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**Activating dementia care with integrated auditory training based on cognitive stimulation therapy by specially trained co-therapists**

In Germany, 1.8 million people are living with dementia. One in three people over 65 years of age suffers from hearing loss, which is often treated far too late. Hearing loss is associated with an increased risk of developing dementia. According to the WHO, hearing loss can nearly double the risk of dementia.

Since 2019, we have been implementing our innovative therapy concept in the field. It is based on cognitive stimulation therapy, which was included in the S3 guideline on dementia in 2016. The digitalisation of this kind of therapy offers previously disregarded advantages in dementia care as well as in the fitting of hearing systems. Individually adaptable training sessions prevent the client from being over- or underchallenged. In addition, evidence-based therapy becomes possible through accurate training data that is evaluated and optimised using AI.

Hearing impairments can be detected earlier, wearing hearing systems is trained by our previously qualified co-therapists, accompanied by telemedicine.

By linking neuroplasticity with the auditory cortex, auditory training can be meaningfully integrated into brain performance training. This can lead to better care and improved quality of life for the hearing impaired.