

## Tinnitus

### Are you one of over 29 million people with constant ringing in your ears?

If you have been experiencing a ringing, buzzing, or humming sound in your ears, you'll know just how frustrating and debilitating this can be. Nothing can stop you from hearing the life that you love more than a continuous high-pitched sound that prevents you from being able to enjoy those special moments.

#### What Causes Tinnitus?

The prevailing theory surrounding why individuals with a hearing loss experience tinnitus symptoms is the Central Gain Theory.<sup>1</sup>

Proponents of this theory argue that tinnitus is the result of your brain adapting and creating sounds that are no longer received through the normal hearing process.

## Are Your Ears Ringing?

CCA offers options for managing Tinnitus

Similar to "phantom limb" experiences in amputees, tinnitus is a neurological response by your brain to replace missing sound stimulation.

#### How Can We Help?

Tinnitus cannot be cured, but the good news is that it can be successfully managed. Audiologists, scientists, and other healthcare professionals have developed a variety of methodologies and treatment options to help patients find relief from its effects.

Because the experience varies from one individual to another, patients do not benefit from "one size fits all" approach. Our Audiologists are trained to utilize a variety of treatment methods that are individualized to each patient.

#### References:

1. Averbach B, Rodrigues P, Salvi R. Central Gain Control in Tinnitus and Hyperacusis. *Front Neurol.* 2014; 5 : 206.

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## CCA is expanding our services

Don't just buy a hearing device, embrace a wellness approach to better hearing!



CCA is expanding our services to encompass a **Full Service Wellness Center** in the areas of **hearing, brain health/cognition, balance-vestibular and tinnitus.**

If you have hearing loss, we offer solutions that go far beyond hearing aids. Our customized Hearing Wellness Program is tailored individually to each of you. **Hearing Wellness programs** can include hearing technology, cognitive testing and monitoring, ear level maskers with sound generators, hearing protection, and listening and lifestyle coaching to optimize your hearing health.

#### Reasons to Act Today

**A Self-Confidence Boost.** Conversation is the basis of connection. When you hear clearly, you can easily follow conversations and feel more confident contributing to them.

**Improved relationships with family and friends.** When you hear better, its easier to communicate. Why strain your family and friends' patience by always asking them to repeat themselves?

**Increased Income.** Don't let hearing loss hold you back. Better hearing means enjoying work more and feeling confident about seeking out exciting professional opportunities.

**Better hearing wellness.** Hearing clearly is a key part of staying healthy and active.

**Improved quality of life.** Better hearing adds life to your years.

**Ready to tune it?** Don't miss out on everything from the punch lines of jokes and family conversations to television.

**Don't let hearing loss rule your life.** Discover today what a difference better hearing can offer for you.

*According to the Consumer Reports, the single most important factor in determining a successful hearing aid fitting is the professional programming of it, not the hearing aid. In today's world of technology there are hundreds of choices in hearing aid technology. Our doctors will help you choose your technology based on your needs, program it for your specific hearing loss, and coach you on listening tasks designed to optimize your listening experience.*

**Call today and schedule your Hearing Wellness Program appointment!**

## Balance/Vestibular

## Are you dizzy?

Mild hearing loss increases your chances of falling 3 times greater!

#### Dizziness Self Quiz

**Yes or No** - A feeling of motion, spinning or falling when moving your head quickly or changing your position? (Ex. Getting in and out of bed)

**Yes or No** - Walking down the grocery store aisles or through the mall is upsetting?

**Yes or No** - A sense of unsteadiness? A feeling you are not surefooted?

**Yes or No** - Looking at moving objects such as escalators or looking out the side window of a car makes you queasy?

**Yes or No** - A feeling like you are drifting or being pulled to one side when walking?

**Yes or No** - Uncomfortable trying to get around in the dark?

**Yes or No** - Your feet just won't go where you want them to?

**Yes or No** - A fear of falling or stumbling?

**Yes or No** - Difficulty keeping your balance as you walk on different surfaces? (Ex. Tile to carpet)

**Yes or No** - No one really understands how frustrating this is?

**If you answered yes to one or more of these questions, it is time to discuss balance testing.**

CCA introduced a full service balance diagnostic center last year. We have the state of the art testing equipment to fully access your balance system. We even have the newest addition to balance testing, the rotary chair (same as UCSF and Stanford), which is the gold standard testing for dizziness. We are the only full service Center of Specialty Care on the Monterey Peninsula. Our Doctors of Audiology have been trained and follow the American Institute of Balance protocol. Good News! Medicare is reimbursing in full for balance testing.



## Meet the Doctors of Audiology

**Laurel Hinton, Au.D Audiologist/Owner**  
**Katy Zuercher, Au. D Audiologist**  
**Sydney Trathen, Au.D Audiologist**



**Dr. Laurel Hinton** and her husband, Robert Tybor, opened CCA in 2003. Dr. Hinton has been an audiologist for 30 years. In 1993 she received her Master's Degree in Communicative Disorders from California State University, Northridge. Years later she received an Doctorate of Audiology (Au.D.) from A. T. Still University. She started her career at the House Ear Clinic in Los Angeles. Dr. Hinton worked in a private practice setting in Los Angeles as well as working for hearing aid manufacturers in California. Robert and Laurel created CCA with the idea of personalized patient care. Throughout the years CCA has evolved into a Premier Full Service Audiology and Balance Practice. **Our new focus is early intervention and incorporating cognitive testing to enrich the recommendations for overall hearing wellness.** Dr. Hinton's goal is to make hearing well a very empowering part of staying healthy and aging well.

When not creating better hearing healthcare and working with patients, Laurel likes to be active outdoors, enjoys living in the country and socializing with friends and family.



**Dr. Katy Zuercher** received both her Bachelor's Degree in Speech and Hearing Sciences and Doctorate of Audiology (Au.D.) from Indiana University Bloomington. While in school she spent time researching how to best assess people with tinnitus. She is passionate about educating and empowering her patients in selecting hearing solutions that meet their needs and improve their quality of life. Dr. Zuercher is a fellow of the American Academy of Audiology, and is a member of the American Speech and Hearing Association. When not in the office she enjoys spending time hiking, playing games, and cooking delicious meals with her husband and dog.



**Dr. Sydney Trathen** graduated in 2018 with her Bachelor's degree in Speech and Hearing Sciences from Edinboro University of Pennsylvania. She received her doctorate degree in Audiology from the Northeast Ohio Au D. Consortium in May of 2022, however she has been with Central Coast Audiology since her residency started in July of 2021. Throughout her residency, Dr. Trathen received specialized training through the American Institute of Balance (AIB) and founded the AIB Center of Specialty Care for Balance and Dizziness here at CCA. Since its development, Dr. Trathen has helped hundreds of patients with their balance, hearing, and tinnitus needs. She aims to make a positive impact in her patients' lives through her patient-centered approach. In her words: "Although my expertise is focused on the ear and the different conditions that can cause hearing and balance problems, I understand the impact these conditions can have on other parts of our patients' lives. Their social lives, relationships, hobbies, vitality, cognition, and day-to-day functioning may be hindered. It is important to listen to and address these concerns through evaluation and treatment." Outside of the office, Dr. Trathen enjoys playing beach volleyball and pickleball, working out, and drinking coffee.

## Cognivue

*The Audiologist is your  
partner in cognitive health*

**Call in today if you are interested in having your cognition tested.**

At CCA we are striving to lead the way to early screening to rule out cognitive impairment and address the #1 modifiable risk factor for cognitive decline; better hearing.<sup>1</sup>

CCA has added a new cognitive test called **Cognivue**. This new testing platform is designed to explore the link between hearing, listening and emphasizing the importance of early intervention. Cognivue is based on neurophysiology and psychophysical research that dramatically test cortical function. Cognition is the most important function of the brain, it is a range of mental processes that allow us to acquire, store, manipulate and retrieve information and exercise judgement and behave appropriately... *"It is Who We Are!"*

This testing will be incorporated into the initial hearing evaluation, annual hearing tests and follow up appointments at CCA as part of our wellness approach.

- Increasing evidence has linked age-related hearing loss to more rapid progression of cognitive decline and incidental dementia.<sup>2</sup>

- Long-term hearing deprivation of auditory inputs can impact cognitive performance by decreasing the quality of communication leading to social isolation and depression and facilitate dementia.<sup>3</sup>

- Limited cognitive skills from aging may reduce the cognitive resources available for understanding speech, especially in background noise.<sup>4</sup>

**The goal of Cognivue is encouraging a patient discussion around the ear-brain connection and the importance of addressing hearing loss sooner.**



***"Hearing loss can impact your cognitive health"***

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1. Livingston G, Sommerlad A, Orgetta V, Costafreda SG, Huntley J, Ames D, Ballard C, Banerjee S, Burns A, Cohen-Mansfield J, Cooper C, Fox N, Gitlin LN, Howard R, Kales HC, Larson EB, Ritchie K, Rockwood K, Sampson EL, Samus Q, Schneider LS, Selbæk G, Teri L, Mukadam N. Dementia prevention, intervention, and care. *Lancet*. 2017 Dec 16;390(10113):2673-2734.
2. Fortunato S, Forli F, Guglielmi V, et al. A review of new insights on the association between hearing loss and cognitive decline in ageing. *Ipoacusia e declino cognitivo: revisione della letteratura. Acta Otorhinolaryngol Ital*. 2016;36(3):155-166.
3. Lin FR, Yaffe K, Xia J, et al. Hearing loss and cognitive decline in older adults. *JAMA Intern Med*. 2013;173(4):293-299.
4. Loughrey DG, Kelly ME, Kelley GA, Brennan S, Lawlor BA. Association of Age-Related Hearing Loss With Cognitive Function, Cognitive Impairment, and Dementia: A Systematic Review and Meta-analysis [published correction appears in *JAMA Otolaryngol Head Neck Surg*. 2018 Feb 1;144(2):176]. *JAMA Otolaryngol Head Neck Surg*. 2018;144(2):115-126.
5. Rönnberg J, Lunner T, Zekveld A, et al. The Ease of Language Understanding (ELU) model: theoretical, empirical, and clinical advances. *First Published 2013 Jul 13. doi:10.3389/fnsys.2013.00031*

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