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Have You Heard?

IT'S GOOD TO HEAR FROM HES OF BUFFALO

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NEW RESEARCH SHOWS HEARING AIDS SLOW COGNITIVE DECLINE BY ALMOST 50%

Several studies throughout the years have shown how untreated hearing loss can affect cognition, fall risk, depression, and even hospitalization rates.

Mild untreated hearing loss doubles the risk of dementia, and moderate hearing loss triples the risk. Mild hearing loss has also been shown to triple your risk of falling, increase your risk of depression by almost 60 and increase your risk of being hospitalized by 30%.

Simply put, even mild hearing loss should be taken seriously - and treated!

Recently, a National Institute of Hearing research team, co-led by Dr. Frank Lin from Johns Hopkins University completed a study that looked at long-term research even further to assess to see if hearing aids help reduce these risks. They compared the rate of cognitive decline over three years between people who did and did not receive hearing aids.

The conclusion was that those who received hearing aids had an almost 50% reduction in the rate of cognitive decline compared with people in the health-education-only group. You've read that right - a 50% reduction in the rate of cognitive decline for those with hearing loss who used hearing aids.

Hearing aids help people hear better and improve their overall cognitive function. Treating hearing loss is the most easily modifiable risk factor for dementia. As audiologists, we are acutely aware of these risks and spend a great deal of time educating people with mild hearing loss who think it isn't a big deal. It's also why it is so important to have your hearing screened at least every two years once you hit age 55.

If you haven't had your hearing checked in a while or want to talk about how hearing aids might help you, please call our office...and bring a friend. What a fantastic gift you can give to those you care about; better cognitive function for a more enjoyable life.



END OF YEAR SALE!

Get **\$500** off your next set of Premium Hearing Devices

EXPERIENCE:

- Reduce risk of cognitive decline
- Clear, rich sound
- Connection capabilities to smartphones, TVs, microphones and more
- Better speech understanding
- Reduced listening effort in noise

Have healthy hearing for the holidays!

Offer can not be combined with any additional discounts or insurance benefit programs.

Call: 716-833-4488
 or visit HESofBuffalo.org/holiday

Offer available now - January 15th, 2024

A NEW APPROACH TO TREATING TINNITUS



LENIRE®

INTRODUCING LENIRE®

Hearing Evaluation Services of Buffalo is one of only 44 Audiology practices in the entire United States to offer the new, state-of-the-art tinnitus treatment technology – Lenire®.

Lenire® is scientifically proven in a groundbreaking controlled trial to significantly reduce tinnitus severity leading to an overall improved quality of life.

A NEW APPROACH

Tinnitus is a complex yet common problem affecting about 15% to 20% of Americans. For some people, tinnitus can be extremely bothersome and may even negatively affect their quality of life, disrupt their sleep, increase anxiety and irritability, and make it difficult to concentrate. The most common cause of tinnitus is underlying hearing loss.

For many people, once the hearing loss is treated with hearing aids, the perception of tinnitus is reduced or even eliminated. However, there is no “one size fits all” solution to manage tinnitus and many people are still in search of help.

Lenire is the first device of its kind to receive a grant of approval from the FDA to treat tinnitus. This follows a large-scale clinical trial designed to meet the FDA’s requirements, during which 83% of patients recommended Lenire for the treatment of tinnitus. The large-scale trial’s results were consistent with real-world evidence from 204 patients. * As of 10/1/23

HOW IT WORKS:

The Lenire® device plays sounds from headphones and provides gentle pulses to the tongue via a Tonguetip. The sounds and pulses work together to retrain your brain. You pay less attention to your tinnitus, reducing its impact on your day-to-day life.

Dr. Jill Bernstein was invited to join WGRZ’s WNY Living to discuss HES offering this new groundbreaking technology, Lenire®. Studies showed an 87% success rate in patients who correctly used the device as instructed for the program.

Our On-Staff, Certified Tinnitus Specialists are specially trained in utilizing this device, as well as implementing several other tinnitus management programs, helping to bring relief to hundreds of patients every year.



Dr. Jill Bernstein with WNY Living host Kevin Sylvester on October 7th, 2023

INSURANCE COVERAGE FOR HEARING AIDS

Everything you need to know...and more!!



Almost all insurance companies cover a baseline hearing test, as well as diagnostic tests.

The question is simple: Does my insurance cover my hearing aids?

The answer is complicated: Maybe.

All insurance plans differ. HES is a participating provider with most major medical insurance carriers. Most insurance companies cover diagnostic audiological tests, but the cost of hearing aids is where it can drastically differ.

Below are some FAQs about hearing aids and insurance. Know that HES will always work with you to determine the best way to utilize your insurance for your hearing health care.

What does insurance typically cover?

Nearly all insurance covers baseline hearing tests. There is no minimum age requirement. Other diagnostic tests are typically covered as well. This would include balance or dizziness tests or more extensive hearing testing, if necessary. There are also several different ways that insurance companies support hearing aids but there is a wide variety of ways they go about it. It all depends on your insurance program.

Are hearing aids covered by Insurance?

There are a wide variety of programs for hearing aids, depending on the individual insurance company and specific insurance policy. Some companies allocate a certain amount they will contribute towards hearing aids. Others participate in hearing aid discount programs, but unfortunately, these programs can be extremely limiting in the type of device a patient can receive with minimal choices. Many patients will also use their flex dollars towards their hearing aids or upgrade to a more advanced device than their insurance covers.

What is the difference between a hearing aid benefit and a hearing aid discount program?

A hearing aid benefit is money paid by the insurance company to pay all or part of the cost of any hearing aid the patient chooses. It is similar to how insurance companies cover the costs of eyeglasses. A hearing aid discount program gives the patient access to hearing aids at a reduced price that the patient pays for entirely. The insurance company pays nothing. These discount programs often have a minimal selection available with limited services included.

Can I use flex dollars towards hearing aids?

Yes! Flex dollars can be used towards hearing devices and any custom ear mold offered through Hearing Evaluation Services. Many patients use this as a way to upgrade from their basic insurance contribution to get a hearing device with some of the newest technological features – such as Bluetooth connectivity, functional smartphone apps, and rechargeable batteries.



Dr. Juliana Riordan working on the proper fitting of a device

