

Hearing Loss is a "Hidden Handicap"

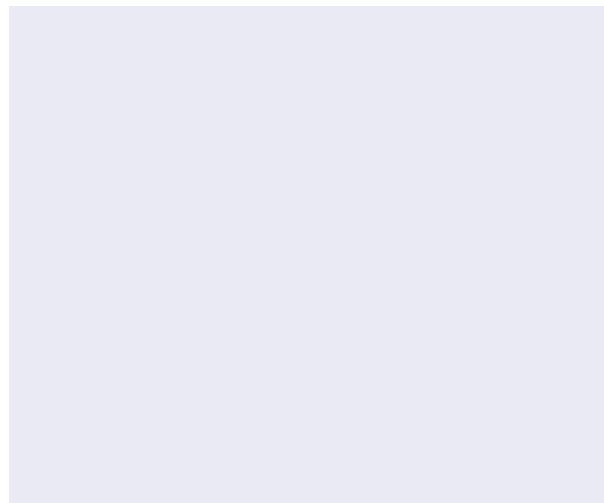
...that significantly impacts your patients' overall health outcomes:

- Develops gradually, making early detection crucial
- Patients often compensate and delay treatment
- Stigma prevents proactive care



Ready to Enhance Your Practice?

Call us today to discuss partnership opportunities and start improving your patients' comprehensive health outcomes today.



Expanding Your Practice Impact

Why Add Hearing Health to
Your Lifestyle Medicine Practice?

* Lin, F. R., Metter, E. J., O'Brien, R. J., Resnick, S. M., Zonderman, A. B., & Ferrucci, L. (2011). Hearing loss and incident dementia. *Archives of Neurology*, 68(2). • Mick, P., Kawachi, I., & Lin, F. R. (2014). The association between hearing loss and social isolation in older adults. *Otolaryngology–Head and Neck Surgery*, 150(3), 378–384. • Viljanen, A., Kaprio, J., Pykkö, I., et al. (2009). Hearing as a predictor of falls and postural balance in older female twins. *Journals of Gerontology: Series A*, 64(2), 312–317

Clinical Evidence: The Triple Threat of Untreated Hearing Loss

#1

Communication & Lifestyle Deterioration.

Nearly all daily interactions become compromised, leading to reduced physical activity and social engagement.

#2

Mental Health Consequences.

Hearing difficulties drive social withdrawal, significantly increasing risks of loneliness and depression.

#3

Cognitive Decline & Fall Risk.

Research links untreated hearing loss to:

- Increased risk of dementia and cognitive decline
- Reduced environmental awareness and balance issues
- Higher fall rates in older adults



Why Partner with an Audiologist?

Enhanced patient outcomes:

- Patients encouraged by their physician to get hearing tests are more engaged in their care
- Early intervention leads to significantly better hearing aid outcomes
- Comprehensive care addresses lifestyle factors holistically

Professional Expertise You Can Trust:

Your audiologist partner will:

- Complete comprehensive hearing assessments for patients who fail initial screening
- Provide detailed reports back to your practice
- Offer ongoing follow-up care and device management
- Keep your team updated on the latest hearing care trends and technologies
- Refresh educational materials as needed

Simple Integration into Your Practice

Step 1: Add one question to your intake interview: *"The US Academy of ENT Surgeons recommends all adults over 50 get periodic hearing tests. Have you had one in the past year?"*

Step 2: Conduct digital hearing screening or self-assessment

Step 3: Refer patients who fail screening to your audiologist partner

Step 4: Receive comprehensive care reports to inform lifestyle planning

Step 5: Adjust patient lifestyle plans based on hearing health status