



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, Otorinolaryngologica 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

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

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



What Your Patient Receives

thriveReport		
Name: Fitzmaurice Lorraine		Date of Birth: 00/00/0000 Test Code: 0000/0000
Cognitive Acuity	Your Ability	How It Relates to You
Memory	92	Good ability to store and recall information when needed. You need help with no problem remembering events, dates or how to get things. You generally remember conversations, do take your medications, and follow your doctor's, pharmacist's and your phone's, suggestions and your phone.
Visuospatial	80	Midrange ability to process and interpret visual information about yourself and your surroundings.
Executive Function	75	Your ability to concentrate and maintain focus.
Speed Performance Area	Your Ability	How Reaction Time is Processing Speed Impacts You
Reaction Time	1156 ms	Midrange ability to physically react to situations. You may be finding it more difficult to quickly react to an opportunity and take action, or to respond in the moment. You could be having more difficulty choosing or changing directions in conversations. You may be having trouble with you. While driving, it may be more of a challenge choosing an overpass or when a left-right indicator turns red.
Processing Speed	1467 ms	Midrange ability to verbally process a task. For activities, you may be finding it more difficult to recall phrases for repeating or changing directions. You may be having more difficulty getting the ball and quickly determining what to do with it or when to throw it, based on the game situation.

Personalized One-Page Report

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@thrivecognitive.com and for further information on Cognivue's technology platform and Clinical Validation, please visit our website www.cognivue.com.

Thank you.

Health Care Provider Letter

thrive **cognivue**

Early Detection is Key
You have the power to optimize your cognition by adopting a combination of lifestyle choices and being aware of your 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
Have an evidence-based recommendation on how you can proactively manage memory-related risk factors and certain medical conditions that affect cognition.

Keeping your body healthy helps keep your brain healthy.
Taking control of lifestyle and diet conditions can help reduce your risk for memory loss and cognitive decline. Examples of these conditions include smoking, high cholesterol, high cholesterol, smoking and excessive alcohol consumption. See your physician regularly and follow medical recommendations.

Control Medical Risks
Ensuring you have healthy blood pressure and cholesterol levels can help reduce your risk for memory loss and cognitive decline. See your physician regularly and follow medical recommendations.

Exercise Regularly
Ensuring you have healthy blood pressure and cholesterol levels can help reduce your risk for memory loss and cognitive decline. See your physician regularly and follow medical recommendations.

Stay Mentally Fit
Continuously challenging your mind stimulates new brain cells and helps protect against rapid memory loss. Have fun engaging your brain by reading books, playing games, and doing puzzles. Being a life-long learner and continuously challenging your mind can help you stay cognitively fit for your next great endeavor.

Being socially active is brain friendly.
Stay connected and lead an active social life. Spending time with family and friends, taking and leading together, and being active helps your memory and brain health. Being social also helps to reduce and maintain risk of cognitive decline by keeping your brain healthy.

Maintain Social Connections
Spending at least 30 minutes each night can help your memory and brain health. See your physician for your evening sleep program or you don't wake up rested. Listen to your body and when needed, seek help to manage your stress.

Sleep & Relax
Getting a good night's sleep helps your body and mind. Sleeping at least 7 hours each night can help your memory and brain health. See your physician for your evening sleep program or you don't wake up rested. Listen to your body and when needed, seek help to manage your stress.

Stay Healthy
Eating right helps a healthy body and mind. A diet rich in fruits and vegetables can help reduce your risk of dementia and help maintain your memory. Talk to a nutritionist and your physician for a diet that is right for you. Understanding how lifestyle, social health, and other factors may impact your medication is important.

For more information and resources, visit thrivecognitive.com

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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7911 Rae Blvd. | Victor, NY 14564
585 / 203 1969 | cognivue.com