**Cognition – Social Media Posts**

**Section 1: Your hearing health matters more than you think…**

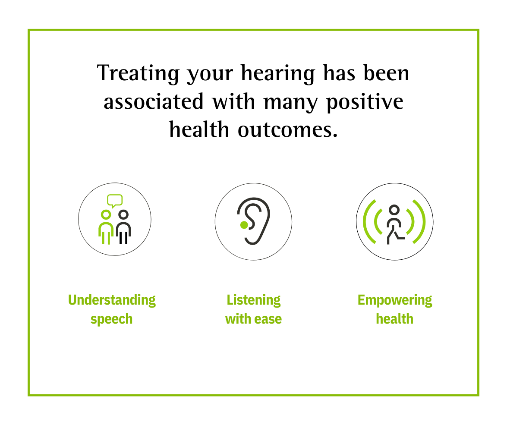
**Post 1:**



**Suggested Copy:** Take control of your well-being. Regardless of hearing ability or age, today’s advanced technology is designed to help you, or your loved ones live a full and active lifestyle.

Give us a call today to schedule your hearing exam. Call XXX-XXX-XXXX.

**Post 2:**



**Suggested Copy:** See how easy it is to improve your hearing health! Let us help you take the next steps toward enhancing your well-being.

* Schedule an exam
* Experience a personalized, live demonstration of Phonak Audéo Lumity hearing technology

Give us a call, we’re here to help. Call XXX-XXX-XXXX.

**Post 3:**

A person with her hands on her chin

Description automatically generated

**Suggested Copy:** We believe in the powerful connection between hearing better and thinking better. Hearing well supports your brain health and healthy aging, so you can continue to enjoy the activities you love.

Schedule an appointment with us today at XXX-XXX-XXXX to check your hearing so you can continue to enjoy your favorite things in life.

**Post 4:**

**A person and a child playing puzzle

Description automatically generated**

**Suggested Copy:** Did you know?Hearing aids improve your ability to hear, which in turn nurtures your brain health. This is because the brain and the ears are equal partners, each providing a piece of the puzzle.

Schedule an appointment with us today at XXX-XXX-XXXX to check your hearing and start your path to hearing *and* thinking better.

**Post 5:**



**Suggested Copy:** Hearing loss can have a fundamental impact on communicating with others and connecting to them, which is why hearing is vital to overall health and healthy aging.

Stay connected to those who matter by taking care of your hearing health. Call us at XXX-XXX-XXXX to schedule an appointment.

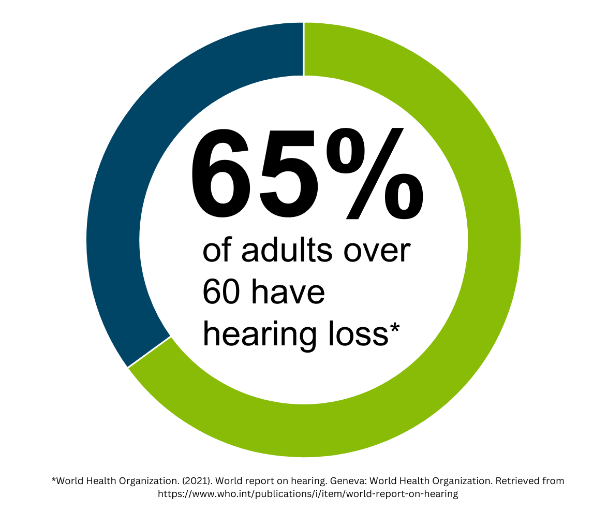
**Post 6:**



**Suggested Copy:** Your hearing loss doesn’t just affect you; it affects your family too. Take the next steps towards hearing well for those you love by calling us for an appointment. Call XXX-XXX-XXXX, we’re ready to help.

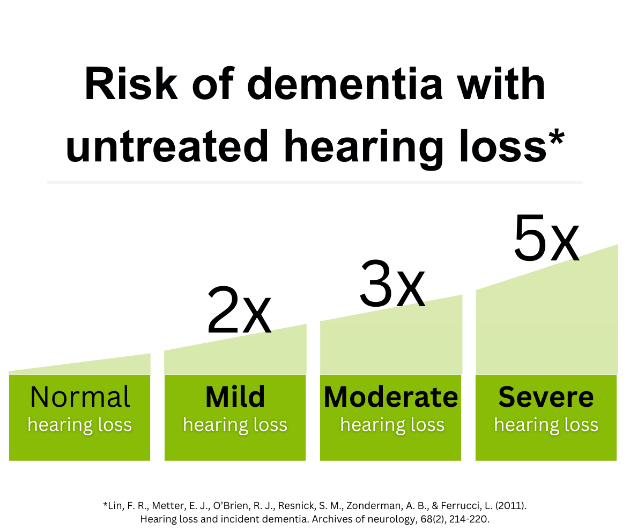
**Section 2: The link between your ears and mind**

**Post 1:**

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**Suggested Copy:** Hearing loss is common, but it doesn’t have to hold you back!! At {Practice name}, we're here to support you on your journey to better hearing. Schedule your consultation today and let's work together to ensure you don't miss out on life's beautiful sounds.

**Post 2:**

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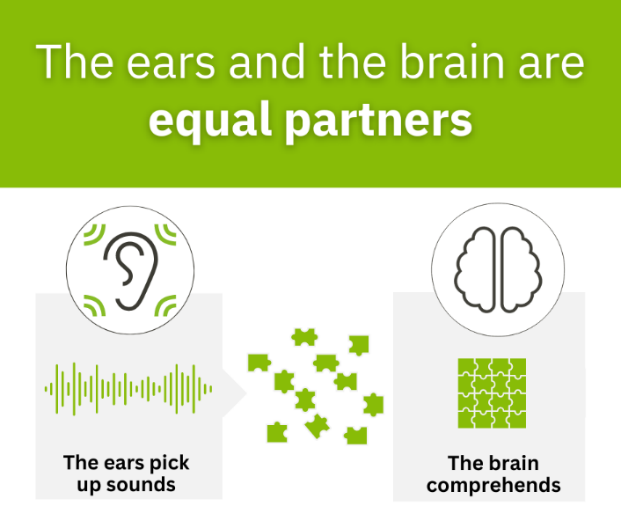
**Suggested Copy:** Did you know that untreated hearing loss can increase the risk of dementia? Take proactive steps to care for your hearing and reduce potential risks. We’re here to guide you on your journey to better hearing and overall brain health. Schedule a consultation today and invest in your future well-being. Call XXX-XXX-XXXX.

**Post 3:**

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**Suggested Copy:** At {Practice Name}, were dedicated to helping you hear better so your brain can process sounds with clarity and accuracy.Book your appointment today and discover a world of improved hearing and thinking! Call XXX-XXX-XXXX.

**Post 4:**

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**Suggested Copy:** Your ears and your brain: a dynamic duo! 🌟 It's not just your ears doing the heavy lifting; your brain plays a crucial role in processing and interpreting sounds. Book an appointment today to start on your journey to optimal hearing and cognitive well-being! Call XXX-XXX-XXXX.

**Section 3: Healthy Aging**

**Post 1:**

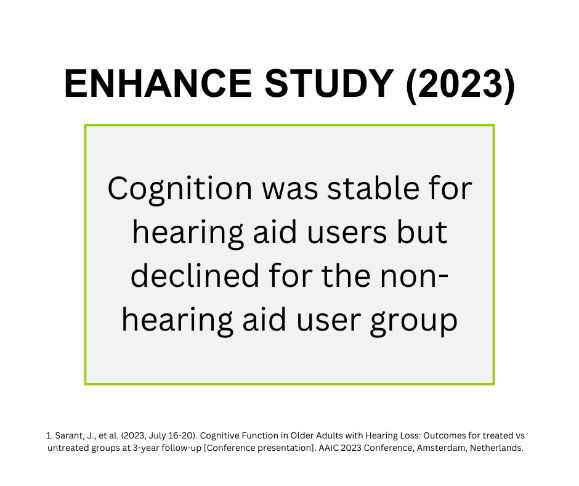
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**Suggested Copy:** With a strong connection between hearing health and brain health, it is vital to take care of your hearing if you want support healthy aging and brain function. After all, healthy aging is not about defying aging; it’s about aging in a natural way by avoiding risk factors that can decrease functions at a quicker pace than expected.

The first step in avoiding some of these risk factors is by getting your hearing checked.

Ready to take the first step? Schedule an appointment today by calling XXX-XXX-XXXX.

**Post 2:**

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**Suggested Copy:** Are you looking for ways to promote healthy aging? An often-overlooked aspect of cognitive health is how your hearing comes into play. Recent studies have indicated that hearing is a vital factor in your health and is a key aspect in healthy aging.

The ENHANCE study is one of such studies, where older adults with hearing loss received hearing intervention, including hearing aids, and were monitored for 3 years. When the performance of the participants who used hearing aids were compared with those who did not, the results showed those using hearing technology maintained stable cognitive health over 3 years, whereas those not using hearing aids showed a decline in cognition over the same period.1

Ready to take the first step towards healthy hearing? Schedule an appointment today by calling XXX-XXX-XXXX.

1. Sarant, J., et al. (2023, July 16-20). Cognitive Function in Older Adults with Hearing Loss: Outcomes for treated vs untreated groups at 3-year follow-up [Conference presentation]. AAIC 2023 Conference, Amsterdam, Netherlands.