

Now Hear This

YOUR COMMUNITY HEARING HEALTH NEWSLETTER

Keeping You Informed

Could Better Hearing Help Protect The Things That Matter Most?

When we think about healthy aging, we often focus on staying physically active, eating well, and keeping our minds engaged. But there's another piece of the brain-health puzzle that deserves attention: our hearing.



Research has consistently found an association between untreated hearing loss and an increased risk of cognitive decline and dementia. In fact, the 2024 Lancet Commission on dementia prevention identified hearing loss as one of several potentially modifiable risk factors for dementia.

Why might hearing and brain health be connected? Researchers are still studying the exact relationship, but several factors may play a role. When hearing becomes difficult, the brain has to devote more effort to understanding speech. Hearing loss can also make conversations frustrating, causing some people to withdraw from social activities and experience greater isolation — factors that may also affect cognitive health.

(cont. inside)

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WEXFORD

9500 Brooktree Rd., Suite 301
Wexford, PA 15090

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3000 Brownsville Rd.
Pittsburgh, PA 15227

MOON TWP.

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Suite B
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Could Better Hearing Help (Continued)

Encouragingly, research suggests that treating hearing loss may make a difference for some people. In the large, NIH-funded ACHIEVE study, hearing aids did not significantly change cognitive decline across the entire study population. However, among older adults who were already at greater risk for cognitive decline, those receiving hearing treatment experienced an almost 50% slower rate of cognitive decline over three years compared with the control group.

That doesn't mean hearing aids can prevent dementia. It does mean that hearing health is increasingly recognized as an important part of healthy aging.

If you've noticed changes in your hearing — even small ones — a professional hearing evaluation can establish a baseline and identify problems before they begin interfering with everyday communication. At Pittsburgh Audiology, we're here to help you hear more clearly, stay connected, and make hearing health part of your plan for lifelong wellness.

Latest Updates

Auracast™: A New Era of Connected Hearing



Imagine walking into an airport, theater, conference room, or other public space and streaming the sound you want directly to your hearing aids. That's the promise of Auracast™ broadcast audio. Built on the latest generation of Bluetooth® technology, Auracast allows compatible audio sources to broadcast sound that compatible hearing aids and other listening devices can receive. Instead of struggling to hear a television across a crowded room or a presentation in a noisy venue, listeners may be able to access the audio directly through their own devices.

As more hearing aids, phones, televisions, and public spaces adopt the technology, Auracast has the potential to make clear, accessible sound much easier to find wherever life takes you. Ask us about Auracast-ready hearing technology and what it could mean for you!

Refer a Friend and Share the Gift of Better Hearing!



There's nothing better than helping someone reconnect with the world around them. When you refer a friend or loved one to our office, you're giving them more than just better hearing — you're giving them clearer conversations, their favorite music, and deeper connections with the people they care about most. And as a thank-you, both you and your friend may be eligible for special referral rewards. It's our way of saying thanks for helping others take the first step toward hearing — and living — better. Ask us about our referral program today!

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from Angel and
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Dr. Lori A. Howard

Board Certified Doctor of Audiology

Dr. Laura Di Pasquale-Gregory

Board Certified Doctor of Audiology



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