

HEARING AND YOUR BRAIN

A Medical Approach to Health Care

The research is in: Hearing loss affects more than the ability to communicate. It's a chronic condition that puts your brain at risk. That's why we emphasize a comprehensive approach to hearing care and want you to feel informed to make educated health decisions.

What does this mean, and how can you put the details to work for your total wellness? Read on for critical facts about hearing loss, balance, and tinnitus (ringing in the ears or head) — including links to brain health and important ways we can help.

Many people don't realize that the brain and ears collaborate to support hearing. Both also play a role in balance. And though tinnitus can have many causes, it's thought that the core issue involves some sort of damage to the auditory or hearing system.

These and other interconnections can drive strengths and vulnerabilities. Consider these facts:

- **You could have as much as 5X* higher likelihood of dementia, depending on the severity of any hearing loss.**
- **Hearing loss puts you at greater risk of balance problems and falling, which is the second leading cause* of accidental death and is behind a significant number of injuries.**
- **Hearing loss is present in about 90%* of tinnitus cases and is considered a primary contributor to the condition.**

Your brain, while remarkably complex, has limited resources. Hearing loss and associated problems like tinnitus and balance disorders can tax those resources — diverting them from functions like thinking, attention, or memory — and may even cause physical changes to the brain.

The good news? Increasing research, including the groundbreaking 2023-released ACHIEVE study*, credits audiologic care including properly fit hearing aids in helping stem the threat of cognitive decline and dementia.

Hearing technology is also one of the most effective ways to manage tinnitus and is associated with decreased risk* of fall-related injury.

Don't wait. Regular hearing evaluations are recommended, so book for yourself or a loved one today. We're here to support your hearing, brain, and balance health for a better quality of life!

**Sources available on request.*



COMING IN?

3 Reasons to Bring a Companion

Even beyond providing emotional support, loved ones can make a difference at your hearing care appointment.

You cannot know what you miss if it's not heard in the first place. That's why having a companion join you can provide a more complete picture of your hearing needs and enhance your overall care.

Perspective

Companions often know you well and thus can offer additional insight in describing your listening challenges, which can help you paint a fuller picture for the provider.

Understanding

During the visit, your companion can ask questions you might not have considered, take notes, and later remind you about important follow-up tasks.

Exploration

Your companion's familiar voice is an asset when trying out new hearing technology, helping you provide beneficial feedback to the professional who's fitting your devices.

Just 37%* of adults in one study brought a companion to their visits. Together, let's improve that trend. Schedule your next appointment today, and bring a friend!

**Source available on request.*

THE RIGHT EXPERTISE

Your Hearing Care, Your Choice

At CEH, we're proud to be in-network with TruHearing, Amplifon, Epic, and other third-party payer (TPP) programs. These groups manage hearing aid benefits for insurers like Medicare, Priority Health, and Blue Cross. While TPPs can reduce costs, they often limit the personalized care and technology we can provide.

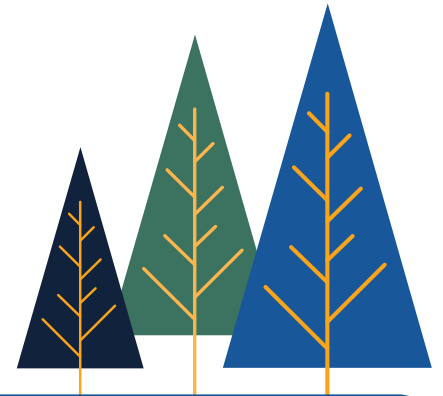
How TPPs Limit Your Options:

- No free trials, demos, or loaner devices during repairs.
- Limited hearing aid brands and styles—often excluding the latest technology.
- No requirement for critical tests like Real Ear measurements or speech-in-noise testing.

The Good News:

Using TPPs is optional. By choosing CEH directly, you'll receive full access to our personalized care, advanced technology, and Best Practices for better hearing outcomes.

Contact us today to learn more about your options!



Trade Up to Better Hearing

Experience the Difference: Try Before You Buy

Hearing aids with up-to-date technology perform much better than older models. Maximize your hearing ability with new hearing aids today! Present or share this certificate to receive a complimentary hearing consultation and see if you or a friend/family member may benefit from new devices. Test drive a new device for two weeks and use the \$1,000 credit to purchase a new, advanced two-device hearing system.

Cannot be combined with any other offers. Not valid on previous purchases. Valid on an advanced two-device system only. Must be 18 or older. Not eligible with TruHearing and like plans. Offer expires April 30, 2025.

RECIPIENT NAME _____

REFERRAL NAME _____

**IN THE AMOUNT OF
\$1000**

Comprehensive
EAR & HEARING
of Grand Haven 



LETTER FROM KRISTIN

As we step into a brand-new year, I can't help but think about the importance of taking care of ourselves—and that includes our hearing. Better hearing is about so much more than just listening clearly; it's about fully participating in life's most meaningful moments.

At our practice, we're not just here to fit you with devices and send you on your way. We're here because we believe in the value of your time, your effort, and your health. You deserve the very best, and we're committed to providing it. That's why we're proud to be certified by HearingLoss.com, a designation that reflects our promise to go above and beyond for our patients every day while delivering and following Audiology Best Practices.

This year, I want to encourage you to make your hearing health a priority. If you're not sure where to start, here are a few simple resolutions to consider:

Schedule a Checkup. Start the year with a hearing assessment. Regular visits allow us to address changes early and keep your hearing on track.

Wear Your Hearing Aids. If you have devices, wear them every day. You'll hear better, and studies show it also helps protect your brain health.

Stay Curious. Learn more about hearing health and the amazing technologies available today. Knowledge is power—and motivation!

Protect What You Have. Whether it's avoiding loud environments or using ear protection, small steps can make a big difference.

Better hearing isn't just about solving problems; it's about living life to the fullest—enjoying conversations, connecting with loved ones, and staying active in the things you love most.

Thank you for trusting us with your care. You inspire us to keep doing what we love: helping you hear your best. Let's make 2025 a year of better hearing together!

Kristin Johnston, BA, BC-HIS, Owner



FREE ADDITIONAL BATTERY CHARGER

With the purchase of a two-device rechargeable hearing system

Cannot be combined with other offers.
Offer expires April 30, 2025.

HOW CAN YOU TAKE CHARGE?

Staying sharp and engaged is easier than you think and starts with regular hearing screenings.

Whether your hearing seems to be changing or it's simply been a while since your last checkup, contact our knowledgeable team for a personalized evaluation today!

KRISTIN JOHNSTON | BA, BC-HIS | Owner
CADAN KLEINHEKSEL | BS, BC-HIS | Clinical Director



WE'RE CERTIFIED BY HEARINGLOSS.COM!

You count on us to go above and beyond in delivering great care. It's why we're proud to be HearingLoss.com-certified. What's the benefit to our valued patients? A lot goes into meeting the rigorous requirements, but it all boils down to:

- Adherence to clinical best practices
- Commitment to achieving the highest standards of hearing health care
- Unwavering dedication to supporting our patients for life

Our HearingLoss.com certification reflects our commitment to going the extra mile, ensuring we always deliver and follow Audiology Best Practices. Call to experience the difference today.



VIEW OUR PAGE

FREE HEARING ASSESSMENTS!

Love is Blind, But it Doesn't Have to be Hard of Hearing

Love is in the air, and so is clear communication! During the months of February and March, we are offering free hearing assessments for you, your partner, or a friend. **Valid now through March 31, 2025.** Call to schedule your hearing test today!

Your Experts in Hearing Care



CADAN KLEINHEKSEL
BS, BC-HIS | Clinical Director
Hearing Instrumental Specialist



KRISTIN JOHNSTON
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Sign up for our e-newsletter now with a note to VBenes@CompEarHear.com



WE ACCEPT MOST HEALTH INSURANCES AND TRUHEARING

TruHearing is one of many discount plans we participate in. Call us to discuss your options. We will do the referral for you.