HEARING HEALTH MATTERS
FOR PATIENTS OF ADVANCED HEARING / MAY 2026
Advanced HEARING ONTARIO

BrainHQ Facts

Speech and music use different brain networks

Speech is primarily processed in specialized language areas of the brain, mostly in the left hemisphere, which focus on understanding words, grammar, and meaning. Music, on the other hand, activates a much broader network across both sides of the brain, including regions involved in emotion, memory, attention, and even movement. Together, speech and music show how hearing is not just about sound - it's a full-brain experience!

Your ears collect sound but it's your brain that understands it.

May is Better Speech and Hearing Month!

Beyond Hearing: The Unexpected Impact of Hearing Care

Treating hearing loss offers far more than just clearer conversations. It creates a ripple effect across nearly every aspect of life in ways many people don't expect. When the brain no longer has to strain to decode sound, cognitive load is reduced, allowing for better memory, sharper thinking, and even a slower rate of cognitive decline, as demonstrated in recent research.

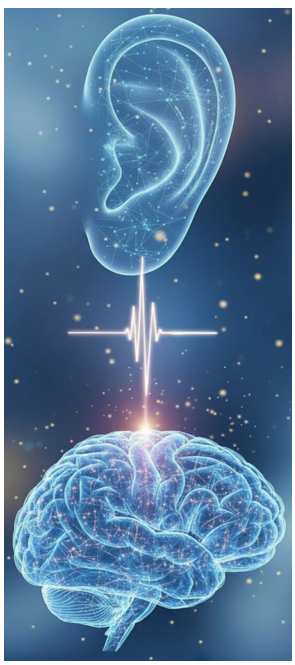
Emotionally, individuals often experience less frustration, anxiety, and social withdrawal, replacing them with renewed confidence and a greater sense of ease in everyday interactions. Relationships also tend to strengthen, as communication becomes more natural and misunderstandings decrease, leading to deeper connection with loved ones.

Beyond this, hearing treatment reopens the door to a more active and engaged lifestyle. People are more likely to participate in social events, hobbies, and physical activities, which in turn supports both mental and physical health. There is also a surprising link to safety and longevity. Hearing aid use has been associated with reduced fall risk and even lower rates of premature death.

On a neurological level, consistent auditory stimulation helps preserve brain function and structure, preventing the brain from reallocating hearing regions to other senses and supporting long-term brain health. Ultimately, treating hearing loss restores not just hearing, but identity, independence, and overall quality of life - helping individuals stay fully connected to the world around them!

Ask One of Our Audiologists

Q: Will hearing aids help my brain, or just my hearing?



A: Both. Hearing aids don't just make sounds louder, they provide the brain with clearer input.

This reduces mental strain, supports memory, and helps keep important brain pathways active.

Over time, this consistent stimulation can help maintain the brain's ability to process sound and stay engaged in everyday communication

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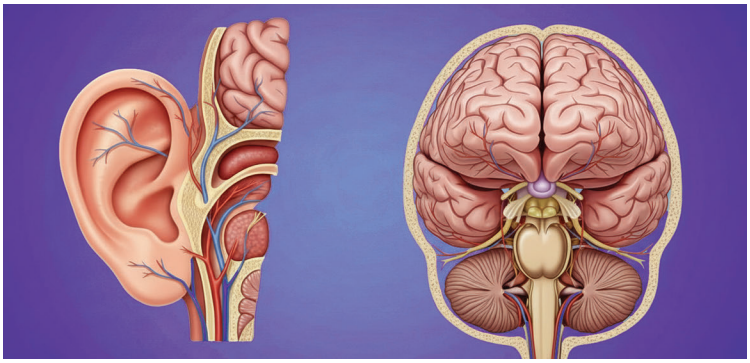

Hearing Health = Brain Health

- **Your brain depends on sound**
  Hearing keeps the brain active, engaged, and stimulated every day.
- **Untreated hearing loss increases cognitive load**
  The brain works harder to "fill in the gaps," leaving fewer resources for memory and thinking.
- **Better hearing supports better memory**
  Clear sound input helps the brain process and store information more effectively.
- **Hearing loss is linked to faster cognitive decline**
  Studies show untreated hearing loss is associated with an increased risk of dementia.
- **Treatment can slow decline**
  Research (ACHIEVE study) found hearing care slowed cognitive decline by nearly 50% in at-risk adults.
- **Hearing aids help keep brain pathways active**
  Ongoing stimulation prevents the brain from "rewiring" away from hearing.
- **Supports brain structure and function**
  Treating hearing loss may help preserve brain volume in areas related to memory and sound processing.
- **Reduces mental fatigue**
  Less effort spent listening = more energy for thinking, decision-making, and daily life.
- **Keeps you socially and mentally engaged**
  Better hearing encourages conversation, connection, and cognitive stimulation.

CATCH EARLY, TREAT EARLY.

Call us today to schedule your comprehensive assessment.

AJAX	905-426-4000
OSHAWA	905-723-2273
PICKERING	905-831-8311
UXBRIDGE	905-852-8888
WHITBY	905-666-7726

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COGNITIVE GAME OF THE MONTH

How it works:

Start with a word (e.g., sound). The next word must begin with the last letter of the previous word (dog → game → ear). Keep the chain going as long as you can without repeating words!

Challenge yourself:

Time it—how many words can you link together in 60 seconds? For an extra challenge, pick a category (like animals or foods) or play with a partner and take turns.

Why it matters:

This simple game activates language centers in the brain and strengthens the connections needed for quick thinking and word retrieval, skills that are important for following conversations in real life.

Boosts:

Verbal processing, thinking speed, memory, and cognitive flexibility.

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