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How hearing aids give you a great return on your investment

When it comes to an investment in your quality of life, there's more than one way to measure value.

Identifying and addressing hearing loss has been shown to positively influence virtually every aspect of an individual's life, helping people personally, professionally and even financially.

The [Better Hearing Institute](#) (BHI) is raising awareness of the many ways that addressing hearing loss could bring a greater return on investment than ever imagined.

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Thank you for helping people in your community understand the value of hearing health.

Smart buying decisions: How hearing aids give you a great return on your investment

If you're one of the nearly 40 million Americans who suffer with hearing loss, maybe it's time to consider investing in your hearing health.

Research shows that the rewards can be substantial. In fact, identifying and addressing hearing loss has been shown to positively influence virtually every aspect of an individual's life, helping people personally, professionally and even financially.

New technological advances have revolutionized hearing aids in recent years. Today's hearing aids can automatically adjust to all kinds of sound environments and filter out noise. Many are virtually invisible, sitting discreetly and comfortably inside the ear canal. Some are even waterproof, and others are rechargeable. Best of all, many are wireless, so you can stream sound from smartphones, home entertainment systems and other electronics directly into your hearing aid(s) at volumes just right for you.

When it comes to the purchase of personal items that enhance your life, there's more than one way to measure value. Here are six ways that investing in

professionally fitted hearing aids—if recommended by a hearing care professional following a comprehensive hearing evaluation—could bring you a greater return on your investment than you ever imagined.

Unleash your earning potential. Using hearing aids reduced the risk of income loss by 90-100 percent for those with milder hearing loss, and from 65-77 percent for those with severe to moderate hearing loss, according to a Better Hearing Institute (BHI) study. People with untreated hearing loss lost as much as \$30,000 in income annually, the study showed.

Maintain your cognitive function. Research shows a link between hearing loss and dementia, leading experts to believe that interventions, like hearing aids, could potentially delay or prevent dementia. Research is ongoing.

Keep you on your feet. A Johns Hopkins study showed that people in middle age (40-69) with even just mild hearing loss were nearly three times more likely to have a history of falling. The intensive listening effort demanded by unaddressed hearing loss may take cognitive resources away from what is needed for balance and gait, experts have suggested.

Relieve stress and lift your mood. When people with hearing loss use hearing aids, many feel more in control of their lives and less self-critical, BHI research shows. One study found that the majority of people with mild and severe hearing loss felt better about themselves and life overall as a result of using hearing aids.

Tame that ringing in your ears. Hearing aids can help reduce the prominence of tinnitus by amplifying background sound. Just taking the focus off the tinnitus can provide relief for many people. Hearing aids also reduce the stress associated with intensive listening, which alone can help relieve tinnitus symptoms.

Strengthen your relationships. Research shows that using hearing aids can help improve interpersonal relationships. In one BHI study of people with hearing loss, more than half of the respondents said using hearing aids improved their relationships at home, their social lives and their ability to join in groups. Many even saw improvements in their romantic lives.

Addressing hearing loss really is a smart buying decision.

Make the investment today. Start by taking a free, quick and confidential online hearing check to determine if you need a comprehensive hearing test by a hearing health care professional. Visit the Better Hearing Institute's website at www.BetterHearing.org.