show no obvious symptoms of hearing loss. A healthier, happier you could be as simple as taking a hearing test today.

**Call 513-489-3300 to schedule a consultation.**

1. Scott SB, Graham-Engeland JE, Engeland CG, Smyth JM, Almeida DM, Katz MJ, Lipton RB, Mogile JA, Munoz E, Ram N, Sliwinski MJ. The Effects of Stress on Cognitive Aging, Physiology and Emotion (ESCAPE) Project. *BMC Psychiatry*. 2015 Jul 3;15:146. doi: 10.1186/s12888-015-0497-7. PMID: 26138700; PMCID: PMC4490700. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4490700/>

2. Liu, F. R., Yaffe, K., Xia, J., Xue, Q. L., Harris, T. B., Purchase-Helzner, E., Satterfield, S., Ayonoyan, H. N., Ferrucci, L., Simonsick, E. M., & Health ABC Study Group (2013). Hearing loss and cognitive decline in older adults. *JAMA internal medicine*, 173(4), 293–299. <https://doi.org/10.1001/jamainternmed.2013.1868>

3. Sarant, J., Harris, D., Busby, P., Manuff, P., Schembri, A., Lemko, U., Louner, S. The Effect of Hearing Aid Use on Cognition in Older Adults: Can We Delay Decline or Even Improve Cognitive Function? *J. Clin. Med.* 2020, 9, 254. Melbourne School of Health Sciences: <https://healthsciences.unimelb.edu.au/news-and-events/new-research-shows-how-a-hearing-aid-could-help-your-brain>

## Meet Our New Receptionist!

Christa Hoffbauer, our new receptionist, comes to us with over 10 years of experience in medical office administration and a passion for helping things run smoothly. In her previous roles, she's been known for her organization, attention to detail and warm, welcoming personality. Outside of work, Christa loves spending time with her family.

We're excited to have her join us and appreciate the high level of care and positivity she brings to our office every day!

### Long time no see?

If you haven't stopped by for a visit in a while, we hope to reconnect with you soon!

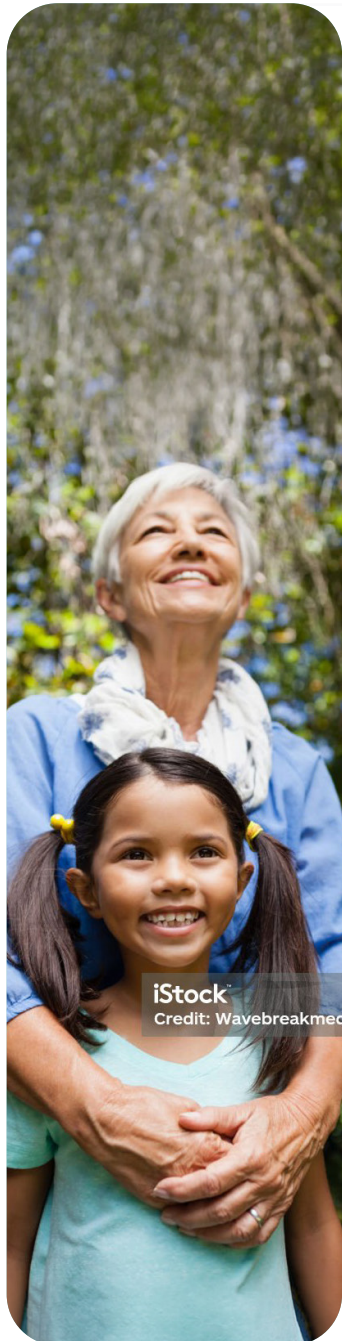
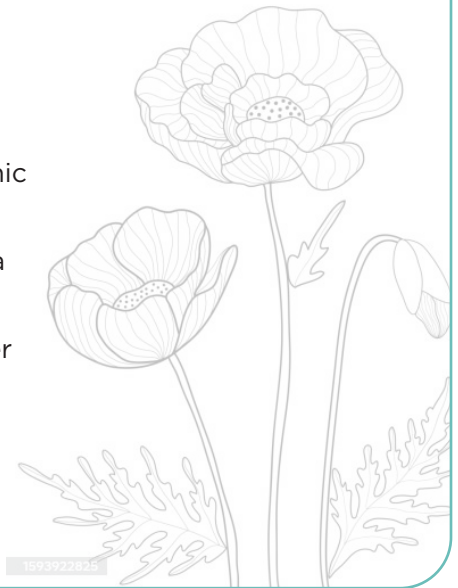


CAVTSQSWQBAHGADPKIFV  
 XOJQBBIXFZZSHAMMERNE  
 MQHLUMDZDGPTRKKXLCLR  
 SEMICIRCULARCANALSUT  
 MDYCTMLTAWVJZYFYVAJI  
 WVYLGVONVKZPCUGJTNNG  
 RKJTYMPANICAPTQNIZKO  
 HLJSUQSTOXOCONQJXRPS  
 AURALATRESIATGIEZNMV  
 SPYSOQMASRBRAPLSYSAS  
 JKRUZNAKRXWRKGBOTAVU  
 CXFEZWSGKIMSGHXSITID  
 OAYFSHLYFOAHZDRNVNKE  
 CVUSZBINAHLLVLRMPHTN  
 HGKPMTYCBQLNJXGDQOGD  
 LUIIDEBCUFESATPZJUKQ  
 EHONGBMDUFUSTAPESYEY  
 ANRNOYMOBSSRYTLZMQXN  
 DQZASQFJKDIWSCOOECTU  
 KUYINRZBGHSSWRANVILE

## All Ears

semicircular  
 canals  
 aural atresia  
 presbycusis  
 anvil  
 malleus  
 vertigo

tympanic  
 ASL  
 cochlea  
 stapes  
 hammer  
 pinna



## Listen Better With LACE AI Pro Auditory Training

Whether you're collaborating with your team at work or catching up with friends at a restaurant, listening well is crucial for effective communication and connection. However, when you have hearing loss or auditory processing difficulties, struggling with listening and understanding speech in certain situations is common.

Want to ensure you don't miss a word? Our team recommends LACE (Listening and Communication Enhancement) AI Pro auditory training, a convenient, proven way to help you stay engaged in the conversation.

### What's LACE AI Pro?

Released in 2024, LACE AI Pro is an AI-powered version of LACE, an auditory training program built with audiologists and validated by 86 peer-reviewed studies and clinical trials. It can be used on a smartphone, computer or tablet.

Thanks to its user-friendly design and cutting-edge technology, LACE AI Pro can help you manage noisy listening situations, improve your speech comprehension and keep up with what others are saying.

### How Does It Work?

LACE AI Pro teaches you to hear with your brain, not your ears. It uses advanced AI algorithms to create personalized training modules that target specific auditory abilities, such as improving speech reading. The system adapts to your skill level and provides real-time feedback, helping ensure you can hear your best.

### Who Can Use It?

LACE AI Pro is perfect for anyone looking to enhance their auditory and speech-reading skills, including people who wear hearing aids. However, you don't have to be a hearing aid candidate to benefit from LACE AI!

### Is It Effective?

Yes, LACE AI Pro has been shown to improve auditory comprehension skills, and over 80 studies have uncovered strong evidence that LACE boosts quality of life.

Drs. Teague and Hoffman are excited to have partnered with the company behind LACE AI Pro to bring this life-changing auditory training program to Hearing Consultants. They are especially thrilled to offer their patients a lifetime subscription to LACE AI Pro at a significantly discounted one-time fee.

Ready to improve your life with LACE AI Pro?  
 Call 513-489-3300 to schedule a consultation.



10766 Montgomery Road  
Cincinnati, OH 45242

513-489-3300

hearingconsultants.com

## Special Offer in May!

Get \$50 off LACE AI Pro, an auditory training program to improve speech understanding, when you sign up for LACE AI Pro before the end of May.

It's great for hearing aid users and non-users alike!

