

## **Your Brain and Ears: Your Own Dynamic Duo!**

When it comes to great partnerships, your brain and ears are hard to beat!

While their functions are distinctly different, your hearing health depends on how well your brain and ears work together. Your brain relies on your ears to collect sound and compares the incoming data. That comparison helps the brain decide what information is important to understanding speech and what information is simply background noise.

Your brain and ears also work together to fight debilitating medical issues. Because we hear with our brains, untreated hearing loss can lead to cognitive difficulties and increase the risk for developing dementia and Alzheimer's. When the brain "forgets" what it's like to hear, it is difficult to re-establish those pathways.

Scientists have been studying the relationship between hearing and the brain for decades. Their findings are used by manufacturers to improve hearing instruments. As a result, the majority of age-related hearing loss can be improved with a hearing aid.

To help keep your ears and brain working in tandem, schedule your hearing screening by calling us at [PHONE NUMBER] or click the button below to fill out our online contact form.