

COGNITIVE HEALTH

September 2019



Working Memory Stores Seven Digits

It's no accident that telephone numbers in the United States are seven digits long. Our working memory, a very short-term form of memory which stores ideas just long enough for us to understand them, can hold on average a maximum of seven digits. This allows you to look up a phone number and remember it just long enough to dial.

LEARN MORE

To learn more about our services, visit www.hearingunlimited.net

PENN HILLS
310 Rodi Road Ste 210
Pittsburgh, PA 15235

NORTH HUNTINGDON
9173 State Route 30
Irwin, PA 15642

SOUTH HILLS
575 Coal Valley Road
South Hills Medical Building,
Suite #202
Clairton, PA 15025

HARMARVILLE
2585 Freeport Road
One Alexander Center
Suite #103
Pittsburgh, PA 15238

MONROEVILLE
2566 Haymaker Road
Professional Building #1
Suite #214
Monroeville, PA 15146

Compliments of



9 Things You Need to Know About Dementia

Dementia affects tens of millions of people, yet a lot of myths about this condition still exist. Whether you have a loved one who suffers from dementia or you just want to learn more for yourself, here are 9 things you may not know.

1. Denial is common — but it doesn't help.

It's best to face dementia head on. Loved ones commonly ignore signs of dementia in aging relatives. After all, we all want to hope for the best. Don't waste precious time ignoring the signs, because identifying dementia early can improve treatment options.

2. You can still improve brain health after a dementia diagnosis.

Many people give up when they receive a dementia diagnosis. However, there's a lot you can do. A new report indicates that treating hearing loss may significantly slow the progression of dementia.

3. Dementia patients can't always control their behavior.

Being a caregiver for someone with dementia can be frustrating and emotional. Try to remember that individuals with dementia do not deliberately try to ignore or hurt you.

4. Dementia isn't its own disease.

Dementia is an umbrella term for a number of diseases that affect cognitive function and memory, including Alzheimer's (the most common).

5. Women suffer from dementia more than men.

Women suffer from dementia two times more than men. This could be because women, in general, live longer than men and have more of an opportunity to develop the condition as they age.

6. Dementia involves more than just memory loss.

We tend to equate dementia with memory loss, but there are other symptoms including confusion, disorientation, trouble communicating, mood swings, sudden aggression and personality changes.

7. Dementia can happen before age 65.

This condition tends to progress as we age, but it isn't just a disease for the elderly. Early-onset Alzheimer's disease affects those younger than 65. Approximately 200,000 Americans suffer with early-onset Alzheimer's.

8. About 50 million people around the world have dementia.

According to the World Health Organization, about 50 million people worldwide suffer from dementia; an additional 10 million people are diagnosed every year.

9. You can take preventative measures.

Current data suggests that 1 in 3 cases of dementia are considered preventable. Preventative measures include treating hearing loss, quitting smoking, cutting down on alcohol use, eating a healthy diet, sustaining a healthy weight and more.



Ask One of the Clarity Specialists

Q: What treatment options are available to me when I'm ready to start treating my hearing loss?

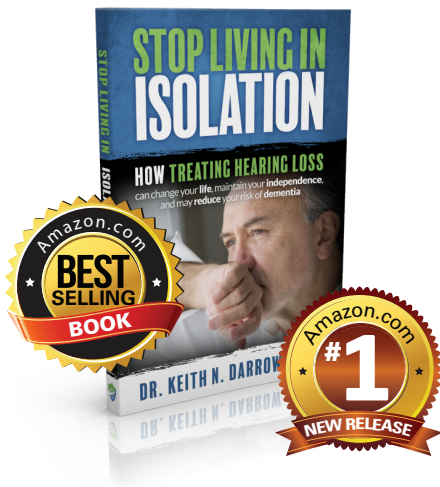
A: I get this question often as I travel the country meeting new patients, and even from family and friends. My answer is always the same: NeuroTechnology™. Advances in technology specifically designed to treat the cognitive aspects of hearing loss, not just make things louder, have significantly improved patient care and patient satisfaction.

But, my next response is always "You must see an Excellence in Audiology member-clinic to determine which form of NeuroTechnology™ suits you and your hearing loss best."

While the most important factor in determining treatment is always based on the patient's hearing profile and health care history, specific options can be based on several factors including: addressing specific patient symptoms (difficulty in certain acoustic environments), dexterity (can the patient manipulate an invisible hearing device?), and personal preferences (color, size, etc.). Your hearing health care provider can help you understand which form of NeuroTechnology™, what shape and size, and which specific features can help you hear your best and keep you engaged in conversation.

From the DOCTOR'S DESK

Patients frequently ask the same questions before, during, and even after treatment. These questions are very important to know and understand before seeking medical treatment for hearing loss. Last summer, in between traveling to 13 cities speaking on Cognitive Aspects of Hearing Loss I wrote a book that answer these, and many other, questions for those who may be in need of a guide on choosing an audiologist and treatment. "Stop Living in Isolation" will thoroughly answer your questions and prepare you and your loved ones to make the best medical decision for you, your family, and your overall health.



HEARING HEALTH CARE NEWS

While most months I take the opportunity in this newsletter to discuss the many health conditions being recognized and their relationship to 'Hearing Care is Health Care', September is our annual focus on **World Alzheimer's Month**. I hold Alzheimer's to be of extreme public importance as it is a silent epidemic that is affecting so many families around the world, with no end in sight.

Please read this quote, write it down, remember it, and join me in the fight to help you, your family and your friends to learn the most important modifiable lifestyle factors to preventing the mind-robbing diseases of Dementia and Alzheimer's:

Everyone knows someone who has survived cancer, but no one knows anyone who has survived Alzheimer's Disease.

As of today, there is not a single F.D.A. (Food and Drug Administration) medicine available to the public for the treatment of Alzheimer's. Not a single one! And perhaps you read the sobering headline in January 2018 that Pfizer has abandoned its efforts in researching a drug to treat patients with Alzheimer's. While there are other drugs currently in FDA trials, there is nothing in the FDA's pipeline for the near future.

A report from the European Dementia Commission released in 2017 put forth a list of modifiable lifestyle factors that can help individuals reduce their risk of developing Dementia. The most impressive number put forth by this commission is that....

One Third of Dementia Cases May Be Preventable

Focus on Prevention

The Lancet Commission launched a novel life-span-based model of dementia risk, showing interventions that may maximize cognition, decrease distressing associated symptoms, reduce crises, and improve

quality of life. The team estimates the contribution of each of the risk factors to the overall incidence of dementia, at the population level. The combined evidence to date shows that roughly 35 percent of all cases of dementia are attributable to nine potentially modifiable risk factors. Many of the risk factors occur at particular life stages but some, such as smoking and hypertension, are likely to make a difference at all life stages. The nine modifiable risk factors include:

- Early life - Education to a Minimum Age of 15
- Mid-life - Treatment of Hearing Loss and Hypertension; Reduced Obesity
- Later life - Reduce Depression and Smoking; Treatment of Diabetes; Increase in Physical Activity and Social Contact with Others.

There are certainly other factors considered to be important for the prevention of Dementia, including proper diet and exercise, treatment of visual impairment, and improved sleep – but the study did not include these factors.

Focus on Hearing and Dementia

The understanding that hearing loss is a significant risk factor for Dementia came to light in a report from John's Hopkins in 2011. In this meta-analysis study, it was found that hearing loss can increase the risk of developing Dementia by as much as 200-500%, based on degree of hearing loss.

A combination of social isolation, cerebral atrophy (brain shrinkage) and cognitive overload are believed to be the link that increases risk in patients with hearing loss, a progressive degenerative disorder, to developing cognitive decline and Dementia.

COGNITIVE GAME OF THE MONTH

P Z Z K A D T B N L E W Y S B T B L W R E T L M
M R I B K I E N R A E H R Y L T B S O F Q T Z U
G Y P S Q X W M O A A V O M O B Z T I A P X A C
L E U T V G Z Z E I I V M P O M C T Y P U I H R
A U T O M A T I O N S N E T D O N F O R G E T I
O H T L A E H T G I T I M O D E K T R Y A H J O
Q V J Z E P V J Z S K I V M S J F M S R N R T I
V N Y O V O W X T M M J A S W P U M T K T O B H

Word Search

DEMENTIA	BLOOD
AUTOMATION	RATE
HEALTH	HEART
VISION	DOCTOR
HEAR	FITNESS
BRAIN	FORGET
MEMORY	SYMPTOMS



Creamy Dill and Garlic Salmon

This recipe contains only unprocessed foods, no gluten, no dairy, and no sugar, and it's suitable for paleo and Whole30 diets. Healthy food doesn't need to be complicated or tasteless!

■ INGREDIENTS

- 2 salmon fillets, pinbones removed
- 1/2 cup homemade mayonnaise
- 2 tablespoons fresh dill, chopped
- 2 teaspoons brown mustard
- 1 clove garlic, finely minced
- pinch of sea salt

■ DIRECTIONS

STEP 1

Preheat oven to 450 degrees and line a baking sheet with parchment paper.

STEP 2

Place salmon fillets, skin side down, on the paper.

STEP 3

Mix mayonnaise, dill, mustard, garlic, and salt.

STEP 4

Spread mixture evenly over salmon and bake for 8-10 minutes, or just until flesh flakes under your fork.

STEP 5

Serve hot with a squeeze of fresh lemon.





PENN HILLS
310 Rodi Road Ste 210
Pittsburgh, PA 15235

NORTH HUNTINGDON
9173 State Route 30
Irwin, PA 15642

SOUTH HILLS
575 Coal Valley Road
South Hills Medical Building,
Suite #202
Clairton, PA 15025

HARMARVILLE
2585 Freeport Road
One Alexander Center
Suite #103
Pittsburgh, PA 15238

MONROEVILLE
2566 Haymaker Road
Professional Building #1
Suite #214
Monroeville, PA 15146



Savings That You Want To **HEAR ABOUT!**

COMPLIMENTARY



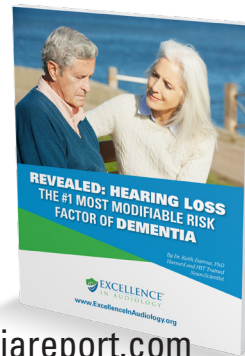
Consultation For Your Spouse

With coupon only
for the first 20 patients

FREE Written Report

Visit:

hearingunlimiteddementiareport.com



© 2018 EIA Media Group, LLC and its related parties. All rights reserved. Copyright Infringement does not require complete use. Copyright violations and theft of intellectual property are subject to civil damages as well as criminal prosecution by the FBI. For more information, visit ExcellenceInAudiology.org

Call Today For An Appointment:

PENN HILLS
(412) 219-9448

NORTH HUNTINGDON
(412) 219-9457

SOUTH HILLS
(412) 219-9453

HARMARVILLE
(412) 219-9451

MONROEVILLE
(412) 218-2242



www.hearingunlimited.net