YOU ARE NEVER TOO OLD!

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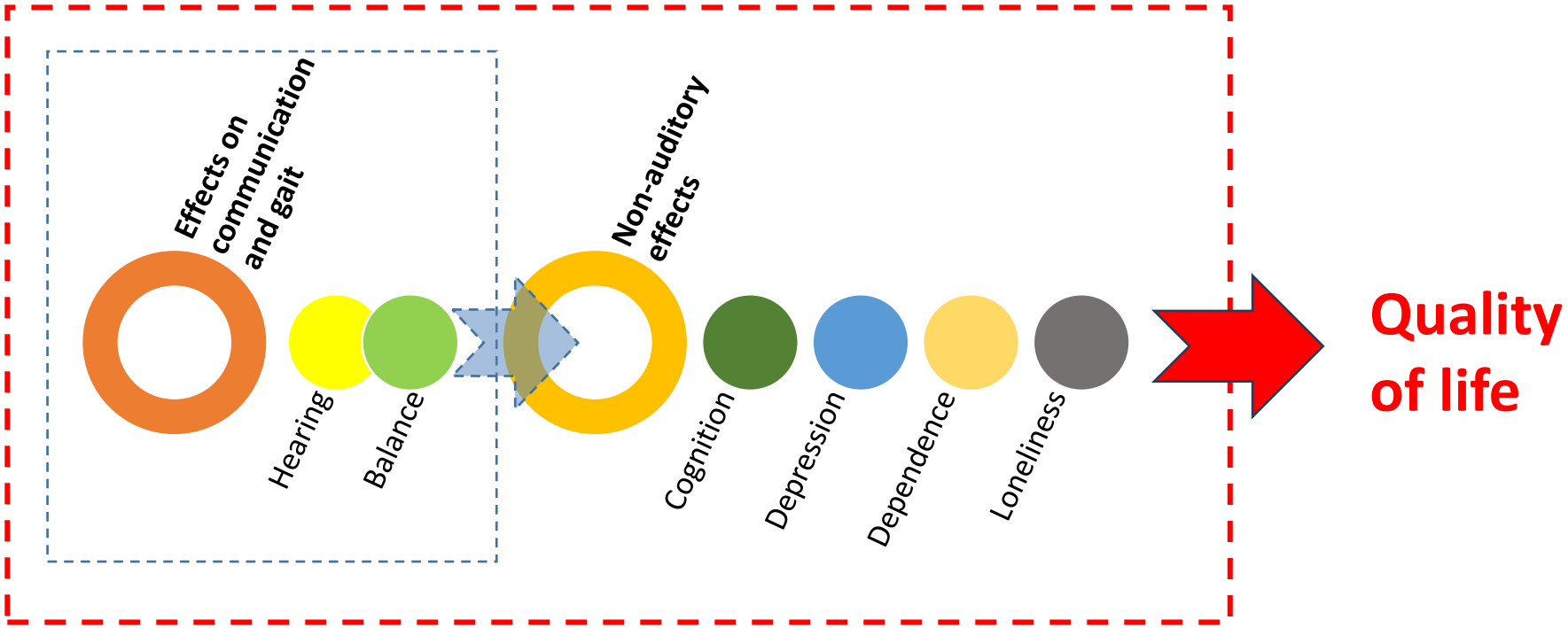
The World Health Organization (WHO) defines active ageing as:



"The process of optimizing opportunities for health, participation, and safety with a view to enhance the quality of life of ageing people".

What is the role of hearing loss and balance in active ageing?

Hearing loss and Balance disorder: Health effects



Dementia is a priority



Morbidity

Dementia is currently the seventh leading cause of death and one of the major causes of disability and dependency among senior adults globally.



Cost

In 2019, dementia cost economies globally 1.3 trillion US dollars, this is projected to reach 2 trillion by 2030.



Scale

Currently more than 55 million people have dementia worldwide, which carries a significant impact to their lives and a significant cost of care.

https://www.who.int/news-room/fact-sheets/detail/dementia

Alzheimer's Disease International (ADI). World Alzheimer Report 2015: The global Impact of Dementia. An Analysis of prevalence, incidence, costs and trends.

The New Equation: What is Brain Capital?

WORLD ECONOMIC FORUM INSIGHTREPORT JANUARY2026



Brain Health

Optimal brain functioning. Includes the promotion of healthy neurological development and the prevention or treatment of disorders across the lifespan.

Brain Skills

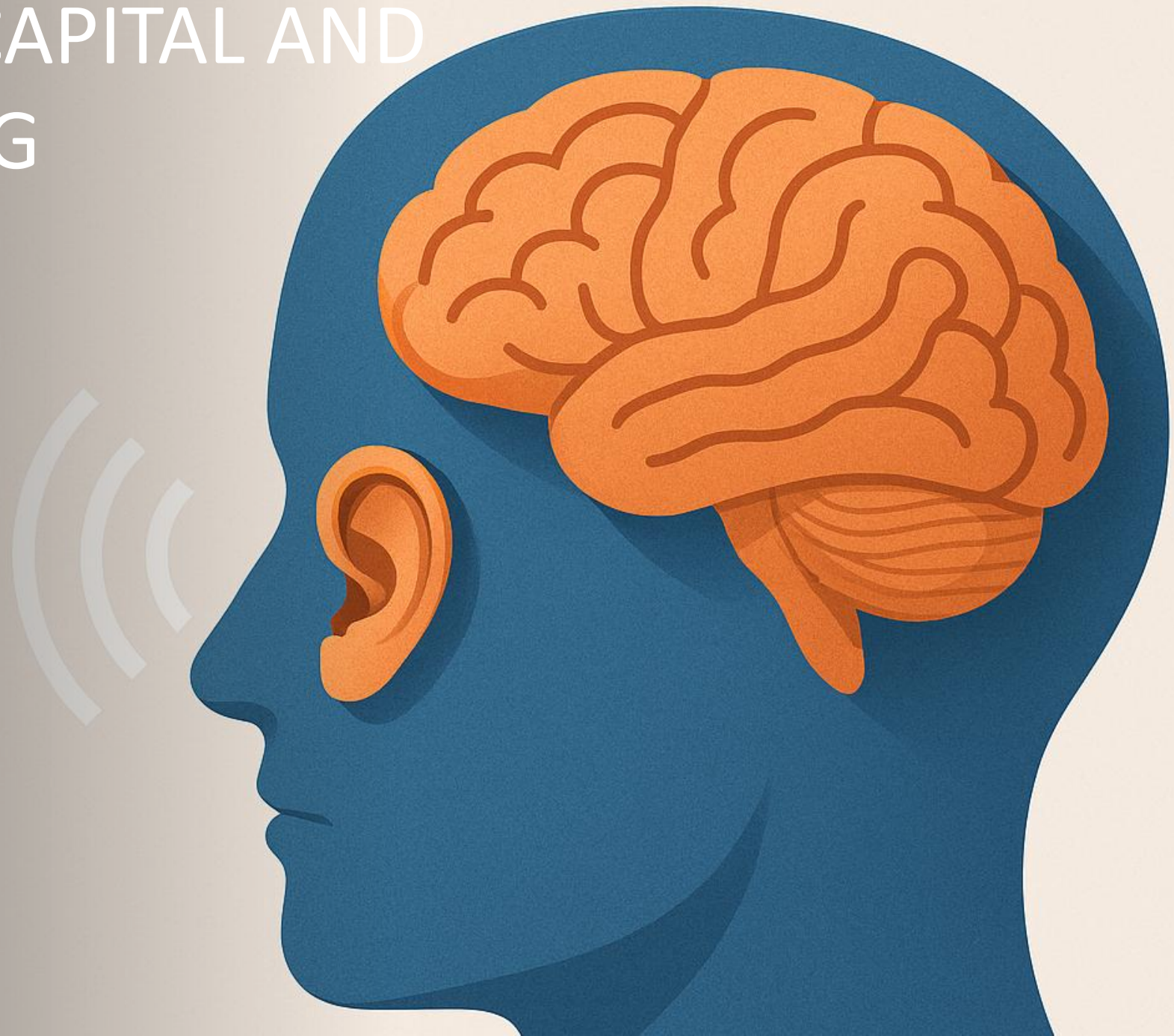
Foundational higher-order capabilities. Complex problem-solving, emotional flexibility, resilience, and self-management.

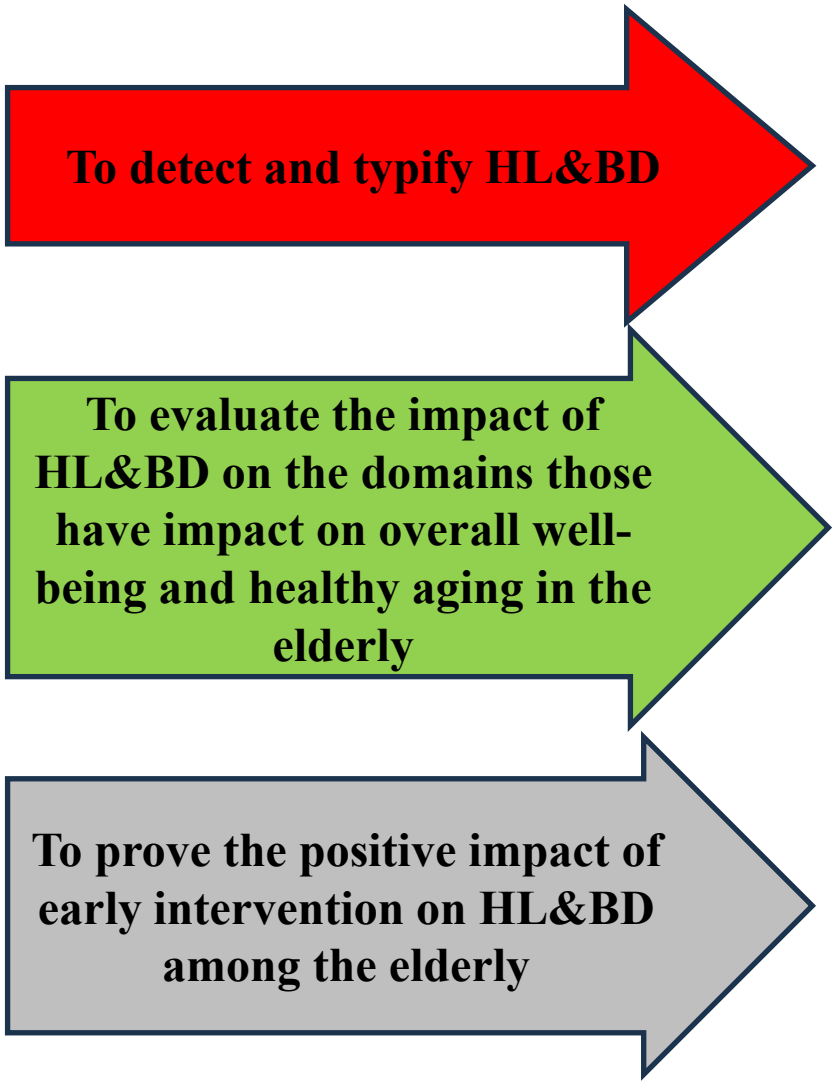
Brain Capital

The Interdependence: Investing in mental and neurological health has a direct domino effect on a person's ability to develop critical skills.

NotebookLM

BRAIN CAPITAL AND HEARING





Hearing and Balance for Healthy Ageing Project

A&ExES

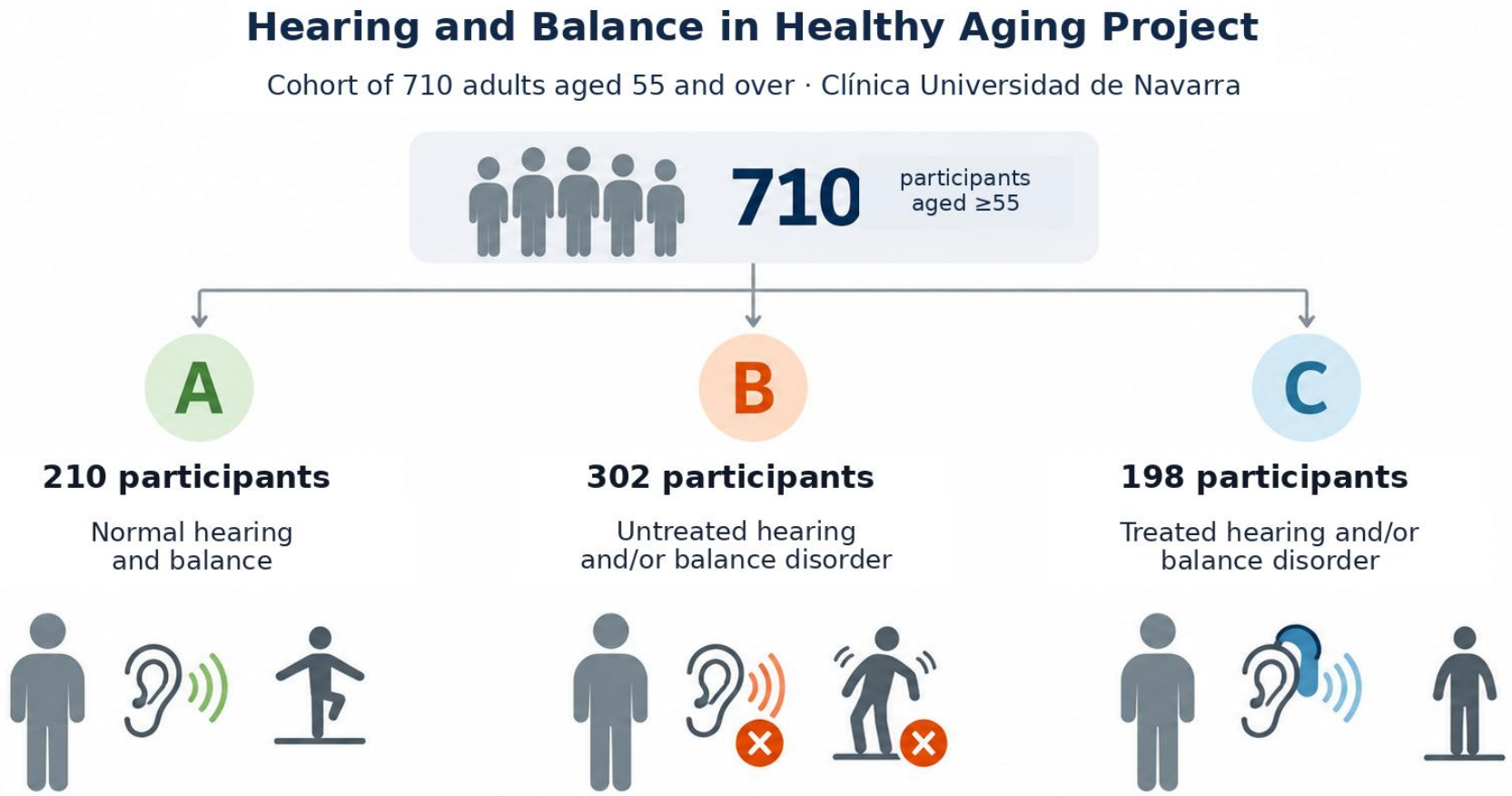
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Hearing and Balance in Healthy Aging Project: Characterization of Hearing, Balance, and Other Associated Disorders in Three Population Groups Aged 55 and Over. De Lima J.P., Manrique-Huarte R., Ferran S., et al. Audiol Neurotol.2024.https://doi.org/10.1159/000536531

The clinical picture: poorer hearing, poorer cognitive performance



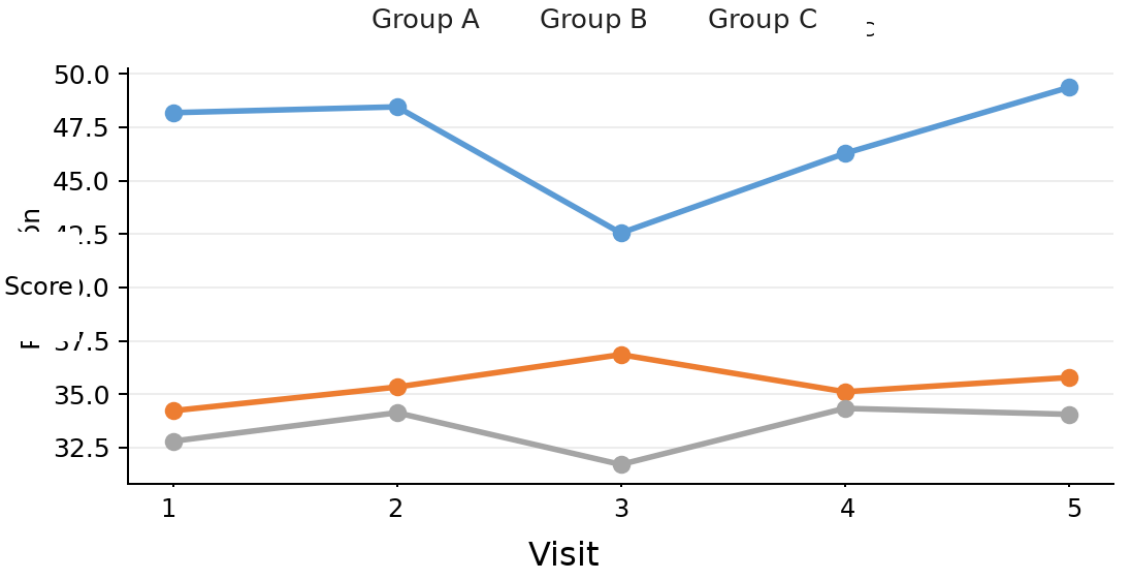


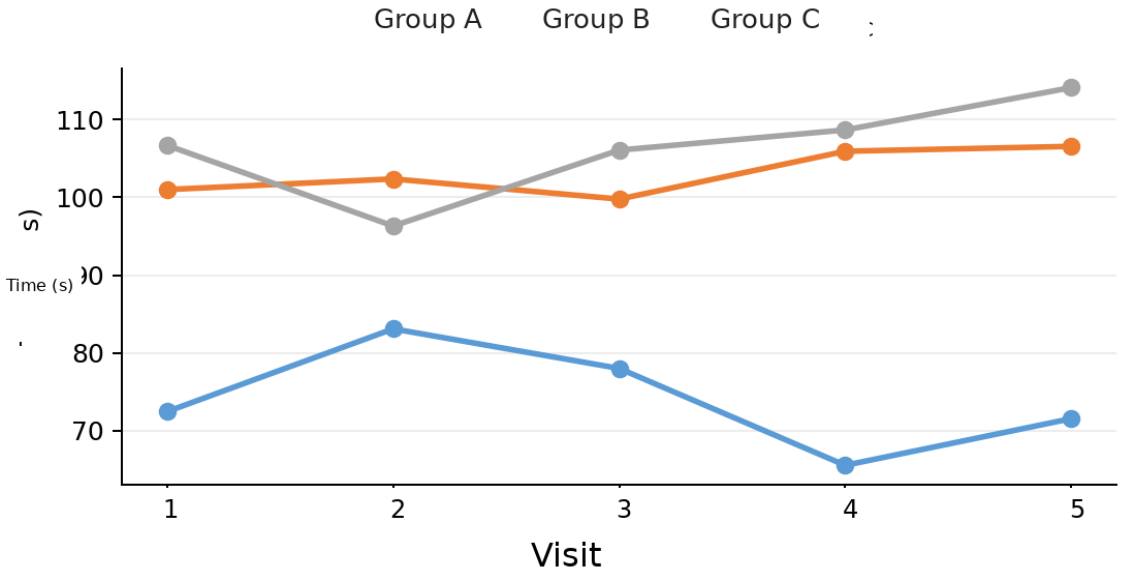
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The clinical picture: poorer hearing, poorer cognitive performance

In the CUN healthy ageing cohort, groups with hearing and/or balance difficulties show poorer cognitive test performance.





N=710 | A: n=210 · B: n=302 · C: n=198.

DSST · higher scores = better performance

TMT · longer time = poorer performance

There is a consistent association. But association alone does not establish causation.

de Lima JP, Manrique-Huarte R, Ferran S, Mallmann F, Gil DC, Barrenechea BA, Huarte A, Gallego Madrid MA, Manrique M. **Hearing and Balance in Healthy Aging Project: Characterization of Hearing, Balance, and Other Associated Disorders in Three Population Groups Aged 55 and Over**. Audiol Neurootol. 2024;29(4):306-321.

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A new approach to patient care

From a reactive model to a preventive, long-term approach

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1 Primary prevention

Prevent or delay onset

- Reduce noise exposure
- Avoid smoking
- Vascular and metabolic control
- Physical activity and a healthy lifestyle
- Education and awareness

2 Secondary prevention

Detect early and treat promptly

- Detect hearing loss in people at risk
- Hearing and cognitive assessment
- Hearing treatment when indicated
- Guidance and counselling

3 Tertiary prevention

Maintain function and participation

- Follow-up and treatment adjustment
- Hearing rehabilitation and communication
- Social support and active participation
- Cognitive stimulation and comprehensive management
- Prevention of decline and maintenance of quality of life

No hearing difficulty → **Early hearing difficulty** → **With hearing loss**

AE&ES Clinic

A care model across the whole journey

Hearing | Cognition | Participation

SAME TEAM • COMPREHENSIVE ASSESSMENT • PERSONALISED PLAN • FOLLOW-UP

Looking after your hearing

also means looking after your mind.

Detect earlier. · Treat better. · Support longer.



19th Cochlear Implant Course and Symposium

Pamplona, 7–9 April 2027

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