

PHYSICIAN

NEWSLETTER

Tinnitus management
Empowering your patients to manage their tinnitus.

Hearing loss and cognition
Meta-analysis doubles down on the connection.



Dear Medical Professional,

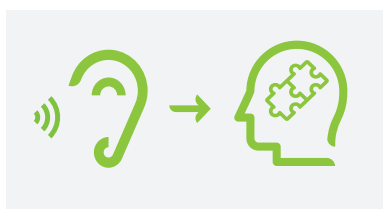
We proudly present...our Physician Newsletter Nº 2. In this issue, read all about upcoming international awareness initiatives in Q1/2023, the connection between hearing loss and cognitive decline, and our recent virtual physician symposium on future approaches in audiological treatment in this issue.

Happy reading!

Your Connect Hearing AudMed team

Hearing loss and cognition

FOCUS TOPIC



Hearing well is thinking well.

Hearing is a complex ability, enabling us to listen to others, to comprehend what is being said, and to communicate with the world around us. In this process, our ears and brain act as equal partners: While the ear picks up auditory signals, the brain gives meaning to the puzzle of sounds. Hearing loss means

that it gets harder for our brain to put the overall picture together, to focus on a speaker, and to keep connected with our surroundings. Therefore, it is no surprise that hearing loss is linked with faster cognitive decline in older adults. Recent research has established hearing loss as the largest potentially modifiable risk factor for age-related dementia, once again underlining the importance of early detection and management of hearing loss. Learn more in our compact scientific one pager format!

Read the summary.



Webinar

Considering the growing number of studies that back a strong correlation between hearing loss and cognitive decline, Sonova decided to dedicate the first virtual physician symposium in March 2021 to "Hearing loss and cognition". Please feel free to watch the recording if you want to dive deeper into this topic!

Watch now.



Hearing performance & cognition function:

Meta-analysis doubles down on the connection.

A recent article published in The Lancet reports on a meta-analysis of three large, cross-sectional, longitudinal databanks designed to investigate the association of hearing performance with cognitive function. The findings were clear: poor hearing performance was associated with worse cognitive function, lower volume of temporal cortex, hippocampus, and other brain structures, and a higher level

of CSF tau protein – offering an, at least partial, explanation of the physiological mechanism behind the correlation between hearing impairment and cognitive decline.

Read the article.





Tinnitus management – Empowering your patients to manage their tinnitus

Up to 15 per cent of the adult population experience tinnitus. Tinnitus Awareness Week 2023 (February 6-12) has the goal to educate the public about the symptoms of tinnitus and its impact on those affected. What many people do not know: 4 out of 5 people with tinnitus also have a hearing loss. Tinnitus management therapies combined with an appropriate hearing solution can help relieve the burden of tinnitus for those patients. Good to know: Lyric, a unique hearing aid that can

be worn 24/7 for weeks at a time, has shown greater reduction rates in tinnitus severity and sleep disturbances than traditional hearing aids in a recent study.¹



Phonak Lyric

Learn more.



¹ Biggins, A., & Power, D. (2021). Reducing Tinnitus with hearing aids: Does Phonak Lyric™ offer a more effective option? Phonak Field Study News. retrieved from www.phonakpro.com/evidence, accessed November 2022.



Ear and hearing care for all!

The goal of this year’s World Hearing Day on 3 March, initiated by the World Health Organization, is to raise awareness on the importance of integrating ear and hearing care within primary care services. As up to 60 percent of ear and hearing problems could be identified at the primary care level, training and education for people working in this field is important so that patients can be

directed to an ENT for ear care and a hearing care professional for hearing care.

More info.



Hearing aid technology:

Current options and future possibilities

In our fourth bi-annual virtual physician event on 16 November 2022 moderator **Dr. Christine Jones** from Sonova welcomed three leading international experts who presented their latest research on current and future approaches in audiological treatment:

- **Dr. Stefan Launer**, VP Audiology & Health Innovation at Sonova, Switzerland
- **Dr. Pádraig Kitterick**, Head of Audiological Science at the National Acoustics Laboratories, Australia
- **Prof. Victoria Sanchez**, Director of Research in dept. Otolaryngology at the University of South Florida, USA

More than 400 ENTs and General Practitioners from 15 countries attended the event, and the interest in the next symposium in May 2023 is already high – stay tuned for more information!

If you missed the symposium, you can watch the recording now.

Access the recording here.





AUDIOLOGICAL SERVICES AT CONNECT HEARING

At Connect Hearing, we provide a full range of audiological services for your patients.

- ✓ Complimentary hearing screenings (free of charge, no patient report)
- ✓ Diagnostic hearing assessment and reports
- ✓ Middle ear dysfunction assessments
- ✓ Tinnitus consultations, treatment plans and support
- ✓ Hearing health counseling
- ✓ Hearing aid dispensing
- ✓ Hearing conservation (including custom ear molds and generic hearing protection)
- ✓ Hearing aid maintenance

For all diagnostic assessment requests, a detailed diagnostic assessment report and audiogram will be faxed to you for your patient file. For patients requiring medical follow-up, or when a red flag is identified, Connect hearing will also provide: standardized medical referral forms, and a medical clearance form with an easy-to-fill-in physician section for you to complete if the patient requires medical clearance prior to the fitting of hearing aids.

If you would like to refer a patient for audiological services, you can find our referral forms on your local EMR system. You can also visit connecthearing.ca/physicians for a variety of informational documents and downloadable referral forms. If you have questions or would like us to be added to your EMR system for referrals, please contact Connect Hearing via email at aud.report@connecthearing.ca.

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For more content catered to physicians and medical professionals, go to connecthearing.ca/physicians.

