

# HEARING HEALTH CARE NEWS™

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Welcome to our latest edition of 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.

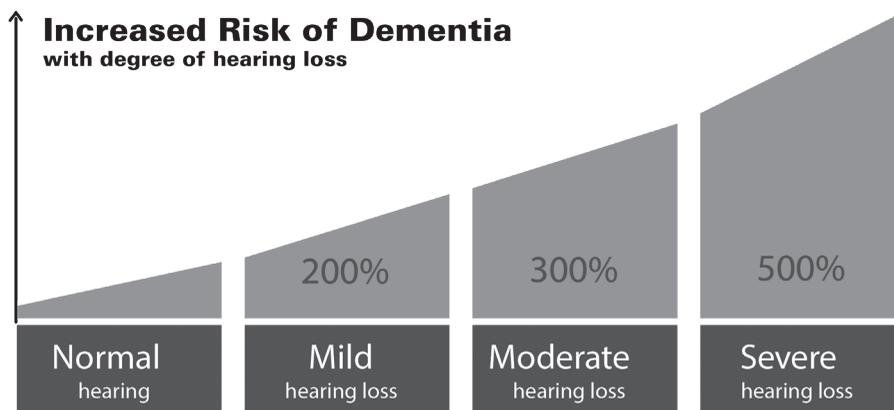
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## Focus on Hearing and Dementia:

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.



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