



Clear Choice Hearing Aid Centers

OHIO LOCATIONS

Brookville 428 N. Wolf Creek Pike

Greenville 638 Wagner Ave.

Hamilton 210 N Brookwood Ave

INDIANA LOCATIONS

Richmond 1701 Chester Blvd.

Connersville 134 W. 6th St.

Evansville 3116 E. Morgan Ave. Ste. G

Westport 106 S. Walnut St.

New Castle 1524 Washington St.

Muncie 1200 S Tillotson Overpass

1-888-571-8525

www.clearchoicehearingcenters.net

Rule of Thumb:

No mental health
assessment of an older
adult is valid until hearing
acuity has been thoroughly
evaluated & hearing loss
has been corrected.

Call for your FREE hearing evaluation today!

1-888-571-8525

NEW!

Enjoy a 30-Day Risk-Free Trial
of the latest hearing aid technology!



Google
Reviews ★★★★★

I can not believe the difference in these hearing aids. They are wonderful! The care and understanding at the first office visit was awesome. They definitely know what they are doing. I CAN HEAR!

–Sandra Poe Richmond, IN

I am glad I got my hearing aids. They work really well. My life has been a lot better with them. –Peggy Siefing Greenville, OH

They are very professional when I go for my yearly appointment and are always up on the latest technology. –Maryann Bryan Evansville, IN



SPECIAL HEARING EVENT This Week Only!

WAIT NO LONGER! 100% DIGITAL
THAT'S AFFORDABLE!!!

\$495 ea.

For mild hearing losses not exceeding 35 decibels.
Not to be combined with other coupon discounts or
trade-in, not to be applied to prior purchases.

Expires January 31, 2025

Do You Have
Ringing in Your Ears?
Give Us a Call!

\$50

Gas Gift Card
with Free
Hearing Test!

Offer for candidates 60+ years old
with a hearing loss and who have
completed the 30-Day Risk-Free Trial

• 12 Months No Interest
Financing Available!

• 30-Day Risk-Free Trial
(fitting fee may apply)

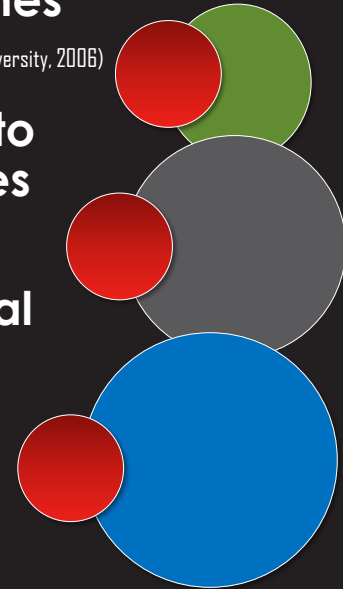
THOSE WITH UNCORRECTED HEARING LOSS SUFFER...

- Suffer chronic hypertension and CVD events 2-3 times as often as normal hearing individuals (NW Univ, 1979; VA, 1999; Parana University, 2006)
- Everyday stressors shift from higher brain functions to the brain's amygdala, where fight or flight responses occur in the limbic system (Kraus & Carlson, 2012; HHS, 2010; Chartrand, 2002)
- Utilize medical services five times as often as normal hearing individuals (VA, 1999, 2005)
- Up to 92% of those diagnosed with Alzheimer's suffer uncorrected hearing loss (Chartrand, 2004; University of Pittsburgh, 1999)
- Those with hearing loss burn considerably more glucose in the brain when straining to hear, leaving little glucose for a spontaneous response (Brandeis University, 2007) (Ibid:

Shrinking brain re Johns Hopkins, 2017)

(Brandeis University, 2007) (Ibid:

MS Chartrand, 2019



Alzheimer's vs Hearing Loss in Older Adults: A Symptomatic Comparison

Late Onset Alzheimer's

Depression, anxiety, disorientation

Reduced language comprehension

Impaired memory (esp. short-term)

Inappropriate psychosocial responses

Loss of recognition (agnosia)

Denial, defensiveness, negativity

Distrust, suspicion of other's motives

Untreated Hearing Loss

Depression, anxiety, social isolation

Reduced speech discrimination

Reduced cognitive input into memory

Inappropriate psychosocial responses

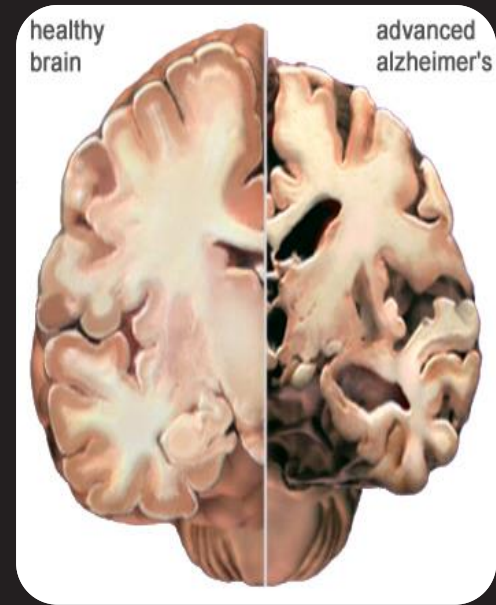
Reduced mental scores (cognitive dysfunction)

Denial, defensiveness, negativity

Distrust, paranoia (e.g., belief that others are talking about them)

JOHNS HOPKINS 2014, 2017: HEARING IMPAIRED OLDER ADULTS SUFFER FASTER BRAIN SHRINKAGE

- **126 Subjects aged 56-86 (Mean)**
- **Annual Brain MRI & Hearing Tests over a 10 year-period**
- **Areas associated with communication & memory suffered greater shrinkage in HL subjects (Superior, middle & inferior temporal gyri)**
- **Study's investigators suggested earlier hearing loss intervention could potentially reduce rate of brain shrinkage**



CORRECTED HEARING IN OLDER ADULTS:

- Decreases risk of overdiagnosis or misdiagnosis of dementias in older adults
- Reduces the amount of glucose needed in the brain to participate in spontaneous two-way communication
- Improves speech discrimination, cognition, attention, and short-term memory
- Improves social interaction, personal relationships, and in physical & mental health (better limbic control)
- Raises mental performance (IQ); reduces social isolation & emotional deprivation

