

## New Hearing Technology Tracks Brain and Body Health

Wearable technology that tracks fitness and health data is providing a benefit to the healthcare industry.

Consumers are more aware of their health status – daily steps, heart rate, weight. And **physicians have an extra tool to gather information when assessing patients.**

When people talk about the rise of wearable technology, most often they are thinking about Fitbits and Apple Watches. But wearables are not limited to the wrist.

**The ear – our connection to communication, our center of equilibrium – can provide more precise information for tracking the health of not only someone's physical fitness, but their brain health, too.**

An innovative new generation of hearing technology using artificial intelligence takes advantage of this, offering more than just hearing assistance.

**The Livio AI by Starkey is a hearing aid, but it's also a rechargeable multi-purpose device that tracks brain and body activity, supporting the well-documented connection between hearing and overall health.**

**It also is the first hearing device to feature fall-detection technology. Not only can it detect if a user has fallen, it will automatically notify pre-programmed contacts.**

We all know the scenario: A grandmother stumbles in her home and falls to the floor. She tries to stand up, but something hurts. She calls for help but no one hears. This happens millions of times a year. The Centers for Disease Control reports that falls are the leading cause of injury and fatal injury for older Americans.

This new technology offers reassurance to users and their loved ones that, in the case of a fall, help can be on the way immediately. No one should have to live in fear of suffering alone. This is another way Livio AI supports the concept that hearing health is essential to maintaining a connection to the world.

The advantages of Livio AI are not limited to seniors. The devices are designed to help users of any age take an active role in their wellness.

The sensors detect movement, activities and gestures. By connecting to a smartphone app, users can track and get feedback on overall body fitness. They can **check current heart rate, look at heart rate history, and check recovery rate.** What's more, the **Livio AI monitors cognitive fitness, by tracking hearing aid usage and time spent in conversation.** When connected to the Thrive Hearing Control app, users get a Body Score, a Brain Score and a combined Thrive Wellness Score.

The Livio AI will be there for the full workout, too. They are rechargeable – meaning no battery changes – and can deliver 24 hours of performance on a single charge.

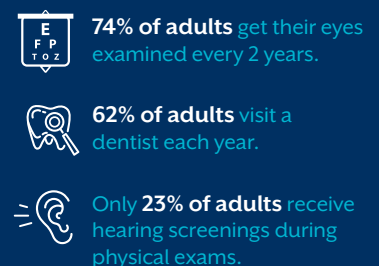
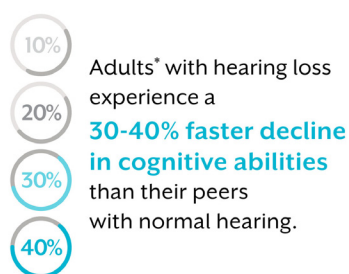
Good hearing is all about connecting with the world, and the Livio AI uses advanced technology to not only provide superior sound quality but connect with all the digital devices of modern life.

With a tap, users can stream phone calls or music right to their ears. It can even provide nearly instantaneous translation of up to 27 languages. And with remote programming, hearing care professionals can make minor adjustments without an office visit.

People with poor hearing often withdraw from the world and the people they love. They can even suffer cognitive decline. This can be a self-perpetuating cycle. Fortunately, modern technology offers solutions.

Hearing care professionals work to stay abreast of technology advancements, like the Livio AI, that can help improve health and overall quality of life. **If you think any of your patients can benefit from this next generation of hearing technology, please refer them to a hearing care professional.**

Comprehensive Ear & Hearing of Grand Haven and Zeeland provides the initial screening for free.



Sources: Glaucoma Research Foundation, Centers for Disease Control and Prevention, Better Hearing Institute  
© Starkey Hearing Technologies. All Rights Reserved.




Terry DeGroot, M.D.


### Comprehensive Ear & Hearing's Services Include:


- Audiological testing • Hearing instruments • Custom sound & swim plugs
- Free hearing instrument trials • Free consultations
- Repairs and maintenance on most makes of hearing instruments
- Medical ear & hearing care and wax removal by ENT
- Medicare and most insurance accepted
- Medical flexible spending account eligible


Discover Livio AI – the world’s first hearing aid with integrated sensors and artificial intelligence


Livio® AI is a revolutionary multi-purpose hearing aid designed to deliver:


- 


Superior sound quality
- 


Thrive™ Assistant
- 

Heart rate\*  
Coming Soon
- 

Brain and body health tracking
- 

Rechargeable hearing aids
- 

Hearing Care Anywhere™
- 

Fall detection and alerts
- 

Language translation



Comprehensive

EAR & HEARING

Zeeland • Holland • Grand Haven


1101 Columbus Ave. Grand Haven, MI 49417  
300 S. State St., Suite 1, Zeeland, MI 49464





PRSRT STD  
U.S. POSTAGE  
**PAID**  
Grand Rapids, MI  
Permit #793


Health consequences associated with hearing loss:

- Increased risk of hospitalizations


- Increased risk of falls


- Increased risk of dementia


- Diminished physical and mental health





Source: Johns Hopkins Medicine  
© Starkey Hearing Technologies. All Rights Reserved.



Carli Van Harken, HIS, Owner



Cari Marzolf, MA, CCC-A, Audiologist



Kristin Johnston, BA, BC-HIS, Owner

We have two locations to serve you!

300 S. State St., Suite 1  
Zeeland, MI 49464  
(616) 772-1986

1101 Columbus Ave.  
Grand Haven, MI 49417  
(616) 847-3144

[www.CompEarHear.com](http://www.CompEarHear.com)

Office Hours

Monday - Friday 8:30 am - 5:00 pm  
After hours appointments available by request.

Professional Services with a Caring Touch!

