



Hearing Loss Can Impact Cognition

Be on the front line of promoting cognitive health

Driving brain health awareness and improving access to cognitive screenings are among the most important and urgent challenges of the 21st century.

Cognitive decline is not a normal part of aging; however, aging becomes a risk factor if certain underlying conditions are not treated or managed properly or timely.

Many symptoms of **cognitive decline** can be **caused by underlying conditions such as hearing impairment.**

Through routine testing and monitoring with Cognivue, you can **establish a baseline score and identify issues early when it matters.**

Hearing Loss May Lead to the Rapid Progression of Cognitive Decline

- The slow onset of hearing loss can have a significant impact on several key brain functions, including the memory, hearing, speech and language portions of cognition. ¹
- Hearing impairment is a greater risk factor for cognitive decline and dementia than other individual mid-life risks. ¹
- The proactive management of hearing loss can delay or slow the onset or progression of cognitive decline. ²
- Studies show the use of hearing aids or other rehabilitative devices can slow down the rapid progression of cognitive decline. ^{3,4}

1. Journal of the American Geriatrics Society, Longitudinal Relationship Between Hearing Aid Use and Cognitive Function in Older Americans.

2. World Health Organization, Risk Reduction of Cognitive Decline and Dementia, WHO Guidelines 2019.

3. Livingston G, Sommerlad A, Orgeta V et al. Dementia prevention, intervention, and care. Lancet 2017;390:2673–2734.

4. ACTA, Otorhinolaryngologica Italica, A review of new insights on the association between hearing loss and cognitive decline in aging. 2016.

Audiology & Cognitive Health



NEW!

Computerized Test of Cognitive Function

Cognivue Thrive™ objectively, quantitatively and reliably identifies changes in cognitive function that could be indicative of an impairment that requires physician referral.

Cognivue Thrive™ Technology FDA CLEARED

Based on FDA-cleared technology and protected by 17 patents, Cognivue Thrive was intuitively designed to eliminate testing variables.

- Self-administered
- Simple 1-page report
- 5-minute test
- Secure and confidential



What Your Patient Receives

thriveReport		
Name: Firstname Lastname Date of Birth: 00/00/0000 Test Date: 00/00/0000		
Cognitive Areas	Your Ability	How It Relates To You
Memory 92		You need to be able to store and use information when needed.
Visualspatial 80		Multiple ability to process and interpret visual information about yourself and your surroundings.
Executive Function 75		Your ability to concentrate and problem solve.
Speed Performance Area	Your Ability	How Reaction Time & Processing Speed Relate To You
Reaction Time 3156 ms		Multiple ability to physically react to situations.
Processing Speed 1467 ms		Multiple ability to mentally process a task.

Personalized One-Page Report

thrive

by cognivue

Dear Health Care Provider,

Your patient participated in the Cognivue Thrive™ screening at a health fair. They initiated this screening to help promote optimal cognitive health.

Cognivue Thrive™ is the only computerized cognitive assessment program based on the same FDA-cleared technology used by neurologists and other physicians for evaluating cognition. It is not a diagnostic tool. Your patient was encouraged to discuss the report results with you to promote a productive conversation about cognitive health.

If you have clinical questions, please email them to medinfo@cognivue.com and for further information on Cognivue's technology platform and Clinical Validation, please visit our website www.cognivue.com.

Thank you,

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Health Care Provider Letter

thrive

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PROGRAM

Early Detection is Key

You have the power to optimize your cognition by adopting a combination of lifestyle habits and taking steps to control overall wellness. Studies show, taking proactive steps, may help reduce your risk of memory loss and other forms of cognitive decline.

Take Control of Your Memory and Brain Health

Here are evidence-based recommendations on how you can proactively manage lifestyle-related risk factors and certain medical conditions that affect cognition.

Keeping your body healthy helps keep your brain healthy.

There are evidence-based recommendations on how you can proactively manage lifestyle-related risk factors and certain medical conditions that affect cognition.

Control Medical Risks

Exercise Regularly

Stay Mentally Fit

Maintain Social Connections

Sleep & Relax

Stay Healthy

Cognivue's guide to empower patients to take control of their cognitive health

Lead the Way

By screening for auditory issues such as high frequency loss, audiologists can **encourage the early detection of cognitive decline** and **potentially slow its progression**.¹

Differentiate your Practice

Cognitive screening aligns with auditory performance to help hearing professionals **differentiate their practice** and **reinforce the use of hearing aids**. This may reduce the progression of cognitive decline.¹

Increase Revenue

It is a logical extension for audiologists to **include cognitive screening as part of the overall testing protocol** given its association with hearing loss.

Get Started Today

Contact us today for additional program details and to learn how you can **become a leader in driving the importance of cognitive health in your audiology practice**.

1. Journal of the American Geriatrics Society, Longitudinal Relationship Between Hearing Aid Use and Cognitive Function in Older Americans.

Cognivue Thrive is an adjunctive tool for evaluating cognitive function. It is not a stand-alone diagnostic tool.

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