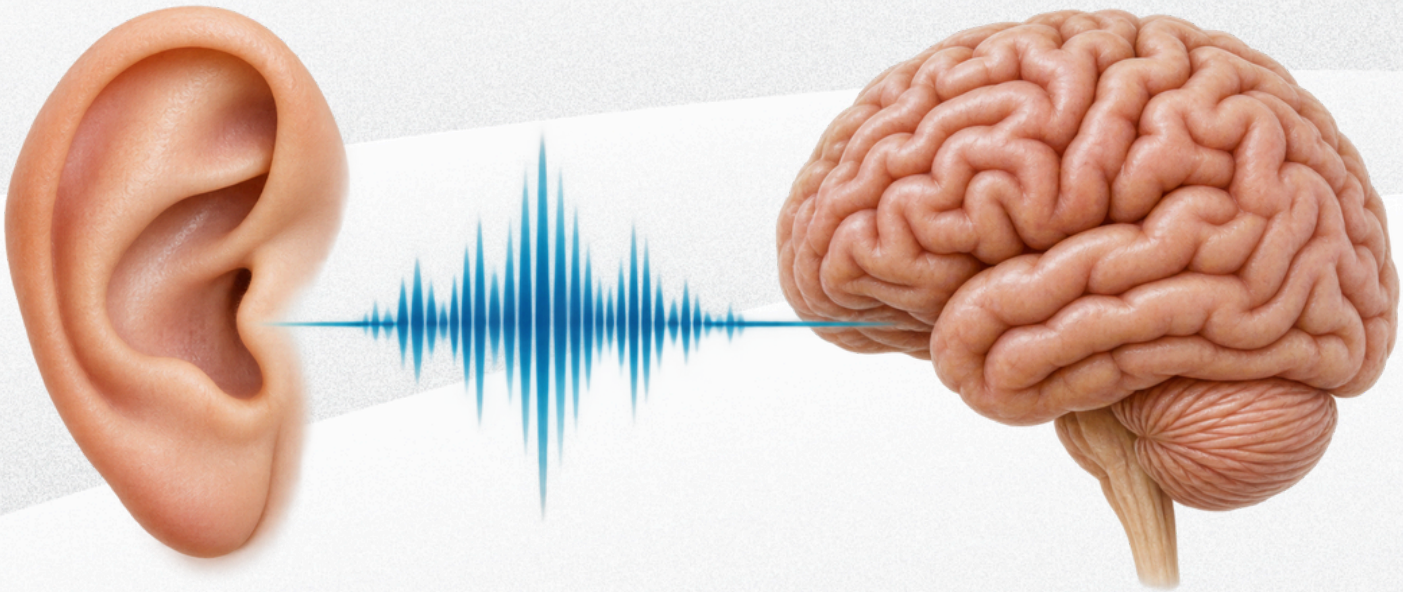
ADVANCED HEARING & BALANCE SPECIALISTS

Hearing Health & Brain Health

Understanding the Connection Between Hearing Loss and Cognitive Function



435-466-5285 ADVANCEDHEARINGDOCS.COM

ADVANCED HEARING & BALANCE SPECIALISTS

Your Ears **Hear.** Your Brain **Listens.**

Why hearing health and brain health are connected, and what you can do about it.

45%

of dementia cases worldwide may be preventable or delayed by addressing 14 modifiable risk factors across a lifetime.

7%

of dementia cases are linked to hearing loss, among the largest risk factors on that list, and one that can be treated.

Have you ever nodded along to a conversation you didn't quite follow? Asked someone to repeat themselves, then felt too embarrassed to ask again? Come home from a dinner out more worn out than the evening should have made you? For some people, hearing trouble is a minor inconvenience. For others, it quietly reshapes relationships, confidence, and independence.

This experience is hearing loss, and a growing body of research shows it is connected to **brain health**. That connection is more important than most people realize.

The good news? Hearing loss is one of the few known risk factors for cognitive decline that you can actually do something about. Understanding the connection is the first step toward protecting your hearing, your relationships, and your mind.

A Day When Hearing Gets in the Way

- **8:15 AM The Phone Call**

  Your doctor's office calls. You catch half of it, say "yes, that's fine," and hang up unsure what you agreed to.

- **12:30 PM The Loud Restaurant**

  Your brain spends lunch filling in the blanks. By mid-afternoon you're drained, and you blame getting older.

- **7:00 PM The Family Table**

  Someone asks if you heard the plan. You nod. Later, a relative says you seem forgetful. Did you forget, or did you never hear it?

> *If you recognized yourself in even one of these, a hearing evaluation can help you find out why.*

ST. GEORGE, UT
Mesa Medical Plaza, 295 S 1470 E, Ste 301
84790 | (435) 688-8866

HURRICANE, UT
1141 W State Street, Ste 6b
84737 | (435) 635-3689

CEDAR CITY, UT
Canyon View Prof. Plaza, 1870 N Main St, Ste 202
84721 | (435) 867-0714

BEAVER, UT
Beaver Valley Hospital, 1109 N 100 W
84713 | (435) 864-5995

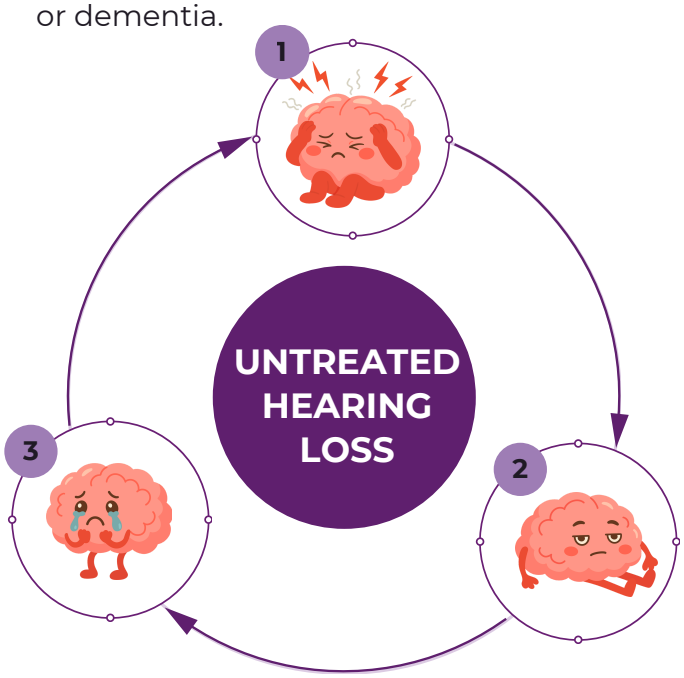
MESQUITE, NV
Bowler Plaza, 330 N Sandhill Blvd #F1
89027 | (702) 346-4622

PANGUITCH, UT
Garfield Memorial Hospital, 224 N 400 E
84759 | (435) 867-0714

Why Are Hearing and Memory Connected?

Researchers are still piecing together the full story, and hearing loss does not mean someone will develop dementia. But studies point to three leading explanations for why untreated hearing loss and cognitive decline tend to travel together.

Cognitive decline means noticeable changes in memory, thinking, attention, language, or judgment. Some change is a normal part of aging. When it goes further, it can signal mild cognitive impairment or dementia.



1 The Brain Works Overtime

Straining to decode sound uses up mental energy that would otherwise go to memory and thinking.

2 Less Stimulation

With less sound reaching it, parts of the brain that process speech and sound get less use over time.

3 Pulling Away

Struggling to hear leads many people to withdraw. Isolation and loneliness are risk factors on their own.

Common Terms You May Hear

Hearing Loss

Reduced ability to detect or understand sound, often gradual. It affects how clearly speech reaches the brain, especially in noise.

Mild Cognitive Impairment

Noticeable changes in memory or thinking beyond typical aging that don't yet interfere with daily independence.

Dementia

An umbrella term for decline in memory, thinking, or judgment severe enough to disrupt daily life. Alzheimer's is the most common type.

> ***"Most people with hearing loss will not develop dementia."***

However, research shows that untreated hearing loss is associated with an increased risk of cognitive decline and dementia, particularly as hearing loss becomes more severe.

ST. GEORGE, UT
Mesa Medical Plaza, 295 S 1470 E, Ste 301
84790 | (435) 688-8866

HURRICANE, UT
1141 W State Street, Ste 6b
84737 | (435) 635-3689

CEDAR CITY, UT
Canyon View Prof. Plaza, 1870 N Main St, Ste 202
84721 | (435) 867-0714

BEAVER, UT
Beaver Valley Hospital, 1109 N 100 W
84713 | (435) 864-5995

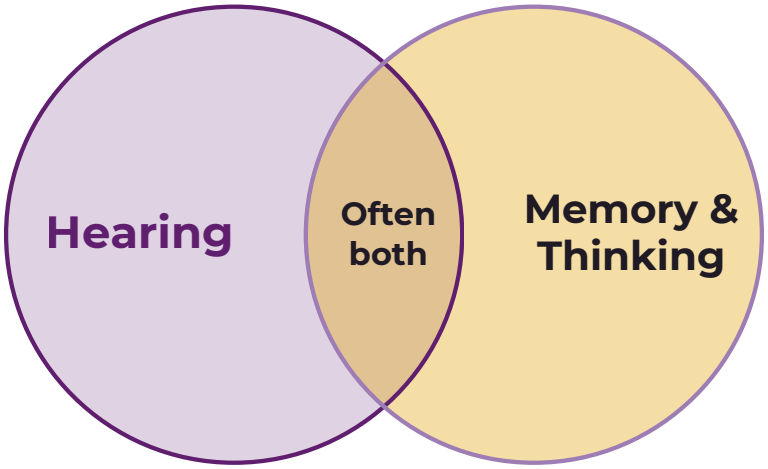
MESQUITE, NV
Bowler Plaza, 330 N Sandhill Blvd #F1
89027 | (702) 346-4622

PANGUITCH, UT
Garfield Memorial Hospital, 224 N 400 E
84759 | (435) 867-0714

Is It Your Hearing or Your Memory?

Because untreated hearing loss can look a lot like forgetfulness, the two are easy to confuse, and they often show up together.

Missing words can look like forgotten words.



Real memory changes deserve their own medical attention.

May Point to Hearing Loss

- Conversation falls apart in noisy places but is clearer one-on-one in a quiet room
- Often asking people to repeat themselves, or mishearing words
- Memory slips tend to involve things you may not have heard clearly the first time
- Turning the TV up, or dreading phone calls
- Feeling worn out after social events

Worth a Conversation With Your Doctor

- Forgetting recent conversations or events even when you heard them clearly
- Repeating the same questions or stories within a short time
- Trouble with familiar tasks, like managing bills or following a recipe
- Changes in judgment, word-finding, or mood that others notice
- Getting lost in places you know well

Not sure which describes you? Either way, **start with a hearing evaluation**. It's quick, painless, and helps clear up the picture. We don't diagnose dementia, but we can tell you whether hearing is part of the story and coordinate with your physician.

Why Hearing Comes First

Many memory and thinking screenings are spoken aloud. If you can't hear the questions clearly, your results may not reflect your actual memory. Checking hearing first gives everyone a clearer answer.

Don't Wait: Some changes need prompt attention

Hearing that drops suddenly in one or both ears should be checked right away, so call us the same day. A rapid change in memory, thinking, or behavior over days or weeks should be seen by your physician promptly.

ST. GEORGE, UT
Mesa Medical Plaza, 295 S 1470 E, Ste 301
84790 | (435) 688-8866

HURRICANE, UT
1141 W State Street, Ste 6b
84737 | (435) 635-3689

CEDAR CITY, UT
Canyon View Prof. Plaza, 1870 N Main St, Ste 202
84721 | (435) 867-0714

BEAVER, UT
Beaver Valley Hospital, 1109 N 100 W
84713 | (435) 864-5995

MESQUITE, NV
Bowler Plaza, 330 N Sandhill Blvd #F1
89027 | (702) 346-4622

PANGUITCH, UT
Garfield Memorial Hospital, 224 N 400 E
84759 | (435) 867-0714

Can Hearing Care Support Brain Health?

Yes, and the evidence is encouraging. No treatment can promise to prevent cognitive decline, but addressing hearing loss is one of the most practical steps you can take for your brain, your relationships, and your independence.

1

Comprehensive Hearing Evaluation

A professional evaluation measures how well you hear and how clearly you understand speech. It helps determine whether hearing loss may be part of the picture and what to do next.

2

Properly Fitted Hearing Solutions

When hearing loss is found, well-fitted and programmed hearing aids can restore access to everyday sound, so your brain spends less effort decoding it. Counseling and follow-up matter as much as the device.

3

Stay Connected and Engaged

Better hearing makes it easier to say yes to conversation, family gatherings, and activities that keep your mind active. Pair it with other brain-healthy habits like regular movement and blood pressure care.

Don't Wait: Hearing Checks Work Best Before Problems Pile Up

Hearing loss often creeps in so gradually that most people adapt without noticing. Researchers recommend regular hearing checks, because addressing it early keeps you connected to the conversations that matter.

ADVANCED HEARING & BALANCE SPECIALISTS





Our Doctors of Audiology have cared for Southern Utah and Nevada for more than 40 years. Book your hearing evaluation this week and get real answers.

No referral needed.

Call Us Today at **435-466-5285**

ST. GEORGE, UT
Mesa Medical Plaza, 295 S 1470 E, Ste 301
84790 | (435) 688-8866

HURRICANE, UT
1141 W State Street, Ste 6b
84737 | (435) 635-3689

CEDAR CITY, UT
Canyon View Prof. Plaza, 1870 N Main St, Ste 202
84721 | (435) 867-0714

BEAVER, UT
Beaver Valley Hospital, 1109 N 100 W
84713 | (435) 864-5995

MESQUITE, NV
Bowler Plaza, 330 N Sandhill Blvd #F1
89027 | (702) 346-4622

PANGUITCH, UT
Garfield Memorial Hospital, 224 N 400 E
84759 | (435) 867-0714