



# Discover the joy of hearing well

Well-Hearing is Well-Being

A Sonova brand

**PHONAK**  
life is on



# When voices become less clear

Hearing loss can creep up gradually. Some sounds remain audible, while others, like higher-pitched sounds, become more difficult to hear. Softer, high-pitched consonants like "s", "f", "sh" and "t" play a key role in our ability to understand speech clearly. Therefore, people with hearing loss often say, "I can hear, but I don't understand what is being said."

Hearing loss can not only affect your communication, but it is also associated with a number of health issues:

## Social-emotional

- less social interaction and/or increased loneliness<sup>1</sup>
- less participation in activities with friends or events<sup>2</sup>

## Cognitive

- increased risk of cognitive decline and dementia<sup>3</sup>

## Physical

- increased risk of falls<sup>4</sup>

## Dear reader,

Welcome and thank you for taking the first step to improving your hearing.

### Hearing well means being well

Hearing well can have a positive influence on so many aspects of your life. Not only does hearing well help you to understand and communicate effectively, it also keeps you in touch with the ever changing world around you.

Whether you are bonding with your loved ones or enjoying your favorite television show, your hearing plays a fundamental role on your overall well-being.

We hope this brochure provides you with some insights on your journey to better hearing!

### Your Phonak Team

<sup>1</sup> Kramer, S.E., Kapteyn, T.S., Kuik, D.J., & Deeg, D.J.H. (2002). The association of hearing impairment and chronic diseases with psychosocial health status in older age. *Journal of Aging and Health*, 14(1), 122-137.

<sup>2</sup> Vas, V., Akeroyd, M. A., & Hall, D. A. (2017). A data-driven synthesis of research evidence for domains of hearing loss, as reported by adults with hearing loss and their communication partners. *Trends in Hearing*, 21: 1-25.

<sup>3</sup> Loughrey, D.G., Kelly, M.E., Kelley, G.A., Brennan, S., & Lawlor, B. A. (2018). Association of Age-Related Hearing Loss With Cognitive Function, Cognitive Impairment, and Dementia. *JAMA Otolaryngology-Head & Neck Surgery*, 144(2), 115-126.

<sup>4</sup> Jiam, N.T.-L., Li, C., & Agrawal, Y. (2016). Hearing loss and falls: A systematic review and meta-analysis. *The Laryngoscope*, 126(11), 2587-2596.

# Phonak Well-Hearing is Well-Being™

When we hear well, we are well equipped to embrace the life we want. Growing evidence shows that treating hearing loss can positively impact your social-emotional, cognitive and physical well-being.<sup>5</sup>



## Social-emotional well-being

Hearing well allows us to be socially active, connect with others, and communicate effectively – without barriers.

Using hearing aids can improve your quality of life, social interactions, and relationship satisfaction for you and your loved ones.<sup>6</sup>



## Cognitive well-being

The brain plays a crucial role in listening and speech understanding – it's important to keep it stimulated. That's where hearing aids come into play.

Hearing aid use is linked to improved memory<sup>7</sup> and has been shown to make listening easier.<sup>8</sup>



<sup>5</sup> Vercammen, C., Ferguson, M., Kramer, S.E., et al. (2020). Well-Hearing is Well-Being. *Hearing Review*, 27(3), 18-22.

<sup>6</sup> Kamil RJ, Lin FR. The Effects of Hearing Impairment in Older Adults on Communication Partners: A Systematic Review. *J Am Acad Audiol*. 2015;26(2):155-182.

<sup>7</sup> Karawani, H., Jenkins, K., Et Anderson, S. (2018). Restoration of sensory input may improve cognitive and neural function. *Neuropsychologia*, 114, 203-213.

<sup>8</sup> Winneke, A., Schulte, M., Vormann, M., Latzel, M. (2018). Spatial noise processing in hearing aids modulates neural markers linked to listening effort: an EEG study. *AudiologyOnline*, Article 23858.



## Physical well-being

Having the right hearing solution means that you are well-equipped to deal with different listening situations.

Hearing well provides you with greater environmental awareness fostering feelings of security and confidence.



**Ask your hearing care professional about the benefits of hearing well and how you can address your hearing loss to enhance your overall well-being.**

# A solution for everyone

A wide range of hearing aids are available for all degrees of hearing loss. Together with your hearing care professional, you can choose the solution that meets your needs and matches your budget, lifestyle and preferences.



### Custom in-the-ear models

These models are custom made to the shape of a person's ear canal for maximum benefit and comfort. Available in a range of colors.



### Receiver-in-canal (RIC) models

Small and stylish devices that fit discreetly behind the ear. The loudspeaker is placed in the ear-canal for optimal discretion. Available in a range of colors.



### Behind-the-ear (BTE) models

These models are worn behind the ear and are available for every level of hearing loss. Discreet tubes deliver the sound to the ear. Available in a range of colors.

# life is on

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where 'life is on' for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and grow emotionally.

[www.phonak.com](http://www.phonak.com)



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