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Winter 2021

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*Dr. Ronna Fisher established the Hearing Health Center in 1984, growing it into one of the nation's most respected and prominent hearing practices. Dr. Fisher is one of America's most passionate advocates for hearing health, education and patient care.*

## LIMITED TIME ONLY Trade In and Trade Up!

The value in your present hearing aids can help you own the major, revolutionary changes made in hearing aids over the last several years.

- **Personalized noise cancellation** – you control the amount of background sounds
- **Pure sound** – from your hearing aids to your brain
- **Voice assistance** – tap your ear to answer your phone or ask Siri
- **Motion sensors** – automatic changes when you walk, run, ride in car or sit still
- **70% increase in speech clarity**
- **...and Rechargeability!**

Call any office for an appointment or go online to [WindyHearing.com](http://WindyHearing.com)



## "TRIPLE-DIPPING" TRADE IN CARD

Bring this card to your appointment.

**GET** money back from your hearing investment

**PLUS** a charitable contribution on your taxes

**AND** you are a hero who helped a child hear again

AGE OF HEARING AIDS	TRADE IN ALLOWANCE*	CHARITABLE DONATION VALUE*
1-2 Years	\$1,000/each	\$3,000/each
2-4 Years	\$700/each	\$1,500/each
4-6 Years	\$400/each	\$500/each

Offer not valid on hearing aids purchased in 2020  
\*Valid on pair of equal or higher technology. Trade in allowance and charitable donation value varies depending upon manufacturer, hearing aid model, and cost of hearing aids at the time of purchase. Consult your tax advisor. Expires 3/12/21.

## UNTREATED HEARING LOSS GREATLY RAISES YOUR RISK OF FALLING. WHAT YOU CAN DO ABOUT IT.

*"It was a sure recipe for disaster," the patient told me on the phone from her hospital bed. "I was only going down to the mailbox so I didn't put in my hearing aids, but the driveway was icy...and I made it about halfway."*



Snowy winter weather can be both beautiful and burdensome, depending upon your perspective. But for people with hearing loss, icy and snowy conditions can be especially concerning. While people in general are more likely to fall during the winter due to unsalted sidewalks and hidden sheets of ice, people with hearing loss are more likely to fall than others.

In fact, eminent Dr. Frank Lin, of Johns Hopkins University School of Medicine, found that hearing loss is a risk factor for falling. He used data from 2,017 participants ages 40 to 69 and determined that people with a 25-decibel hearing loss - a mild hearing loss - were three times as likely to have a history of falling than other people. For every 10-decibel increase in hearing loss, a person's chances of falling increased 1.4 fold.

*People with a moderate untreated hearing loss can be five times more likely to fall, and falling is a leading cause of serious injury--and death.*

Dr. Lin hypothesized that this is because people with untreated hearing loss might not have the best awareness of their environment, making tripping on something and falling more

likely than for others. Also, hearing loss adds a cognitive load - it takes a lot of work to try to hear and to focus on hearing, and Lin said this might take away from focusing on other tasks:

"Gait and balance are things most people take for granted, but they are actually very cognitively demanding," Lin said. "If hearing loss imposes a cognitive load, there may be fewer cognitive resources to help with maintaining balance and gait."

Here are some things you can do to protect yourself and reduce your chances of slipping and falling during the winter:

- **Have your hearing loss treated as soon as possible.** People benefit from the use of hearing aids to improve their communication and relationships, and also to potentially give them an added source of protection from falls.
- **Have your vision checked once a year or if you sense that you've had a vision change.** Vision problems plus hearing loss can make the chance of a fall even more likely.
- **Exercise regularly and ask your doctor for recommendations for routines and stretches** that improve coordination and balance and strengthen muscles.
- **Take extra precautions if you are on medications that make you dizzy.**

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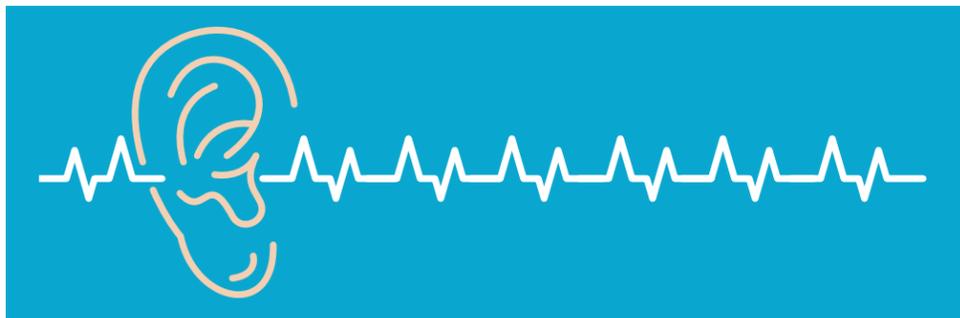


Dr. Emily Trittschuh



Dr. Hilary MacCrae

### THE LINK BETWEEN HEARING LOSS AND HEART DISEASE



The American Heart Association reports that heart disease is the leading cause of death in both men and women. Cardiovascular disease is at the top of the list for American's most serious health issue. Hearing loss is the third most common health problem in the United States.

**A growing body of research is linking hearing loss and heart disease.** A study conducted by Harvard University cited a staggering relation between heart disease and hearing loss finding "hearing loss occurred 54% more often in people with heart disease than in the general population.

**SO WHAT'S THE LINK?** The inner ear is the most sensitive to blood flow in all of the body. Cardiovascular disease is a disease of the heart and blood vessels. Many problems surrounding heart disease are a direct result of a condition called atherosclerosis, in which plaque builds up in the arteries, making it harder for blood to flow through the veins and bodily organs. If blood flow is inadequate, interrupted or the vessels suffer a trauma, the results can be damage to the inner ear nerves.

In fact, the nerves in the inner ear are so fragile that Harvard researchers believe they may be the first organ affected by cardiovascular disease. **IN ESSENCE, HEARING LOSS MAY BE ONE OF THE EARLIEST INDICATORS OF HEART DISEASE.**

The relationship between heart disease and hearing loss has been investigated for decades and the relationship between cardiovascular disease and sensorineural hearing loss is well-known. In the 1980's, it was established that the presence of hearing loss preceded the clinical manifestation of ischemic heart disease (restricted blood flow to the heart, which can lead to heart attack). According to the research study, hearing loss could be an important, early marker of a vascular or generalized arteriosclerotic process (the buildup of plaque in the arteries).

A leading researcher in the area of the heart-hearing link is David R. Friedland, MD, PhD, Professor and Vice-Chair of Otolaryngology and Communication Sciences at the Medical College of Wisconsin in Milwaukee. He has been studying the relationship for years and says **"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."**

**A healthy heart and hearing are not only beneficial to one's physical well-being but are also beneficial to a positive outcome and an optimum quality of life.**

### MEET OUR NEWEST AUDIOLOGIST:

Dr. Katrina Lapham, Au.D.



Dr. Lapham earned her Bachelor Degree in Communication Sciences and Disorders from the University of Maine. She earned her Doctorate in Audiology from Northwestern University.

Knowing how important hearing is for cognitive health and maintaining healthy relationships, Dr. Lapham is passionate about managing her patients' hearing ability. She wants to positively impact every patient's life so they can participate in important conversations with people they care about. "Every patient is unique, with different needs and goals. I want to find the best combination of technology and communication strategies to meet the needs of each patient."

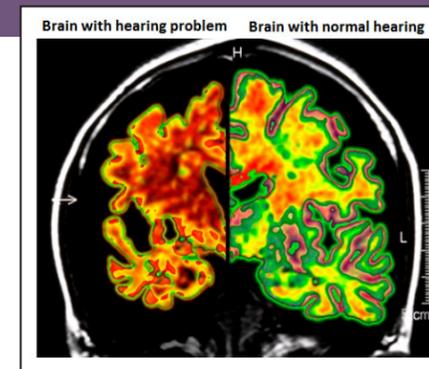
### YOU CAN'T MAKE THIS STUFF UP!

We asked, on one of our questionnaires, "In what one situation would you want to hear/understand better?"

The patient replied: "In the United States."

### A LITTLE HEARING PROBLEM CAN BE A REALLY BIG DEAL

A study of 6451 individuals representative of the US population, with a mean age of 59.4 years, found a decrease in cognition with every 10% reduction in hearing. Decline in cognition, memory, and executive functioning\* begins when hearing levels reach just 25dB...a level previously considered "normal" or "mild."



**Studies now show significant changes in the brains of those with early stage hearing loss in comparison with those whose hearing is normal.** Specifically, even with minimal auditory deprivation, the brain actually re-organizes itself, which results in poorer speech processing in noise and deterioration of cognitive functioning. This is a problem.

**The good news: the decline is reversible.** Following clinical treatment with high-quality, expertly fitted hearing aids, the brain re-organized itself back to the original state.

\*Executive cognitive functions are the prerequisite to any purposeful and goal-directed action. They allow one to generate plans, solutions to problems, or organizing structures that guide future action. They rely on working memory, mental flexibility, and retrieval of relevant information from memory stores.

Just six months after wearing hearing aids, both visual and working memory improved. In addition, processing speed as well as executive cognitive skill\* performance were increased.

**Even better news: You can change the number one risk factor for dementia.**

The association between genetics and Alzheimer's is 60%. That means you have control of 40%.

**According to distinguished medical journal The Lancet, "among all of the modifiable risk factors, hearing loss is the most significant modifiable factor leading to dementia."**

Your hearing ability accounts for 37% of all the factors you can change to reduce your risk of dementia.

**NO TIME TO LOSE...GET YOUR HEARING CHECKED ASAP!**

### NEW HEARING AIDS EVERY 3 YEARS! Total Hearing Health Care for as little as \$129 per month

**Exclusive program provides a pair of the best hearing aids for you—replaced by a new pair with the latest technology every three years.**

At Hearing Health Center we have been concerned that many people we see who are dealing with hearing problems have been putting off getting hearing aids because of the cost. Our relationship with every major manufacturer allows us to provide solutions that fit every budget, but still some people struggle with the commitment. Others keep their hearing aids far too long, thinking they're saving money, but allowing out-of-date technology to keep them from the vastly improved hearing they should be enjoying.

That's why we developed this exclusive program, Total Hearing Health Care, that minimizes the expenditure for all the care required. Besides the new, advanced technology hearing aids every three years, the fixed monthly payment—low as \$129—also provides:

- **Priority appointment scheduling**
- **Extended warranties**
- **Loss and damage coverage**
- **Batteries included**

Also, you get the satisfaction of knowing your used hearing aids are donated to charity in your name, to help a child with cancer to hear again. Learn more about Total Hearing Health Care at any office.

*"With this plan I don't have money tied up. We can still take the vacation that we were looking forward to."*

