

Eye Openers

Our Medical Team, Dr. Lahr and Dr. Neighbors, answer questions and share new and fun insights



AS PEOPLE ENTER THEIR 40S AND EXPERIENCE PRESBYOPIA (DIFFICULTY SEEING UP CLOSE), THEY OFTEN STRUGGLE WITH ISSUES LIKE “SHORT ARMS” AND DIM LIGHTING. TO HELP, EYEMED OFFERS VISION SOLUTIONS LIKE READING GLASSES OR PROGRESSIVE LENSES.

However, along with presbyopia, early hearing loss, known as presbycusis, also begins. Traditionally, the solution for hearing loss has been a hearing aid, which 48% of people feel a stigma about wearing.¹

But there is a new solution for patients with mild to moderate hearing loss—Nuance Audio. Purchased by EssilorLuxottica in 2023, Nuance Audio looks like a sleek, modern pair of glasses. However, inside the frame is breakthrough technology that allows the user to improve their hearing in noisy environments. It works by reducing surrounding noise and enhancing the sound coming from whatever the user is looking at. And, importantly, there is nothing in the ear of the user.

The case for adding hearing assistance to vision correction is clear:

- 70% of adults struggle to hear conversations in noisy environments²
- Only 1/3 of adults with hearing loss use a hearing assistive device³
- Individuals with both untreated vision and hearing loss are at a higher risk of some form of dementia⁴
- Duke University neuroscientists research was able to show that hearing, vision and the brain are more closely linked than anyone realized⁵

EyeMed members may be able to use their vision benefits to help cover costs when purchasing Nuance Audio. Coverage for Nuance Audio would be applied through their frame allowance or lens copays.



YOUR NUANCE AUDIO, YOUR STYLE

Nuance Audio Glasses are available in two stylish designs and colors to complement any look while incorporating our invisible hearing solution.

¹Forbes Health Survey: Nearly Half of People With Hearing Loss Believe There Is A Hearing Aid Stigma”; Forbes; forbes.com; April 16, 2024.

²“Struggle to hear at the pub? Why ‘cocktail party effect’ is ruining your night”; i news; inews.co.uk; May 31, 2024.

³“Factors Impacting the Use or Rejection of Hearing Aids – A Systematic Review and Meta-Analysis”; National Library of Medicine; ncbi.nlm.nih.gov; June 12, 2023.

⁴“Take care of your senses: The science behind sensory loss and dementia risk”; National Institute on Aging; nia.nih.gov; January 10, 2023.

⁵“Is Hearing Affected by Vision?”; The Hearing Review; hearingreview.com; December 5, 2023.

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