



Stay Connected THE HEARING AID CENTER *News Corner*

THE TEST DRIVE

Happy Spring, everyone.

We hope that you and your family are doing well. This past year has been an exciting one for us. First, we have grown considerably, thanks to so many of you referring your family and friends to us. Second, we have introduced several major changes in the way we operate in our office to improve the client/patient experience.

The one I would like to highlight today is our free "Loaner/Hearing Aid Test Drive" program. As many of you know, The Hearing Aid Center is unaffiliated with any manufacturer. We are not owned by or managed by a third party or have any obligation to sell any of their products. This makes us unique in our area. We feel there are strengths and weaknesses to every manufacturer and they are all racing each other to get the best and most innovative product to market first. As with any important purchase, doing a little homework is time well spent.

We have the latest technology from every manufacturer for our clients to borrow and take out and

Continued on Page 2

HEARING LOSS LINKED TO THREE-FOLD RISK OF FALLING



Hearing loss has been linked with a variety of medical, social and cognitive ills, including dementia. However, a new study led by a Johns Hopkins researcher suggests that hearing loss may also be a risk factor for another huge public health problem: falls.

The finding could help researchers develop new ways to prevent falls, especially in the elderly, and their resulting injuries that generate billions in health care costs in the United States each year, by some estimates.

To determine whether hearing loss and falling are connected, Frank Lin, M.D.,

Ph.D., at Johns Hopkins, and his colleague Luigi Ferrucci, M.D., Ph.D., of the National Institute on Aging, used data from the 2001 to 2004 cycles of the National Health and Nutrition Examination Survey. This research program has periodically gathered health data from thousands of Americans since 1971.

During those years, 2,017 participants, ages 40 to 69, had their hearing tested and answered questions about whether they had fallen over the past year. Researchers also collected demographic information, including age, sex and race, and tested participants' vestibular function, a measure of how well they kept their balance. Their findings are published in the Archives of Internal Medicine.

Lin, an assistant professor at the Johns Hopkins University School of Medicine and the university's Bloomberg School of Public Health, and Ferrucci found that people with a 25-decibel hearing loss, classified as mild, were nearly three times more likely to have a history of falling. Every additional 10-decibels of hearing loss increased the chances of falling by 1.4 fold. This finding still held true, even when researchers accounted for other factors linked with falling, including age, sex,

Continued on Page 2



THE HEARING AID CENTER

1899 Edgewood Road, Suite B | Auburn, CA 95603

530.878.5158 | www.AuburnHearingCenter.com



Bonnie Gibson- Community Outreach (T&TH)
 David Gibson - Hearing Specialist
 Anna Gibson - Patient Care Coordinator
 Kathy Wilkerson - Office Manager

HEARING LOSS LINKED TO THREE-FOLD RISK OF FALLING *CONTINUED FROM PAGE 1*

race, cardiovascular disease and vestibular function. Even excluding participants with moderate to severe hearing loss from the analysis didn't change the results.

Lin, an otologist and epidemiologist, says among the possible explanations for the link is that people who can't hear well might not have good awareness of their overall environment, making tripping and falling more likely.

Another reason hearing loss might increase the risk of falls, Lin adds, is cognitive load, in which the brain is overwhelmed with

demands on its limited resources.

"Gait and balance are things most people take for granted, but they are actually very cognitively demanding," Lin says. "If hearing loss imposes a cognitive load, there may be fewer cognitive resources to help with maintaining balance and gait."

Funding support for this study was provided by the National Institutes of Health. For more information, go to: <http://www.hopkinsmedicine.org/otolaryngology/>

THE TEST DRIVE *CONTINUED FROM PAGE 1*

experience that particular hearing aid in their daily living. Test driving one, two, or even three different hearing aids for a week or two ensures that you will be getting the hearing aid that works and sounds best to you. This journey takes

time, but it is time well spent. If you are thinking about upgrading your hearing aids or even if you want to hear what the new technology sounds like, give us a call and we will get you scheduled for a free loaner "test drive".

ANNA'S RECIPE AFTERNOON APPLE CAKE



To me, there is nothing better than having afternoon cake and tea with our daughters after their long day at school. Coming together to share a piece of cake and our stories of the day, fills my heart with joy. I am so happy to share this tasty recipe with you. I hope you will enjoy some afternoon cake and tea this spring!
Bon Appétit!

Ingredients

½ cup butter, softened
 1 cup sugar
 2 eggs
 ¼ teaspoon vanilla
 1 ¼ cups all-purpose flour
 1 teaspoon baking soda
 1 teaspoon ground cinnamon
 ¼ teaspoon salt
 1 ½ cups shredded peeled apples (about 2 medium apples)

Directions:

Step 1: Heat oven to 350°F. Spray 9-inch round cake pan with baking spray with flour.

Step 2: In large bowl, beat butter and sugar with electric mixer on medium speed until light and fluffy. Beat in eggs, one at a time. Stir in vanilla, flour, baking soda, cinnamon and salt. Stir in apples. Spoon into pan.

Step 3: Bake 40 to 45 minutes or until toothpick inserted in center of cake comes out clean. Cool 10 minutes. Remove from pan to cooling rack. Serve warm with ice cream for an extra special treat.

Do you think we are the Best! Vote for us! Go to BestofAuburnCA.com. Thank you!