

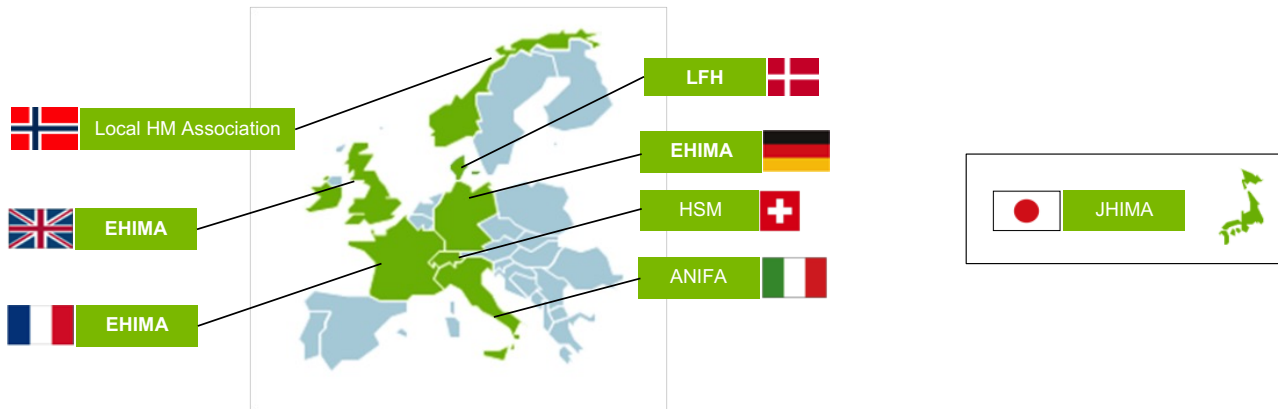


Professional hearing rehabilitation is good for hearing loss and a LOT more

1st International Conference on adults with complex hearing needs

Soren Hougaard
EHIMA – European Hearing Instrument Manufacturers Association

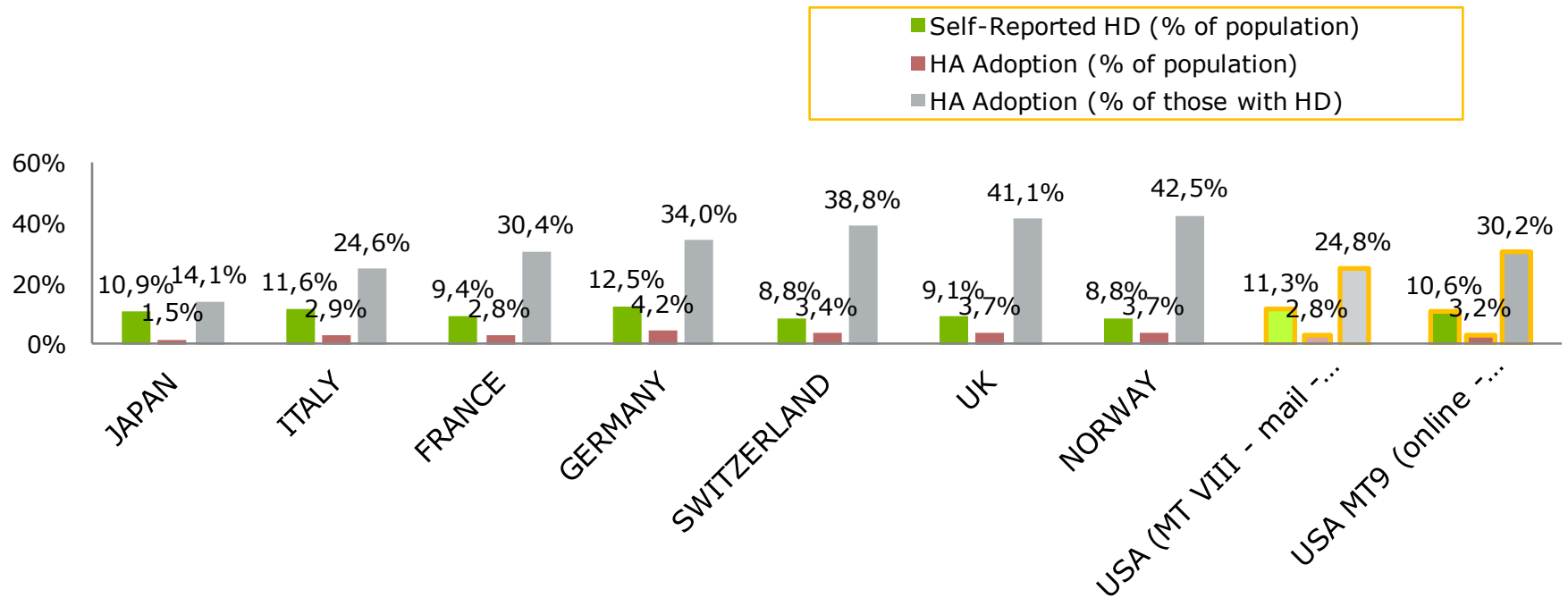
The EuroTrak/JapanTrak Research Series



Country	2009	2012	2015
Germany	✓	✓	✓
France	✓	✓	✓
UK	✓	✓	✓
Switzerland		✓	✓
Italy		✓	✓
Japan		✓	✓
Norway		✓	2016?
Denmark		✓	2016?

EuroTrak and JapanTrak were developed and executed by Anovum, Zürich

HA adoption rates: EuroTrak & MarkeTrak



So: Between 86% and 57% of those with **self-reported hearing loss** have chosen not to use hearing aids

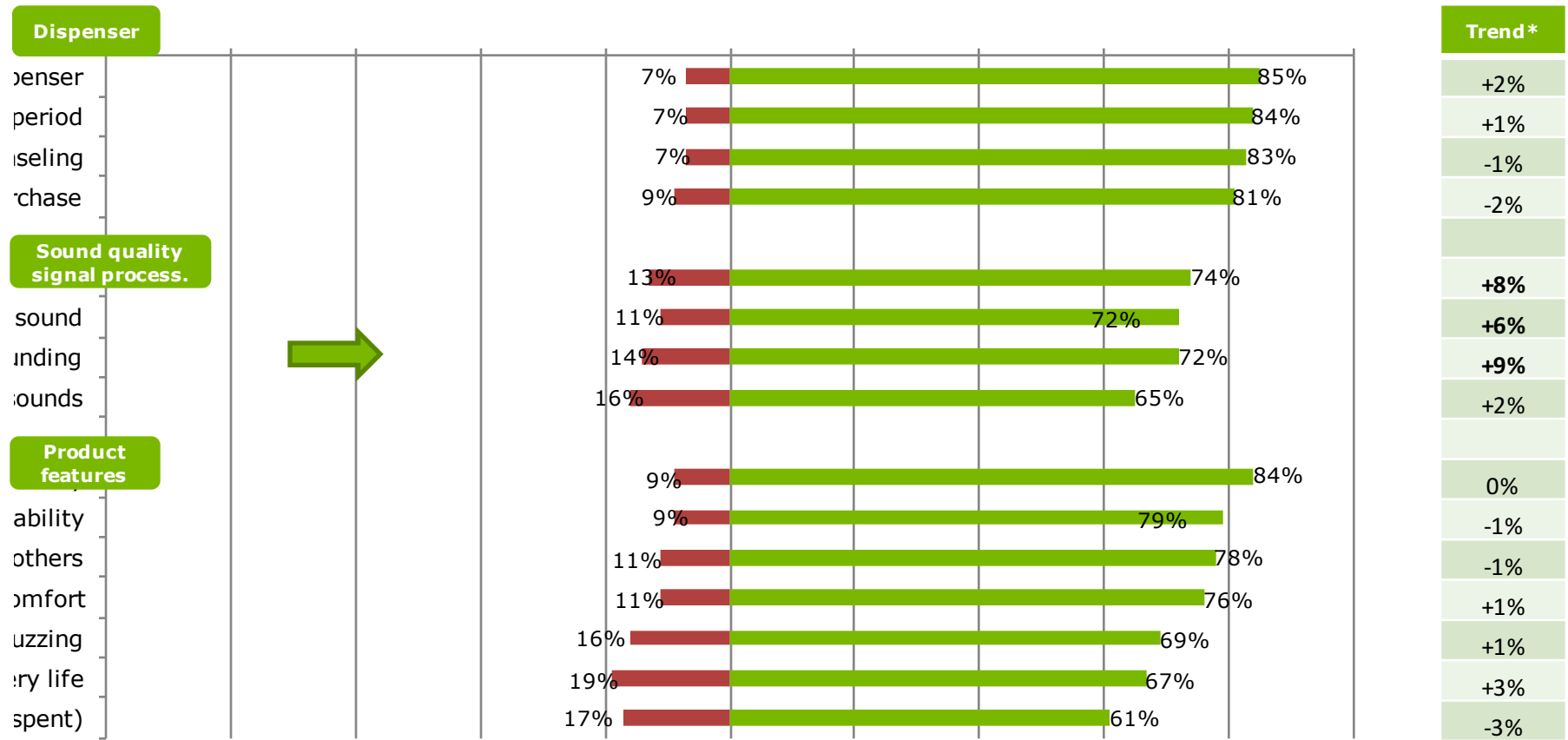
That's a pity, because...

Users are generally satisfied with their HAs

	France	Switzerland	UK	Germany	Denmark	Norway	Italy	Japan
Overall satisfaction 2009	86%	-	77%	72%	-	-	-	-
Overall satisfaction 2012	80%	84%	72%	77%	70%	72%	70%	36%
Overall satisfaction 2015	84%	81%	70%	77%	-	-	79%	39%

Satisfaction with current hearing aids

Example: Germany



%dissatisfied = % very dissatisfied + % dissatisfied + % somewhat dissatisfied
%satisfied = % somewhat satisfied + % satisfied + % very satisfied

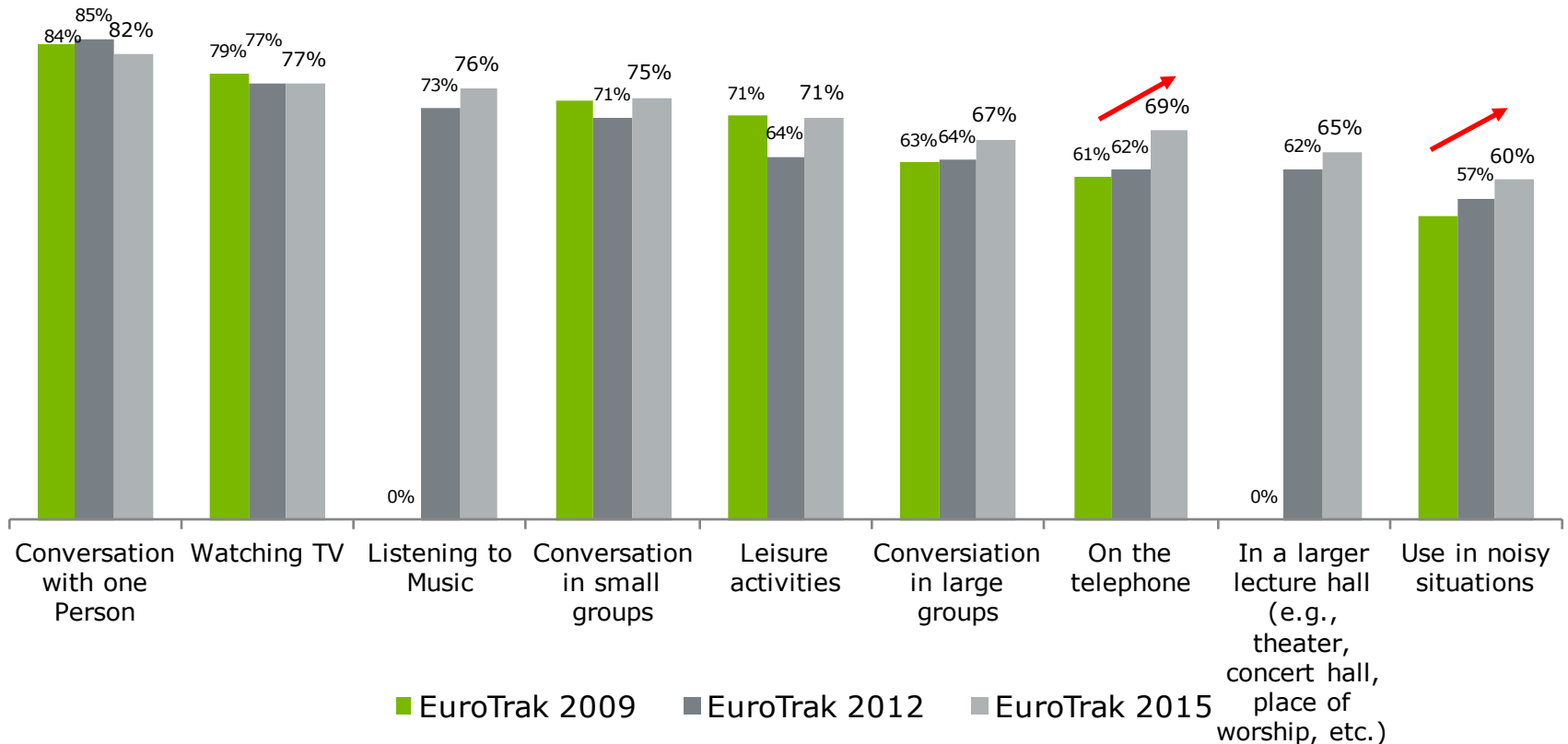
■ dissatisfied ■ satisfied

% of satisfied HA owners compared to EuroTrak 2012

HA-owner, n=505

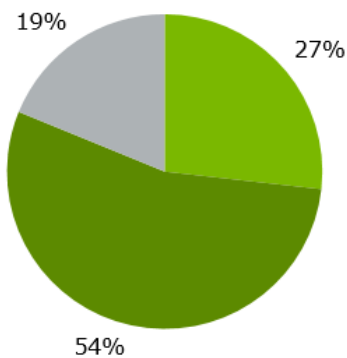
Satisfaction with HA in difficult listening situations is improving

Trends % «satisfied»

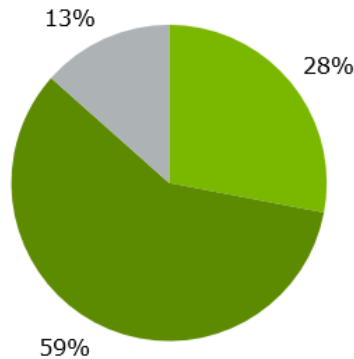


A significant majority say their hearing aids work better than or as expected.

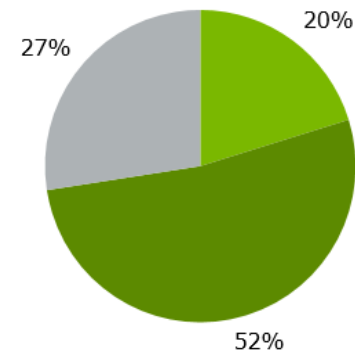
How have the expectations you had towards hearing aids before trying them on for the first time been met?



Base: N=605



Base: N=505



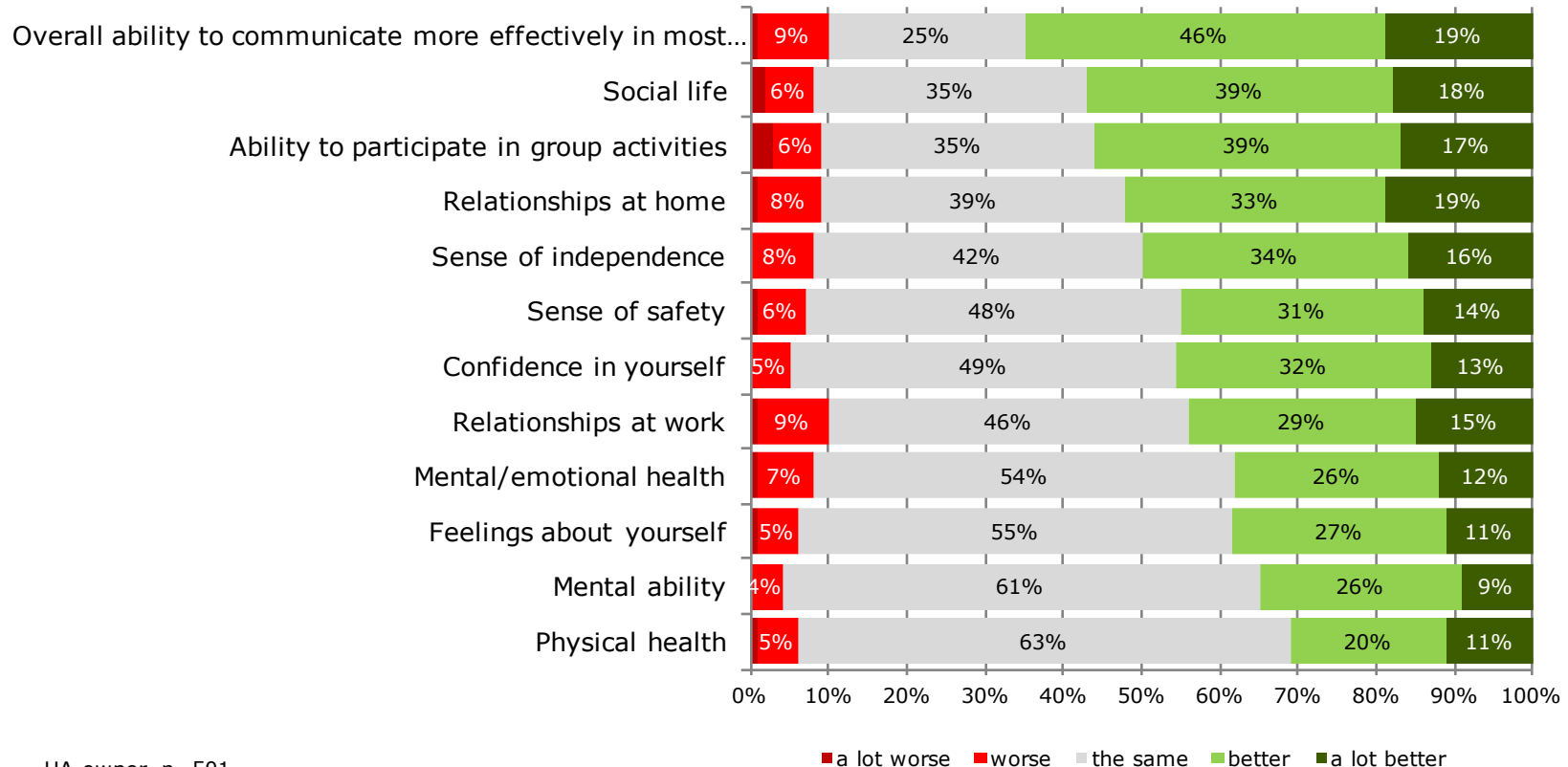
Base: N=501

- hearing aids work better than I expected
- hearing aids work as I expected
- hearing aids work worse than I expected

There is no significant difference between those with more severe hearing loss (top 50%) and milder hearing loss (low50%) in terms of (%work better + work as expected)

Positive impact of using hearing aids in vital areas

Since you started using your hearing aid(s), please rate the changes you have experienced in each of the following areas, that you believe are due to your hearing aid(s).



HA-owner, n=501

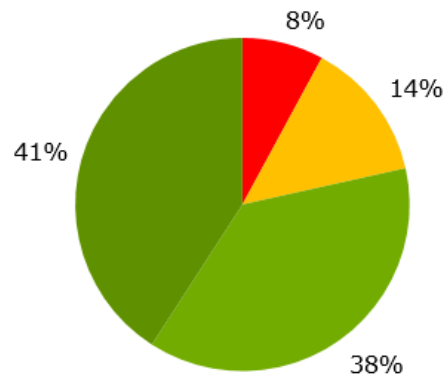
The "bigger story"



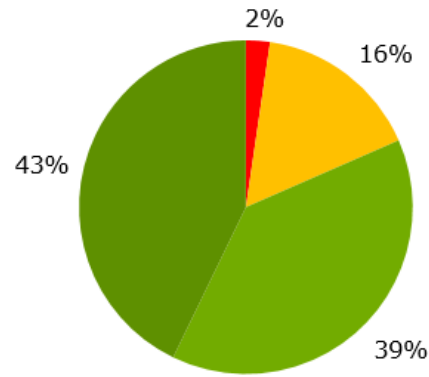
Yes, hearing aids are efficient for the treatment of hearing loss – but there is so much MORE!

Vast majority declare that their hearing aids improve their quality of life

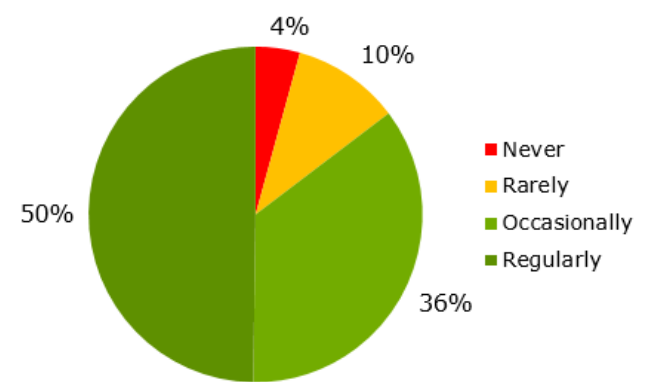
How often do your hearing aids improve your quality of life?



Base: N=605



Base: N=505



Base: N=501

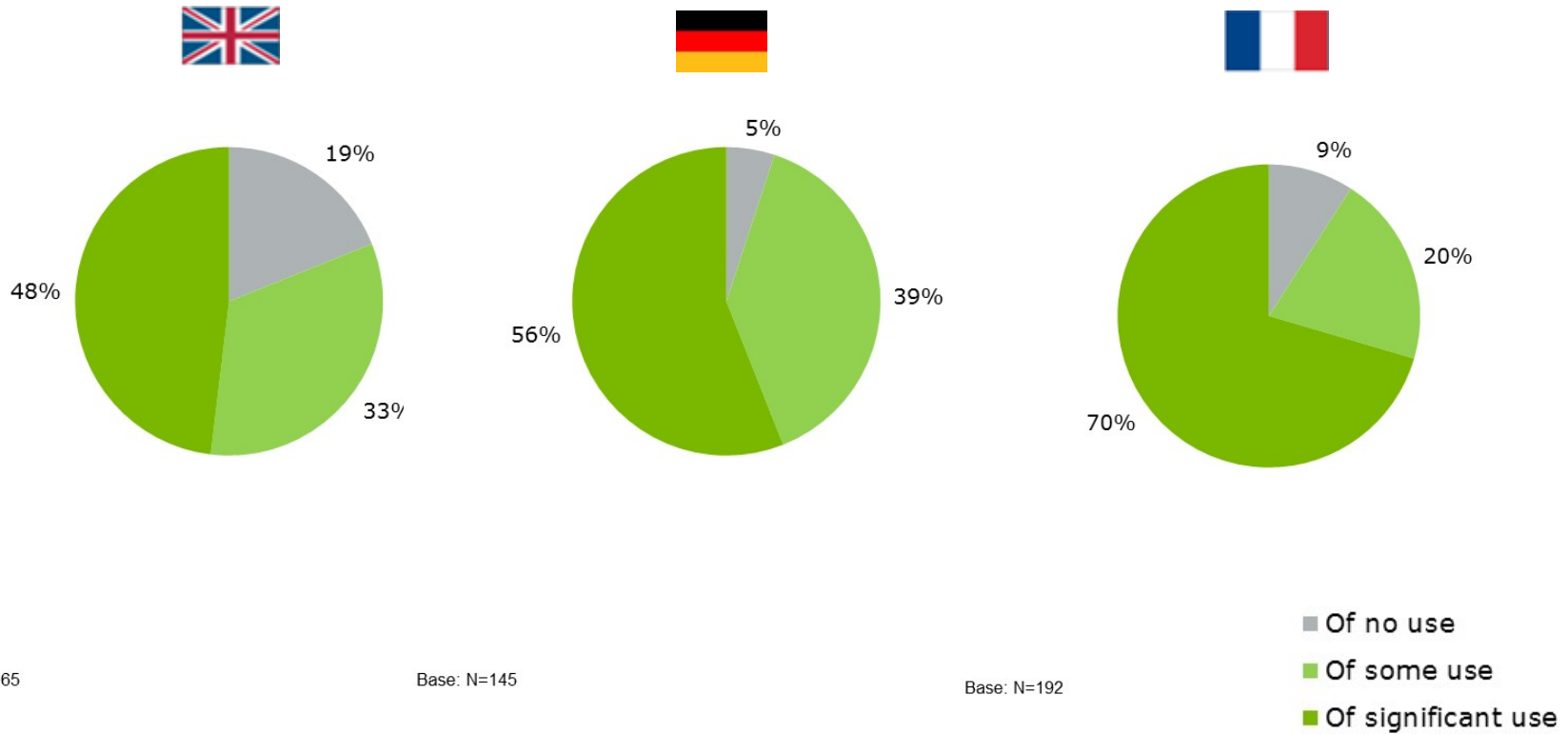
- Never
- Rarely
- Occasionally
- Regularly

Hearing aids improve quality of life

Wonder why??

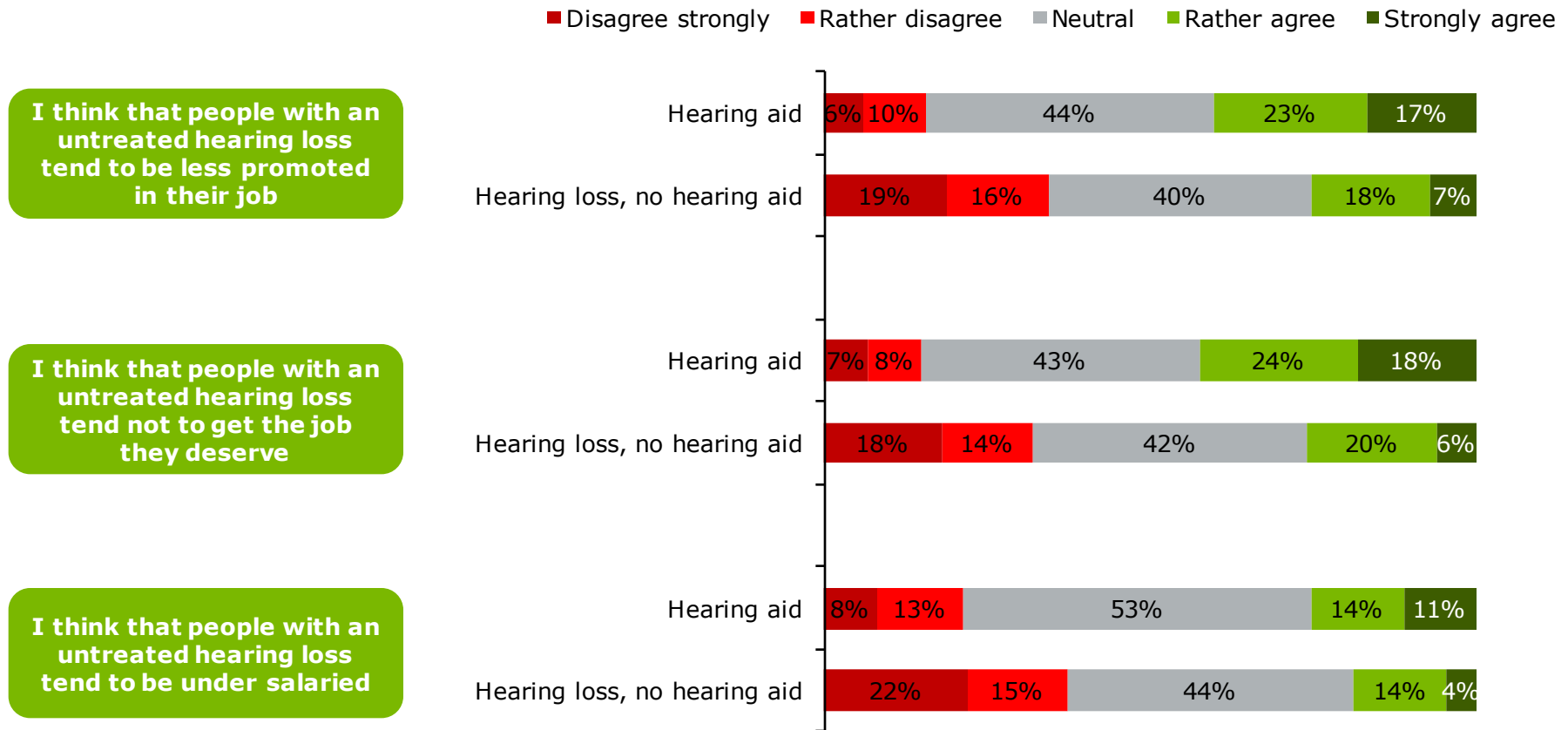


Hearing aids are useful in the workplace.



HA users recognize that hearing aids increase their chances to get promoted, get the right job and get a better salary.

Example: France



Base: Hearing loss, no hearing aid =600/ hearing aid n=414

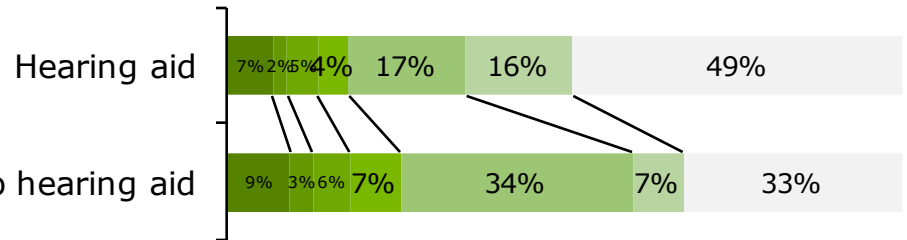
HA owners have a lower risk of being depressed and lower risk of developing dementia

■ Probability of major depressive disorder=78.6 ■ 56.4 ■ 45.5 ■ 38.4 ■ 21.1 ■ 15.4 ■ 0

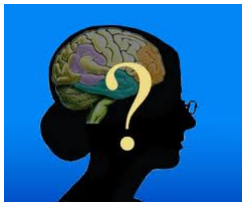
Depression symptoms:



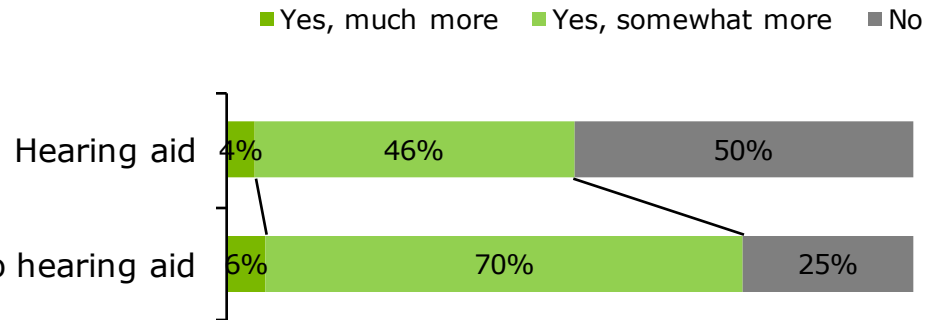
Top 50% hearing loss, no hearing aid



Dementia symptom:



Top 50% hearing loss, no hearing aid



Similar for Germany and France

Base: hearing aid n=402 / no hearing aid =118

Prof. Hélène Amieva, Bordeaux

- April, 2015:
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- "Hearing aids put cognitive decline on hold"
- Cohort:
- 3670 persons
- Followed since 1988

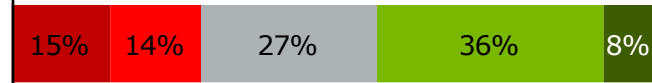
HA owners feel less exhausted in the evenings resulting in fewer burn-outs

■ Disagree strongly ■ Rather disagree ■ Neutral ■ Rather agree ■ Strongly agree

In the evenings I often feel **physically exhausted**



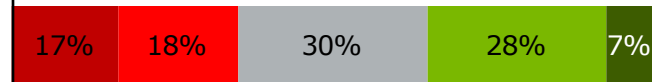
Hearing aid



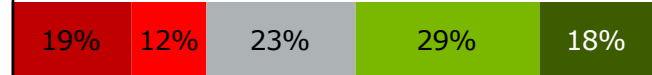
Top 50% hearing loss, no hearing aid



Hearing aid



Top 50% hearing loss, no hearing aid



Similar for UK and France

Base : Top 50% n=134 / hearing aid n=367

Social costs of burnouts: Not trivial!

Burnout, Depression, Angstzustände

Die Schweiz ist ausgebrannt

ZÜRICH/BERN - Burnout? Simulant, heisst es bei vielen Arbeitgebern. Tatsache ist: Die Zahl der psychisch und physisch Erschöpften steigt und verursacht in der Schweiz jährliche Kosten in Milliardenhöhe.

«Allein in der Schweiz belaufen sich die durch stressbedingte Beschwerden verursachten Kosten auf jährlich 4,2 Milliarden Franken. Die Vermutung liegt nahe, dass Burnout für einen Grossteil dieser Kosten verantwortlich ist», erklärt Psychiater Joe Hättenschwiler vom Zentrum für Angst- und Depressionsbehandlung (ZADZ) in Zürich.

Mentally and physically exhausted people

....

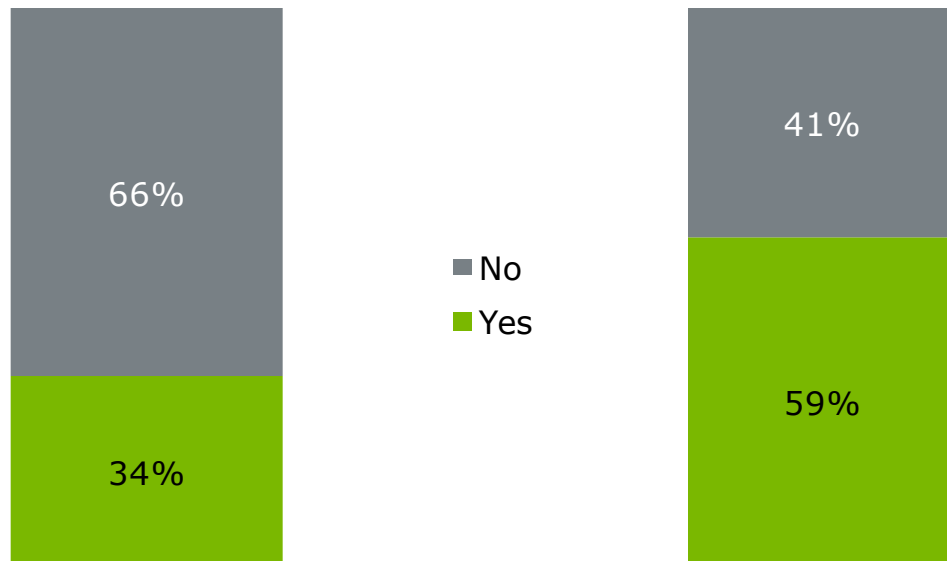
cost CHF 4.2 billion/year in Switzerland

Source: CH-Blick; 13.4.2012

Quality of sleep seems to improve if hearing impaired use hearing aids.

Are you generally satisfied with the quality of your sleep?

 similar for Germany/France



Top 50% hearing loss, no hearing aid (n=118)

Hearing aid (n=402)

Quality of sleep: Not trivial!

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Health

'High costs' of sleep disorder

ScienceDaily[®]

Your source for the latest research news

Sleep problems cost billions

SLEEP DISORDERS COST AUSTRALIA MORE THAN 5 BILLION PER YEAR

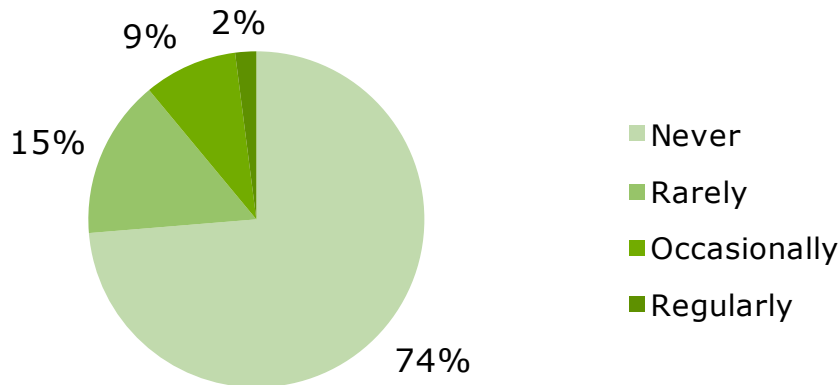
89% think people don't make fun of them because of their HAs.
 More people make fun of hearing impaired non-users.



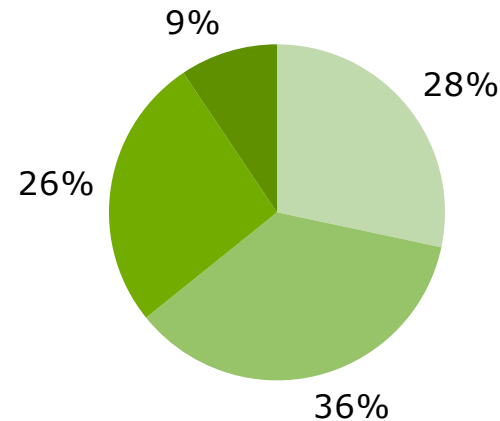
similar in UK/France



**Hearing aid owners:
 How often do you feel you are
 made fun of or rejected because
 you are wearing a hearing aid?**



**Hearing impaired non-owners:
 How often do you feel you are
 made fun of or rejected because
 of your hearing loss?**



Base: N=505

Base: Top 50% hearing loss, no hearing aid N=209

Costs?

- Unicef: The costs of exclusion far outweigh the costs of inclusion





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