

# Effortless Hearing & Cognition

## How Are Hearing and Cognition Related?

Humans utilize cognitive processes like knowledge, memory and intelligence in conjunction with the sensory input we receive in order to communicate. But when the sound signals from your ears are compromised, your brain has to work even harder to fill in the gaps. This extra effort can take its toll on the brain.

## What Happens When We Lose Our Hearing?

When the brain receives incomplete auditory information due to hearing loss, it makes sounds harder to identify and comprehend, leading to confusion and frustration – proof of the strong correlation between hearing and cognition.

## What are the Benefits of Addressing Hearing Loss Early?

Because symptoms develop slowly, many patients adjust to gradual changes in hearing without realizing there is anything wrong! The key is treating your hearing loss early. A successful treatment plan reduces the risk of associated health complications, which include physical, mental and social problems.



# Come learn about Effortless Hearing & Cognition at our special event!

The seminar is scheduled for  
**Wednesday, June 6**  
from 10:30 a.m. - 12 p.m.

Seating is limited and reservations are required.  
**Call (408) 540-5400** to reserve your seat.

## Try BrainHearing™ technology risk-free.

Discover how better hearing can help you connect to the important things in life. Bring a family member or friend and you'll both receive:

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45-day risk-free trial of technology

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Complimentary hearing screening and consultation

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Same-day fittings

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FREE demonstration of technology

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Friends and family discount on technology

The seminar features an invited guest speaker who will offer advice and practical tools for individuals who are impacted by hearing loss.