



BrainHQ Facts



Your Brain Loves
Company



Research shows that socially engaged older adults have greater activity in brain regions involved in memory, attention, and emotional processing, and tend to experience slower rates of cognitive decline than socially isolated adults.



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



June is Seniors' Month in Ontario!

Let's Talk About the Social Side of Hearing Loss

June is Seniors' Month in Ontario. A time to celebrate the wisdom, resilience, and contributions of older adults in our communities. It's also the perfect opportunity to talk about something that impacts millions of seniors every day: hearing loss.

Most people think hearing loss simply means "turning up the TV" or asking others to repeat themselves. But the truth is, hearing loss affects far more than just hearing. It can impact confidence, relationships, emotional wellbeing, and even independence.

Hearing Loss Can Lead to Social Isolation

When hearing becomes difficult, many people begin to withdraw from conversations and social situations. Family dinners become frustrating. Group conversations feel exhausting. Restaurants become overwhelming. Over time, some people stop attending social events altogether because it simply becomes too difficult to follow along.

Unfortunately, social isolation can have serious consequences for overall health and quality of life. Research continues to show strong connections between untreated hearing loss and:

- Increased feelings of loneliness
- Depression and anxiety
- Reduced physical activity
- Cognitive decline
- Increased risk of falls
- Reduced independence

Staying Connected Matters

Humans are social by nature. Staying connected with family, friends, and community helps support emotional health, brain health, and overall wellbeing. The good news? Treating hearing loss can help reconnect people to the moments that matter most.

Many patients tell us:

- "I didn't realize how much I was missing."
- "I finally enjoy family gatherings again."
- "I feel like myself again."
- "I wish I did this years ago."

Better hearing often leads to:

- Greater confidence
- More active social lives
- Better participation in hobbies and community activities
- Improved communication
- Improved quality of life

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Ask One of Our Audiologists

Q: Why Can I Hear People Talking but Not Understand What They're Saying?

A: Hearing and understanding are not the same thing. One of the earliest signs of hearing loss is difficulty understanding speech, especially in noisy environments like restaurants, family gatherings, or meetings. Hearing loss often affects high-pitched sounds first, including consonants such as s, f, th, and t. These sounds help make words clear and distinct. When they're harder to hear, speech can sound muffled or unclear, even when the speaker's voice seems loud enough. If you find yourself asking people to repeat themselves, turning up the TV, or avoiding noisy social situations, it may be time to have your hearing checked. Early detection can help you stay connected and prevent communication difficulties from affecting your quality of life.



Healthy Hearing Supports Healthy Aging

Hearing health is brain health. In fact, studies continue to show that hearing loss is one of the largest modifiable risk factors associated with cognitive decline. That's why healthy aging involves more than simply hearing better. It's about supporting the whole person.

At Advanced Hearing Ontario, we believe in helping patients stay active, engaged, and independent for as long as possible. Alongside hearing treatment, lifestyle factors such as nutrition, sleep, and exercise may also play an important role in supporting healthy aging.

This Seniors' Month, Stay Connected

If you or someone you love has been struggling to hear conversations, avoiding social gatherings, or feeling isolated, now is the perfect time to take action. A comprehensive hearing assessment may be one of the most important steps toward reconnecting with loved ones, improving confidence, and supporting healthy aging.

Because hearing well isn't just about sound - it's about staying connected to life!

Happy Seniors' Month from all of us at Advanced Hearing Ontario!

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

REFERENCES: James, B. D., Wilson, R. S., Barnes, L. L., & Bennett, D. A. (2011). Late-life social activity and cognitive decline in old age. *Journal of the International Neuropsychological Society*, 17(6), 998-1005.

COGNITIVE GAME OF THE MONTH

Maze Instructions: Find your way through the maze.

