

HEARCARE

Newsletter

WHAT'S IN THIS ISSUE:

- Article
- Patient Spotlight
- Dear Dr. HearCare Q&A
- Updates and Events Calendar

BRAIN HEARING

Here's a fact that may surprise you:
You hear with your brain– not just your ears. While ears are an important part of the hearing process, the processing and understanding of those sounds happen in the brain. Good hearing helps your brain stay sharp throughout your life – and helps avoid many other health problems. This means hearing health is brain health.

How does hearing work with the brain? Sound travels from your ears to the brain's hearing center, where there are two subsystems that continuously work together to help you understand the sound scene around you.

These two subsystems are:

- 1. The orient subsystem: constantly scans your surroundings for a full overview of the sound scene.**
- 2. The focus subsystem: helps you select which sounds to listen to and which sounds to focus your attention on—while irrelevant sounds are filtered out.**



continued...

Brain-friendly hearing aids help against these common issues associated with hearing loss.

A hearing problem becomes a brain problem, which then becomes a life problem. If the brain's access to sound is limited, as is the case with inadequate treatment of hearing loss, it can lead to serious problems in life including:

- **Accelerated cognitive decline, Dementia and Alzheimer's disease**
- **Social isolation, depression and anxiety**
- **Poor balance and fall-related injuries**

Do brain-friendly hearing aids exist?

Thanks to recent advances in hearing aid technology, Oticon products work with the brain to process sound the way it's meant to happen. By working with the brain, rather than just turning up the volume, Oticon hearing aids provide a more natural and pleasant soundscape, leaving you less tired and better able to remember more of life's important conversations.

Oticon hearing aids give your brain access to the full sound scene – to support your brain in working more effectively

They help to ensure your brain receives the quality sound information it needs to remain healthy

This unique approach is called BrainHearing™, and it's what makes Oticon hearing aids unique



Read more at www.oticon.com/blog

Dear Dr. HearCare



For a limited time, Oticon is providing rebates of up to \$200 on Intent 1 Rechargeable RIC hearing devices. Patients using another manufacturer's brand can try Oticon Intent 1 for 30 days and truly feel the difference. After making a purchase, simply submit your receipt to Oticon to claim your \$200 rebate. Oticon encourages you to discover the exceptional sound quality of their BrainHearing™ technology. Contact your provider today to arrange a demonstration of the Oticon Intent 1.

To help you get your best hearing at the best price, HearCare is offering a special discount for the month of April. While supplies last, get premium devices at mid level prices. That's a savings of over \$1000 on a pair of Intent 1 hearing aids!

*Do you have a question we can answer?
Email Dr. HearCare at: info@myhearcare.com*

UPCOMING EVENTS

april 2025



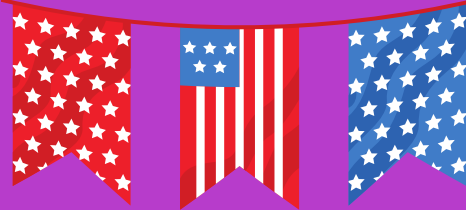
April 7th-Dr. Lundstrom's Birthday

**April 18th- CLOSED at 12:00pm
(Easter Holiday)**



may 2025

May 26th- CLOSED for Memorial Day



june 2025



June 20th- Dr. Olson's birthday

June 21st- Megan's birthday



Be on the lookout for more information regarding our monthly events!