**The Aging Brain: Consideration for Hearing Loss and Amplification**

Randi R Pogash, AuD, CCC/A

Manager, Clinical Studies Oticon, Inc.

R.pogash@oticon.com

**Audibility – Going beyond the audiogram**

**What happens? Why?**

**Observations About Aging:**

* **Aging: a positive or a negative?**
* **Where does hearing fall in the progression of aging?**
* **The Symbolism of Hearing Aids**

**Responses to age-related body change:**

* **Denial**
* **Normalization / Passive Acceptance**
* **Suspicion (more specific to HA field)**

**S.O.C Model**

* **S**
* **O**
* **C**

**Cost of Untreated Hearing Loss:**

* **Social Isolation (voluntary or subconscious or both)**
* **Loneliness**
* **Effect on Cognitive Health (successful aging)**

**Readiness Management:**

****

**What does it take for a patient to be ready?**

**Making a Patient “Ready”:** The first step in establishing an intervention plan is to determine the outcome goals. What makes a person ready to be fit with amplification?

* ***Trust***: the patient must feel trust in three key areas.
	+ Trust in the ***professional*** that is providing the care
	+ Trust in the ***products*** that are recommended as part of the care package
	+ Trust in ***themselves*** that they are making the right decision
* Emotionally ***feels*** the effects of the hearing loss
* Takes ***ownership*** of the solution
* Has ***realistic*** expectations of the process

**Subtleties of Relationships**

 **Quantity vs. Quality**

 **Friends vs. Family**

**COSI**

**How can we help you? Motivational Interviewing Workshop**