

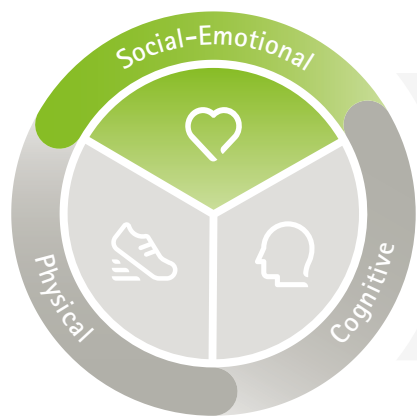
Phonak Well-Hearing is Well-Being™

While the impact of hearing loss is often underestimated, growing evidence shows that taking steps towards hearing well is linked to a greater state of social-emotional, cognitive and physical well-being.



Hearing loss is associated with a number of health issues, e.g.

- Feelings of distress
- Depressive thoughts
- Cognitive problems
- Higher risk of falls

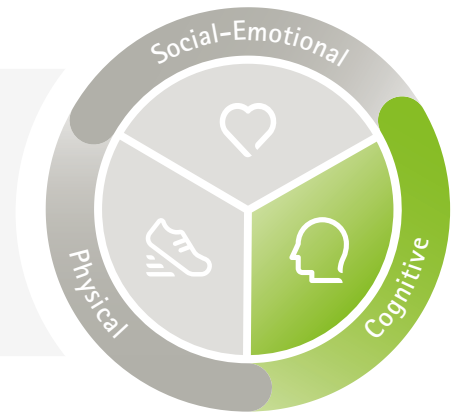


Hearing well fosters easier engagement, stronger connections, and a more positive outlook

Hearing aid users and their communication partners report social benefits from using hearing technology

Hearing well supports cognitive fitness

More frequent use of hearing aids is associated with greater improvements in cognitive function*



Hearing well enables people to live a more active and healthy lifestyle

Hearing aids may promote higher activity level, offer greater environmental awareness, and improved balance

Hearing care as catalyst for well-being

Hearing care professionals can change the conversation from "hearing loss – sensory problem" to "hearing care – a vital part of healthy living". Help your clients to connect socially, thrive mentally and emotionally.

Visit phonakpro.com/well-hearing to implement Well-Hearing is Well-Being into your daily practice.



The content of this infographic is based on:

Vercammen, C., Ferguson, M., Kramer, S.E., Meis, M., Singh, G., Timmer, B., Gagné, J-P., Goy, H., Hickson, L., Holube, I., Launer, S., Lemke, U., Naylor, G., Picou, E., Scherpiet, S., Weinstein, B., & Pelosi, A. (2020). Well-Hearing is Well-Being: A Phonak Position Statement. *Hearing Review*, 27(3):18-22. Accessed June 1, 2020, unless specified otherwise.

* Sarant, J., Harris, D., Busby, P., Maruff, P., Schembri, A., Lemke, U., & Launer, S. (2020). The effect of hearing aid use on cognition in older adults: Can we delay decline or even improve cognitive function? *Journal of Clinical Medicine*, 9(1), 254.