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# Preserving your patients' health and safety by identifying and treating hearing loss.

A guide for physicians.



Hearing  
Systems

**SIEMENS**

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# Treating hearing loss is key to preserving your patients' health and safety.

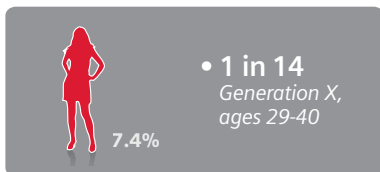
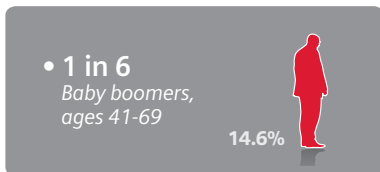
Thirty six million people suffer from hearing loss in the U.S.; 65% of them are younger than 65 years old. An estimated one-third of people between the ages of 65 and 75, and close to one-half of those older than 75, have some degree of hearing loss.<sup>1</sup>

Like many medical practices in the U.S., you most likely have an aging patient base. Regardless of how young or old your patients are, the diagnosis and treatment of hearing loss is critical to maintain and restore wellness, and may even prevent more serious conditions.

## Hearing screening can be simple.

Patients with diabetes and cardiovascular disease, patients with a history of stroke, and in general patients over the age of 60 should be screened for hearing loss. A hearing screening can be performed in one minute by your trained office staff. There are many hearing screening devices available.

### Hearing loss by age group<sup>1</sup>



HearCheck™ Screener is simple, accurate and reliable.



HearCheck™ Screener

The HearCheck Screener presents a range of tones at multiple loudness levels. The advanced decision tree feature, helps identify almost immediately if the patient has normal hearing or has loss and further testing is required. HearCheck is battery operated for convenience and mobility.



Information provided by the Better Hearing Institute.

# Many prevalent health conditions in seniors and boomers have a very strong link with hearing loss.



- 21% of **diabetics** have hearing loss compared to 9% of non-diabetics.<sup>2</sup>



- Seniors with hearing loss are significantly more likely to develop dementia over time than those who retain their hearing.<sup>3</sup>



- Individuals with **cardiovascular disorders** may be more prone to hearing loss and therefore in need of hearing evaluations.<sup>4</sup>



- One landmark study of patients undergoing chemotherapy found 61 percent developed hearing loss<sup>5</sup> after treatment.

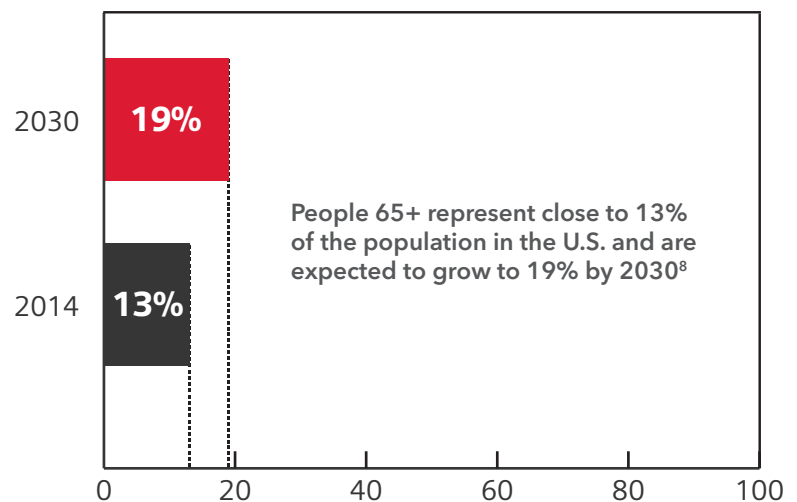


- Patients with mild hearing loss were nearly three times more likely to have a **history of falling** than those with no hearing loss.<sup>6</sup>



- Women of all ages and adults age 18 to 69 with hearing loss are more likely to experience "**significant depression**" than hearing loss sufferers over 70.<sup>7</sup>

While many think of hearing loss as an inevitable part of the aging process, it should not be considered a benign condition that is passively dealt with. We know today that the consequences of untreated hearing loss can have a far reaching and devastating impact.



# A stronger working relationship between the hearing care and medical communities will lead to better patient outcomes.



With appropriate referrals to a licensed hearing care professional you could be contributing to your patient's health and safety, preventing serious conditions and extending their ability to live longer, better.

*95% of people with hearing loss can regain their quality of life and live better, longer with the help of hearing aids<sup>9</sup>*

If your patient has untreated hearing loss, you can help to:

- Prevent accelerated cognitive decline and the early onset of dementia
- Preserve and extend their mental health and independence
- Reduce their risk of injury-causing falls
- Reduce their risk of cardiovascular or cerebrovascular events

#### **Diagnosis categories for Primary Care Physicians**

- Examination of ears and hearing
- Encounter for hearing examination following failed hearing screening
- Encounter for hearing conservation and treatment
- Other examination of ears and hearing

#### **Diagnosis categories for Audiologists and ENT Physicians**

- Sudden hearing loss (have to address as acute care necessity)
- Other specified forms of hearing loss (already diagnosed with hearing loss - e.g. wears hearing aids, CI, surgery, etc)
- Unspecified hearing loss (suspects hearing loss thru observation or failed screening)

#### **Audiological Assessment Procedures**

- Screening test, pure tone, air only
- Pure tone audiometry (threshold); air only
- Pure tone audiometry; air and bone
- Speech audiometry; threshold
- Speech audiometry w/ speech recognition
- Comprehensive audiometry threshold evaluation and speech recognition

**As a Primary Care Physician, you can identify hearing loss in your patients and refer them to the appropriate specialist for their diagnosis and treatment.**

# Options offer relief for patients struggling with ringing in the ears caused by tinnitus.



There is strong evidence to suggest that acoustic therapy can help mitigate the effects of subjective tinnitus.<sup>11</sup> Acoustic therapy can include: fitting the patient with appropriate amplification, modifying advanced signal processing features for the purpose of tinnitus treatment, or following a formal tinnitus protocol such as Tinnitus Retraining Therapy (TRT). Sound therapy features are available in Signia hearing instruments and can support a wide variety of acknowledged tinnitus treatment programs.

**More than 50 million people in the United States have reported experiencing tinnitus, resulting in an estimated prevalence of 10% to 15% in adults.<sup>10</sup>**

Static noise therapy signals use a form of sound that mixes in with the tinnitus and distract from it. With Signia hearing aids, Hearing care professionals (HCPs) can select the noise that is most comfortable to the wearer and/or offers the greatest relief of symptoms from among five different static options.

Ocean Wave therapy signals are modulated sounds generated automatically at random intervals to mimic the sound of the sea to provide a positive, soothing, and stress-relieving listening experience. Signia hearing aids offer four different Ocean Wave therapy signals to choose from for each tinnitus patient.

Notch therapy is a tinnitus therapy approach exclusively available in Signia hearing aids. It is a well-researched method that has proven especially effective for people who experience tonal tinnitus, the most common type of tinnitus. Unlike the static noise and Ocean Wave approaches, which introduce an additional therapy sound, notch therapy treats tinnitus inaudibly and unobtrusively. Based on the concept of “re-attracting” lateral inhibition<sup>12</sup>, the annoyance of tinnitus can be reduced by simply wearing the hearing aids throughout the day.<sup>13</sup>

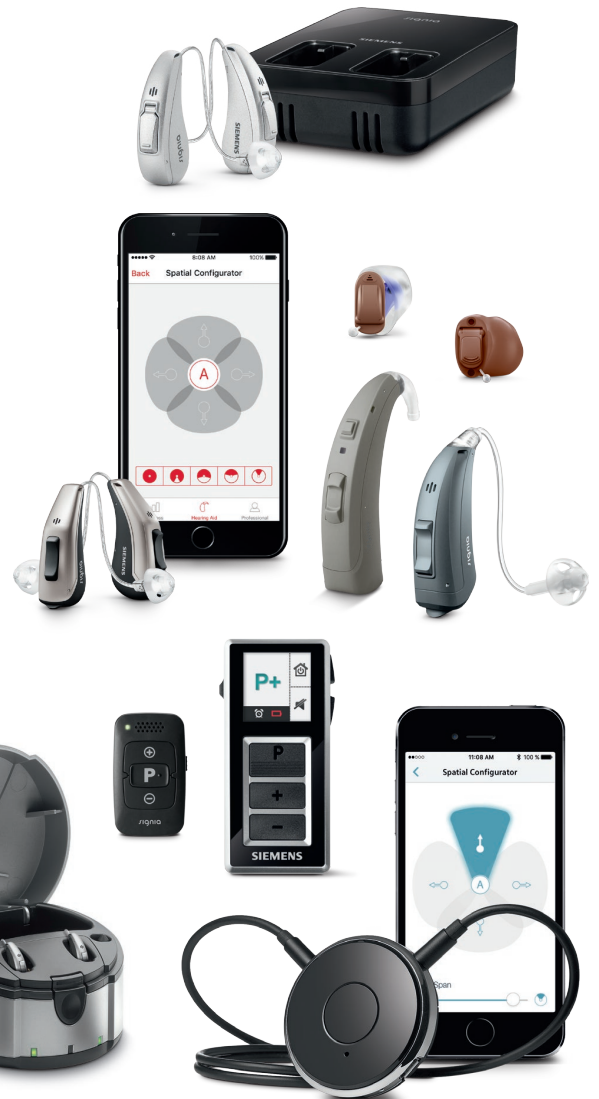
# A hearing care professional can help treat your patients' hearing loss.

As a licensed hearing care provider, our practice is trained and equipped to conduct a comprehensive hearing test and to deliver a customized solution for your patient, including the provision of hearing aids. Our services include testing, counseling, treatment, rehabilitation, and follow up.

We offer a wide selection of Signia hearing aid options to fit any lifestyle, technology performance and cosmetic preference. Our compassionate and professional staff, coupled with our clinical expertise, will delight your patients for years to come.

- **CICs** - Customer products that fit in the canal
- **RICs & BTEs** - Small, discreet and high-tech, there are a variety of hearing devices available to offer various levels of support depending on your patients' needs.
- **Rechargeable** - Never change a hearing aid battery again
- **Wireless** - World-class hearing with direct connectivity to iPhone® and TV
- **Accessories** - A complete line of products that work directly with Signia hearing devices.

More information on Signia's complete line of products and accessories is available online - visit [www.signiausa.com](http://www.signiausa.com).



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Hearing instruments help many people hear better, but no hearing instrument can solve every hearing problem nor restore normal hearing.

Information in this brochure subject to change without notice.

**Legal Manufacturer**

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