

# Cognitive well-being: The ACHIEVE study.

New evidence on the link between hearing loss and cognition

01

**A "Man on the Moon" moment in audiology**  
Establishing strong scientific evidence is crucial in clinical research. To get this evidence, it takes:

- An extended amount of time (longitudinal)
- A large sample size
- The right study design (multicenter, randomized)

The ACHIEVE study leaves previous limitations behind and marks a new era in our understanding of the link between hearing loss, hearing aids, and cognitive decline.



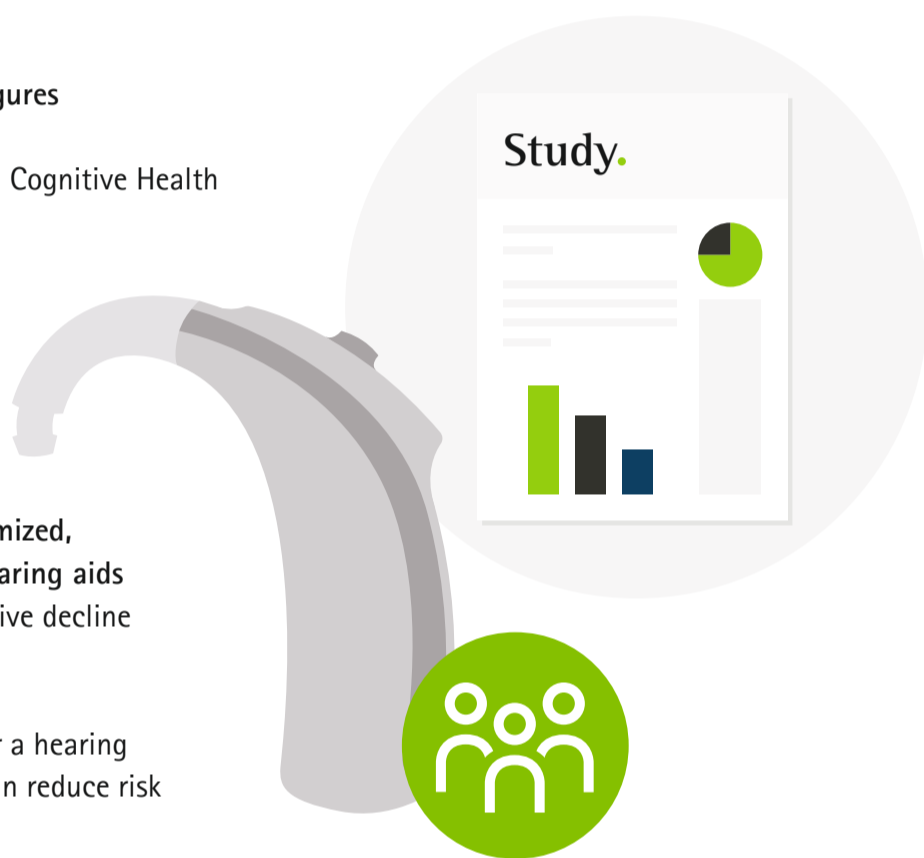
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**ACHIEVE study: Facts and figures**

ACHIEVE stands for Aging and Cognitive Health Evaluation in Elders<sup>1</sup>

ACHIEVE is the **largest randomized, controlled clinical trial of hearing aids** for reducing long-term cognitive decline in older adults.<sup>2</sup>

ACHIEVE investigates whether a hearing loss treatment intervention can reduce risk of cognitive decline.<sup>1</sup>



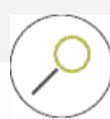
**Key finding:**

Treating hearing loss in older adults at increased risk for cognitive decline slowed down loss of thinking and memory abilities by

**48%**  
over 3 years<sup>3</sup>

**Outlook:**

The ACHIEVE investigators will continue to follow all participants beyond 3 years to look at longer term effects of hearing intervention on cognition and other outcomes<sup>1</sup>



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**Next level hearing care**

At Phonak, we are committed to driving evidence and excellence in hearing care.

We equip hearing care professionals with resources to better integrate the topic of cognitive health into their discussions with clients.



**Discover our resources**

[www.phonak.com/cognitive-well-being](http://www.phonak.com/cognitive-well-being)

1. BSPH Cochlear Center of Hearing and Public Health (2023, August 23). Achieve Healthy Aging. Key Findings. <https://www.achievestudy.org/key-findings>.  
 2. Alzheimer's Association International Conference (2023, July 18). Press release. Hearing Aids Slow Cognitive Decline in Older Adults with Hearing Loss and at Risk for Cognitive Decline. [https://aaic.alz.org/releases\\_2023/hearing-aids-slow-cognitive-decline.asp](https://aaic.alz.org/releases_2023/hearing-aids-slow-cognitive-decline.asp).  
 3. Lin, F., et al. (2023, July 17). Hearing intervention versus health education control to reduce cognitive decline in older adults with hearing loss in the USA (ACHIEVE): a multicentre, randomised controlled trial. The Lancet. [https://doi.org/10.1016/S0140-6736\(23\)01406-X](https://doi.org/10.1016/S0140-6736(23)01406-X).

