TRITON HEARING
We're changing hearing for good!

# Hearing Loop NEWSLETTER

ISSUE NO.11 MARCH 2025

**Focus Topic**

## Caring for hearing, caring for health

**Research**

## A new era of holistic patient care: Hearing loss and cognitive health

# Dear partner,

In this issue of our newsletter, we will continue to explore the relationship between hearing loss and overall health, and how hearing intervention can boost more than a patient's hearing. We also look at the benefits of timely intervention, and we invite you to already block your calendar for our upcoming Virtual Physician Symposium on how we can improve health outcomes through proactive hearing loss and tinnitus management.

Enjoy the read!

**The Triton Hearing Team**

FOCUS TOPIC

## Caring for hearing, caring for health

Many people underestimate the impact of hearing loss, considering it merely a sensory problem. In fact, hearing loss can have a fundamental impact on communicating with and connecting to others. It can also impact the ability to feel confident, safe and secure in the surrounding environment, affecting social life and participation in physical activities.

While coming to terms with hearing loss can be difficult, hearing rehabilitation can provide benefits across social-emotional, cognitive, and physical well-being.[1]

Hearing well boosts engagement, connection, and a positive outlook

Hearing is our social sense, enabling us to communicate and engage in conversations.[2] Not hearing well often results in communication difficulties, which can lead to misunderstandings[3] and embarrassment[4], additional listening effort and fatigue[5], and can ultimately result in social withdrawal and isolation.[6] Hearing aids bring those with hearing loss back into the conversation by improving communication skills and reducing listening effort, allowing them to communicate with confidence and to enjoy social gatherings to the fullest again.

Hearing well supports cognitive fitness
Our ears and brain are equal partners. Struggling to hear taxes the brain as it works to make sense of incomplete information.[7] Over time, this extra effort can lead to fatigue and stress, and impact overall cognitive health. Wearing hearing aids has been proven to support users in staying cognitively fit[8][9]. Hearing aids foster participation in conversations and social engagement, enabling an enriched[7] cognitive experience and stimulation of the brain.[2][5][8][9]

Hearing well enables a more active and healthier lifestyle
Our hearing contributes to a sense of environmental awareness. Hearing loss makes it more difficult to localize sound sources.[10] It impacts postural control and balance, resulting in an increased risk of falls[11]. Hearing intervention can aid balance, environmental awareness[12], and activity levels[13], by making the patient more confident to participate in physical exercise and activities.

Expertly fit hearing aids can make all the difference: not only in the moment, but for life.

EDUCATION

## Raising awareness: the benefits of timely hearing loss intervention

Given the positive impact of hearing intervention on social-emotional, cognitive and physical well-being[1], timely detection and treatment of hearing loss can contribute to patients healthy aging by:

- reducing the risk of social withdrawal[2]
- slowing down cognitive decline[8][9]
- reducing the risk of unsafe situations such as falls.[11]

### The earlier, the better

Even when aware of hearing difficulties, people wait on average four years until they act.[14] Reasons include the belief that their hearing loss is not severe enough and that they can (still) manage their condition, the persistent stigma of hearing aids, and a lack of knowledge on the ripple effect of hearing loss on their overall well-being and health.
Those that have already acted hold a completely different view: 2 out of 3 patients say they wish they had sought hearing intervention sooner.[14]

RESEARCH

## A new era of holistic patient care: Hearing loss and cognitive health

Recent research on untreated hearing loss as a risk factor for cognitive decline opens up new opportunities in how to counsel and care for patients with hearing loss. Even though the main focus will be on treating hearing loss in the optimal way, the deepening understanding of the hearing- cognition connection holds the potential for hearing care professionals to profoundly impact clients' lives.

One of the key factors to integrate the latest insights on what hearing well can mean for patients' cognitive health, will be models for interprofessional collaboration. Working closely together, hearing care professionals,

ACHIEVE study (2023):
Hearing intervention =

48% less loss of thinking and memory abilities[8]

ENT doctors, and general practitioners can enter a new era of hearing healthcare, promoting both hearing and cognitive health for older patients.

STUDY

## Tinnitus: a risk factor for mood disorders?

Both hearing loss and tinnitus have been associated with impaired mental health and changes in brain structure in the past. In a recently published paper by Chen et al. (2024), these associations were further explored using data from the UK Biobank.

Including almost 130,000 participants aged 40 to 69, the scientists estimated the risk of depression and anxiety following the identification of hearing loss and reported tinnitus. Additionally, they examined the associations between both conditions and brain volume in a subsample with available MRI data.

Key insight: hearing loss and tinnitus were both associated with an increased risk of depression and anxiety.

Interestingly, both hearing loss and tinnitus were associated with alterations in brain structure, suggesting distinct neurological implications for each condition.

These findings contribute to the growing evidence base on the close correlation of hearing loss and tinnitus with different aspects of our overall health.

**Read the full study.**

EVENT

Virtual Physician Symposium

## Enhancing Health Outcomes through proactive Hearing Loss and Tinnitus Management!

In our upcoming virtual physician symposium, on May 13 (EMEA) and May 15 (US, Brazil, Canada, Australia, New Zealand), a panel of renowned experts will discuss the potential of enhancing health outcomes through hearing loss and tinnitus management. The speaker set will include

- Bec Bennet, Senior Research Audiologist at National Acoustic Laboratories (Australia),
- Dr. David Maidment, Senior Lecturer in Psychology at Loughborough University (UK)
- Prof. Dr. med. Berthold Langguth,Chief Physician of General Psychiatry II, University of Regensburg, Germany

The event will be held in English, with captions and subtitles through our AI translation tool in 60 languages.

**Register now.**

# Modern hearings aids: small devices, huge benefits

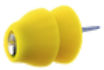
Modern hearing aids are small and cosmetically appealing and can be tailored to individual hearing loss, needs and lifestyles. They are available in various form factors and performance levels:

**Receiver-in-the-canal (RIC)**
- Behind the ear; speaker ("receiver") sits inside ear canal.
- Mild to severe hearing losses.

**Behind-the-ear (BTE)**
- Hooks over the top of the ear; rests behind the ear.
- Mild to profound hearing losses.

**Custom-made hearing aids**
- No external wires or tubes visible.
- Custom-made, perfect fit.

**Invisible hearing aids**
- Lyric was designed to fit deep into the ear canal; invisible; can be worn 24/7 for months at a time.
- Mild to moderately-severe hearing losses.



# Key features of modern hearing aids and their benefits

**Sound Amplification and Noise Management:**
- Improves hearing and reduces listening effort
- Distinguishes between speech and ambient noise

**Automatic Programming:**
- The latest operating system technology in hearing aids (e.g. AutoSense™ OS) automatically activates optimal settings in any environment

**Tinnitus Masking Features:**
- Noiser or masker technology helps relieve the burden of tinnitus

**Rechargeable Batteries:**
- Included charger allows users to enjoy hearing without worrying about battery life

**Integrated Bluetooth Connectivity:**
- Streaming sound directly to your hearing aids from practically any audio source for a convenient, customised listening experience (TV, phone calls, music)

**Compatible Smartphone Apps:**
- Including features to further personalize the individual listening experience (e.g. myAudioNova app)
- Allows for fine sound adjustments, communicating with their audiologist, and health monitoring, and much more

# Contact


**Triton Hearing**
6-8 Omega Street
Rosedale, 0632

**Email**
community@tritonhearing.co.nz

**Phone**
0800 45 45 44


**Any questions?**
**Contact us: community@tritonhearing.co.nz**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