Facilitating the Journey to Hearing Aid Acquisition

Carole Rogin
Hearing Industries Association
www.hearing.org
Amplifon USA
Audina Hearing Instruments
Audiology Online
Beltone Electronics
EarQ
Energizer
ESCO
GN Hearing Care
Hansaton
Interton, U.S.
IntriCon Corporation
Knowles Electronics
Micro-Tech Hearing Instruments
ON Semiconductor
Oticon Inc.
Panasonic
Phonak Inc.
Rayovac
Rexton, Inc.
Siemens Hearing Instruments
Sonic Innovations, Inc.
Sonion
Starkey Hearing Technologies
The Hearing Journal
The Hearing Review
Unitron Hearing US
Widex
HIA Programs

- Government Relations
- Statistics
- Market Development
• Agencies – FDA, FCC, HHS, FTC
• Legislatures – House, Senate, States
• Allied Organizations
Hearing Aid Tax Credit

**H.R. 1479**
- $500 per aid
- Every five years
- Age 55 and older and dependent children
- Household income below $200,000

**S. 905**
- $500 per aid
- Every five years
- All ages
- No income cap

www.hearingaidtaxcredit.org
Hearing Aid Tax Credit

- $1000 financial assist
- $12,000 annual income differential
- “Halo” effect

www.hearingaidtaxcredit.org
<table>
<thead>
<tr>
<th>Year</th>
<th>Units</th>
<th>Change</th>
<th>BTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>2,686,952</td>
<td>+2.8%</td>
<td>67%</td>
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<tr>
<td>2011</td>
<td>2,772,079</td>
<td>+1%</td>
<td>69%</td>
</tr>
<tr>
<td>2012 (Q3)</td>
<td>2,148,719</td>
<td>+3%</td>
<td>70%  - 50% External Receiver</td>
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The Phenomenal Mini-BTE

- Increased from 20% to 70% of sales – 60% new users
- Working and earning $15,000 more annually
- Male
- Less severe loss
- More satisfied – sound quality & cosmetics
Market Development

• Better Hearing Institute, [www.betterhearing.org](http://www.betterhearing.org)

• Exploring the Consumer’s Journey
  
  o On-line Survey of Satisfied Users (2007)
  
  o Focus Groups and Personal Interviews (2012)
“Exploring the Consumer’s Journey”

**Rationale**

- Technological excellence
- Dispensing excellence
- Gap between excellence and use
  - 20% Utilization
  - Public perception unchanged
  - 1 in 6 are in the drawer
- Results of untreated hearing loss cannot be tolerated any longer
Research Method “Modified Matched-Pair”

HEARING AID USERS

STUDY

SUBLCTS MATCHED FOR AS MANY VARIABLES AS POSSIBLE

WHAT EXPLAINS THE DIFFERENCE?

SATISFIED HEARING AID USERS

DELIGHTED HEARING AID USERS
“Exploring the Consumer’s Journey”

Results

The Survey

• 95 questions about hearing aids, acquisition, use
• 41 minutes to complete
• Healthy Hearing/Survey Sampling International
• 10 point scale – “High Delight” = 9 or 10

The Respondents

• 890 respondents (73% completion rate)
• 50% women, 50% men
• Average of 60 years
• Over 80% binaural
• Over 75% reported moderate-severe loss
“Delight” was NOT impacted by:

- Duration of hearing aid use
- Style of hearing aids
- Type of dispensing professional
- Type of office
- Source of referral
- Source of payment
- Price structure
- Cost

- Marital Status
- Employment Status
- Type of employment
- Educational level
- Health Status
- Income level
- Hearing level
‘Delighted users’
• Significantly female
• Significantly younger
• Live in home with 3+ people
• New hearing aids (87% purchased within 4 years, all within 5)
• Wear hearing aids full time (not on a situational basis)
“Delighted users” reported significantly better/higher on seven key aspects of acquisition:

- **Motivation** – 59% sought pre-appointment information, they expected age-related loss and had support of significant others
- **Professionalism** – Recommendations from others, website, appearance of Hearing Care Professional and office
- **Hearing Evaluation** – As long, technologically sophisticated and discussed as possible
“Delighted users”…

- **Recommendations** – For hearing aid use, type of devices, experimentation, and trial period

- **Hearing aids** – Work, sound quality, problems reduced or eliminated, return visits reduced from 4.6 to 2.8

- **Counseling** – Verification and validation, information verbally and in print, at least 4 hours of contact

- **Continued connection** with hearing care professional
The Hearing Loss Model

This model couples the “stages of change” with the “emotions of grief” as they apply to hearing loss.

- People with hearing loss must be motivated to make a change on their own.
- It takes time to move through the phases, and individuals move at their own pace.
- Professionals need to meet individuals where ever they are on their journey.

“The first step towards getting somewhere is to decide that you are not going to stay where you are.”

J. Pierpont Morgan (American financier, banker, philanthropist and art collector.)
“Exploring the Consumer’s Journey”

Results

Beyond Emotion and Change to Candidacy

- HL has Priority (over other ailments)
- HL that is treatable enough
- Optimistic / Positive Attitude
- Social Life / Need to Communicate
- Adequate Resources ($) / Support

High Quality Candidate (“lowest hanging fruit”)
Initial Steps

- Hearing Loss Viewed as Medical Condition
- Hearing Care Professional Establishes the Expectations
- People feel “Sucked In”
- “Don’t See It” to “Want to Hear It”
“Exploring the Consumer’s Journey”

Results

It’s a Journey and We Need to Meet Them Wherever They Are

• Hearing Loss Viewed as Medical Condition
• Recognize the Phase
• Respect the Pace
• Change the Awareness from “Hearing Aids Make Me Look Old” to “Hearing Loss Makes Me Look Old”
The Map of the Active Patient Journey

Focus is on the person/solution

Talked with family, friends, co-workers

No recommendation

Trigger Experiences

Doctor

HA dept. inside another entity (e.g. Costco, optometrist, etc.)

Hearing Care Professional

Impressive hearing test & session

High End HA

Good counseling & good follow-up service

Online HAs

Low End HA

Limited or no counseling & follow-up service

Noticed Ads

"Same old" hearing test &/or hard sell

Mod HA

Hearing Care Professional

High End HA

Someone else suggests/forces action

PSAP

Focus is on the product/sale

Online

Doctor

"Same old" hearing test & session

“Same old” hearing test &/or hard sell

Online HAs

Limited or no counseling & follow-up service

Hearing Industries Association
“If not us, who? If not now, when?”

- Position Hearing as a Medical Issue
- Engage in the Community
- Make It Easy for People to Take Baby Steps
- Maximize Learning and Listening Opportunities
Thank you!