



# Knowledge is power: using eAudiology to improve hearing-related knowledge for patients, partners and professionals

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#### Overview



- Introduction: hearing-related knowledge is poor
- Participatory approach to eHealth education (C2Hear)
- Evaluation of C2Hear for patients
- Research into practice
- Including others: partners and professionals
- Development and evaluation of individualised learning

# Self-management of long-term conditions enhances healthcare



 Those who take an active role in their care are more likely to adopt better health behaviours and have better outcomes

(Mosen et al, 2005)

- Provision of education to improve knowledge
- Strategies to support adherence to treatment
- Tailoring of practical support
- Social support e.g. partners, peers, professionals

(Taylor et al 2014)

- Audiology: knowledge exchange and patient education
  - → self-management and patient-centred care
- NICE guidelines on hearing loss recommend that good quality information is provided to patients and their family

(Grenness et al, 2016; Barker et al, 2016; NICE 2018)

#### Question

#### If you are an audiologist

- How confident are you that the information and advice you offer your first-time hearing aid patients is
  - understood
  - absorbed
  - and then acted upon

once they leave the comfort of your clinic room?



Delivery and retention of information in new hearing aids users is poor



"You get a lot of information ...by the time you get home, you've forgotten most of it." 51% found difficulties using aid at first

(AoHL Hear Me Out, 2011)

25% of information at fitting forgotten 6 weeks later: closed set (Reese & Hnath-Chisolm, 2005)

Retention of information in first-time hearing aid users after 6 weeks, free recall Overall = 49.6%: practical = 62.9%, psychosocial = 34.3%

(El-Molla et al, BAA, 2012)

### Knowledge of all things hearing is poor

- Patients, public, practitioners
  - Experienced hearing aid users
    - hearing aids and how to use them poor to excellent

60-80% did not know how to use the telephone

(Desjardin & Doherty, 2009)

(Goggins & Day, 2003)



Hearing aid non-use

Costs: financial - individual and healthcare systems
person with hearing loss = communication difficulties

→ reduced social interaction → poorer QoL

- Health context
  - better knowledge increases patient satisfaction and treatment compliance

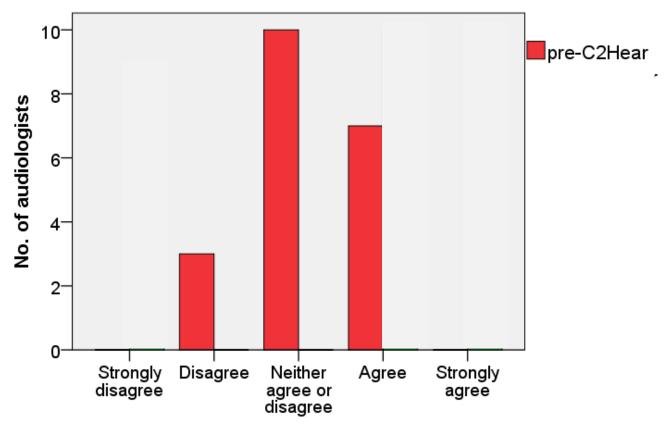
(Murray et al, 2005)

- · Hearing aid users have a desire for additional information
  - both before and after the fitting appointments

(Laplante Levesque et al, 2013; Kelly et al, 2013)

#### Question to audiologists:

I am confident that the information given is remembered and acted upon by my hearing aid patients





Only one-third reported they were confident

(Hajat, 2016)

# Remote delivery of supplementary information and advice to patients

Home-communication program – video tapes

(Kramer et al, 2005)

- Education program
  - written, telephone follow-up
  - internet delivery, email feedback

(Lundberg et al, 2011)

(Thoren et al, 2011, 2014; Malmberg et al, 2017)

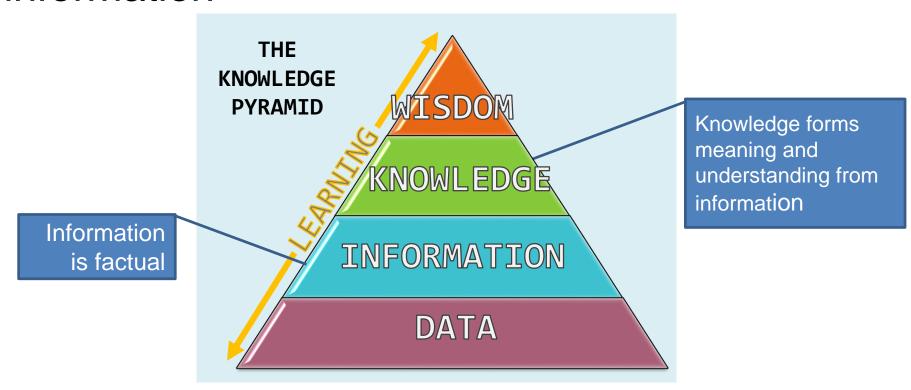
I-ACE (Individualised Active Communication Enhancement)

(Hickson et al, 2007)

 One-way delivery of information is not the same as educating the patient to increase their knowledge base
 (Boothroyd, 2007)



# Learning requires more than just giving information



#### **Constructivist learning theory**

Promotion of learning occurs when:

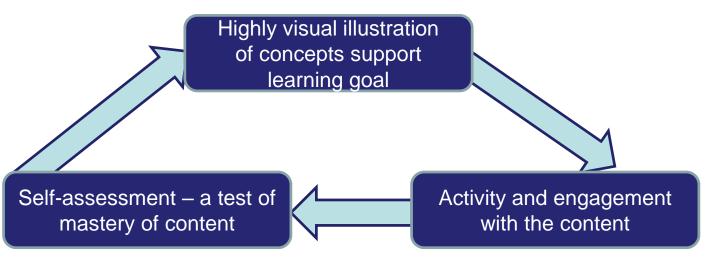
- learners construct an internal representation by taking an active role
- interactivity with learning materials is high

(Zhang et al, 2006)

## Re-usable learning objects (RLOs)

Commonly used in eLearning environments

Interactive multimedia clips



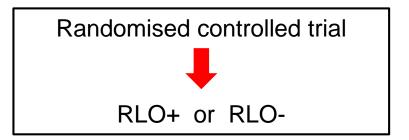
- Participatory approach → high quality materials aligned to the user's needs
- Improve motivation and compliance with health treatments



#### **HEAR-IT** study

Q: Do video tutorials (or RLOs) *supplement* advice and information provided by audiologists and result in enhanced benefit and use for hearing aid users?

- 1. To develop a series of reusable learning objects (RLOs)
  - range of auditory rehabilitation subjects
  - accessible to hearing aid users and their families
- 2. To evaluate the benefits and cost-effectiveness of the RLOs



#### Research for Patient Benefit

inspired by patients and practice



# Participatory approach to developing eHealth education



## Participatory approach: to identify content



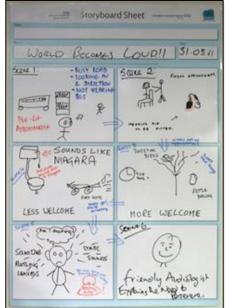
Consensus n=33 Hearing Healthcare professionals

n=33 hearing aid users n=11 audiologists

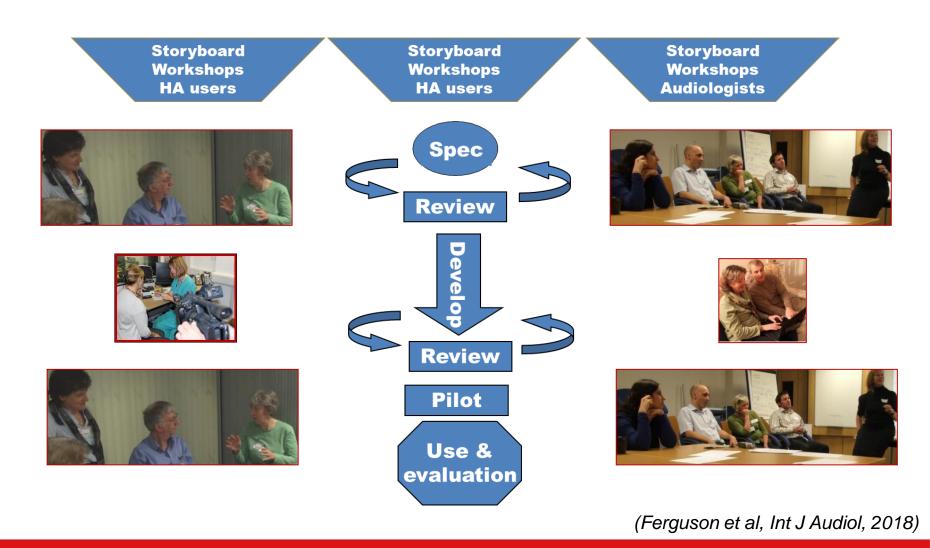








## Participatory approach: to develop RLOs



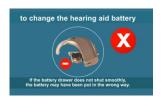
### Based on educational principles

Each reusable learning object (RLO) has:

- Learning outcomes
- Subtitles
- Reinforcement and consequences
- Variety of images
  - Photos, animations, videos, patient testimonials
- Interactive quiz
- Problems? go back to audiology









(Ferguson et al, Int J Audiol, 2018)

#### Acclimatisation: demonstration of the concept

Learning outcome: be aware of how you adapt to listening with your hearing aids



### Based on educational principles

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(Ferguson et al, Int J Audiol, 2018)

#### Hearing aid insertion

Reinforcements and consequences: "recognise the shape of your earmould with the shape of your ear"



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(Ferguson et al, IJA, 2018)

# Testimonials: communication partners

"hearing loss is not visible in anyway"



### Based on educational principles

Each reusable learning object (RLO) has:

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- Interactive quiz
- Problems? go back to audiology





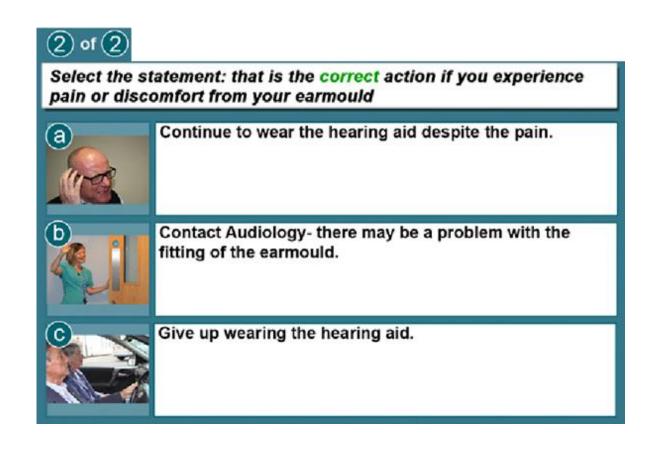




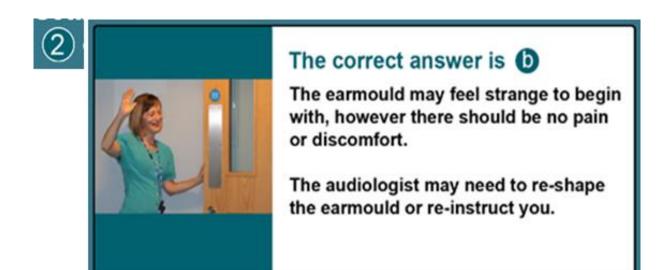


(Ferguson et al, IJA, 2018)

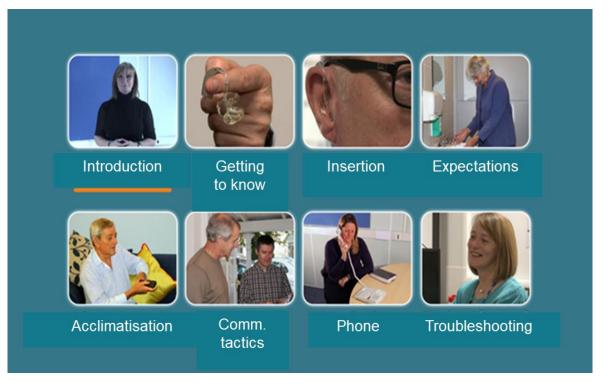
### Interactive quiz: Q&A



#### Interactive quiz: additional tips



### The final product and it's delivery





50-54 yo 70-74 yo

PC use 85% 36% Internet use 66% 17%

(Henshaw et al, J Med Int Res, 2012)



#### Evaluation of interactive multimedia RLOs



#### Evaluation of effectiveness (RCT) n=203

Take-up and adherence



**Self-management** 



HA knowledge & skills



HA use



Valued by users



**Health economics** 





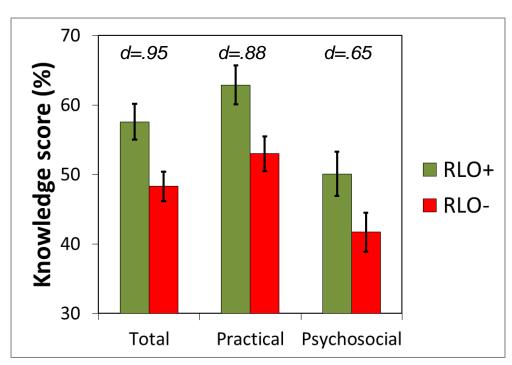
### RLO re-use suggests self-management

RLO title	% watched 2+	% watched 3+	Useful (0-10)
Acclimatisation	55	21	9.2
Getting to know HA	55	27	9.1
Insertion of HA	52	24	9.0
Troubleshooting	51	25	9.0
Expectations	48	19	8.9
Phones and ALDs	44	19	8.8
Communication	39	19	8.5



# RLO+: better knowledge of hearing aids and communication

20 item questionnaire; free recall 6 weeks post-fitting



Error bars = mean +/- 95% CI

#### Highly significant effect of group

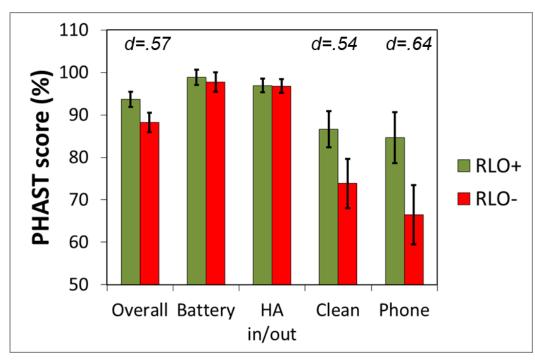
- total, practical, psychosocial (p<.001)
- generally large effect sizes

E.S. Cohen's  $d \ge 0.8$  large  $\ge 0.5$  moderate  $\ge 0.2$  small



# RLO+: better practical hearing aid handling skills

Practical Hearing Aid Skill Tasks: 18 items



Error bars = mean +/- 95% CI

Highly significant effect overall (p<.001)

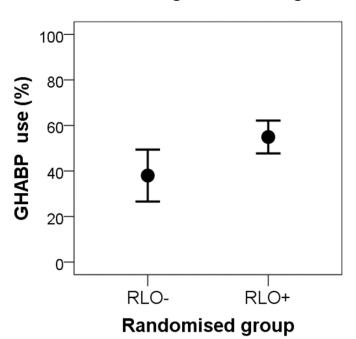
- earmould clean and phone use (p<.001)</li>
- moderate effect sizes

E.S. Cohen's *d* ≥ 0.8 large ≥ 0.5 moderate ≥ .0.2 small



# RLO+: hearing aid use greater in those who do not wear them all the time

#### Glasgow Hearing Aid Benefit Profile: 4 situations



Use < 70%

- Significant effect (p<.05)</li>
- 15% difference
- d = .88 large effect size

No effect on outcomes for benefit, satisfaction, anxiety, depression

E.S. Cohen's *d* ≥ 0.8 large ≥ 0.5 moderate ≥ 0.2 small



# Positive feedback on RLOs

			9
•	Gave me confidence to use HAs and communicate	83%	2%
•	If I had a problem I would refer back to RLOs	93%	5%
•	Quiz was valuable to show me what I'd learned	86%	2%
•	Prefer RLOs to written information	83%	7%

#### RLOs are effective

Take-up and adherence

**Self-management** 

HA knowledge & skills

Take-up = 78% 94.3% watched all RLOs

2+ times = 49.9% Re-use suggested selfmanagement Better knowledge on HAs and communication & HA handling skills

**HA** use

Valued by users

**Health economics** 

Greater use (GHABP) in suboptimal users

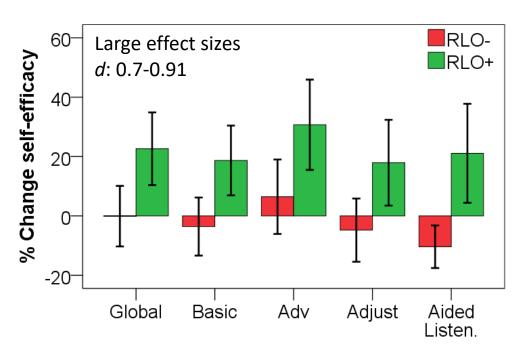
Rated RLOs as highly useful (9/10)
Improved confidence
Preferable to written info

RLOs were a very effective and cheap healthcare intervention



#### Early delivery improves self-efficacy

Measure of Audiological Rehabilitation for Self-efficacy for Hearing Aids (MARS-HA): 20 items



RCT, n=47
First-time hearing aid users

> Early delivery of C2Hear 'primes' patients for their hearing aid fitting

(Gomez & Ferguson, in prep)

### Underlying processes

#### **Contextual factors**

Anything external to the intervention that to informs why the intervention works

#### Greater hearing aid selfefficacy predicted:

- Greater use
- Reduced emotional consequences of hearing loss (e.g. anxiety)
- Greater hearing aid handling skills and knowledge

#### **Causal mechanisms**

 Also known as mechanisms of impact, refers to how the intervention elicits its effects

# Improved hearing aid handling skills and knowledge led to:

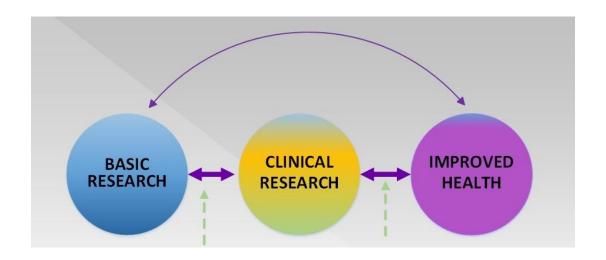
- Greater use, benefit and satisfaction
- Reduced emotional consequences of hearing loss (e.g. anxiety)
- Increased patient activation

(Maidment et al, Int J Audiol, submitted)

(Process evaluation of complex interventions: Medical Research Council guidance. Moore et al. BMJ, 2015)

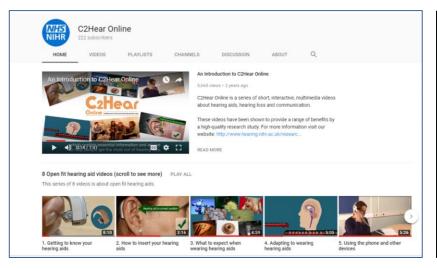


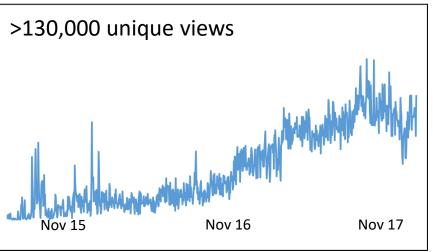
#### Research into practice



#### Getting C2Hear out there







- 4x increase in second year, ~6000/month
- Views from >50 countries: 38% UK 38% N America
- Used in UK audiology departments, on ~30 websites
- Included in national guideline documents
- Research Impact awards





## What the end-users say

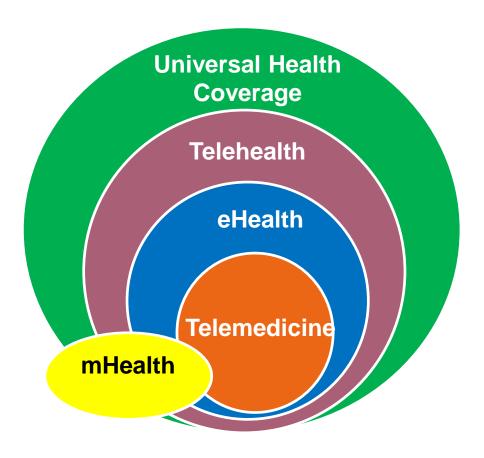
"if it wasn't for the DVD I would have stopped wearing my HAs"

"some were in 2 minds if they wanted HAs..... were reassured and referred themselves"

"some have undertaken repairs at home reducing need to attend the drop-in clinic"

"it's a fab thing you have done"

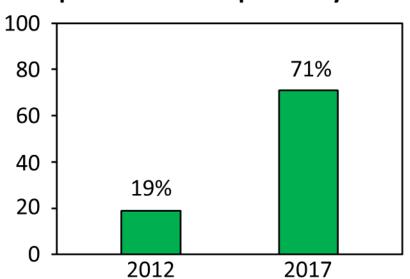
### What is mHealth?



- Delivers healthcare by mobile technologies
- A subgroup of telehealth, ehealth and telemedicine

# Mobile technology use is increasing in older adults

#### Smartphone ownership in 55+ year olds





	2014	2016	Increase (%)
All adults	66	72	9
55-64	49	59	20
65-74	26	39	50
75+	7	15	115

# Internet-smartphone mode of delivery (mHealth): benefits

Overcome barriers time, mobility, geography

Greater accessibility

Easy access and convenience



**Empowerment** 

Personalised tailored information to meet individual's needs



Better knowledge and understanding

Interactive, enabling self-monitoring and self-evaluation



Greater engagement and self-management

Social network opportunities



Increase social support

Limited healthcare resources



Low cost, high volume, new service delivery models

Training healthcare workers



Increase awareness of hearing loss

and more.....



### Including others: partners, professionals



## mRLOs for communication partners

Support and involvement from others improved outcomes

(Scarinci et al, 2008)

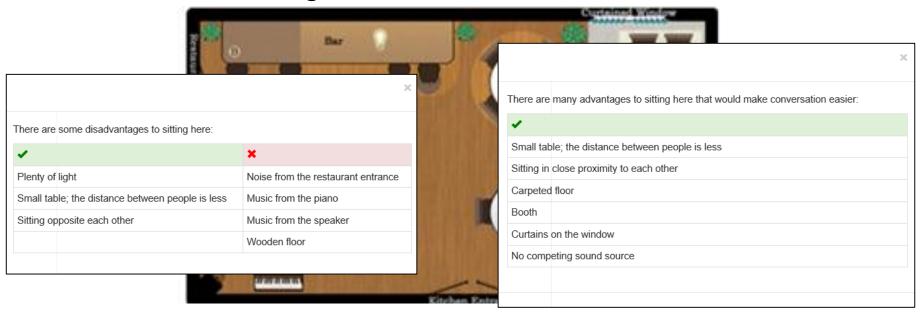
 Aligned coping strategies between people with hearing loss and their family and friends → positive effect and improved outcomes

(Barker et al, Int J Audiol, 2017)

- Focus groups suggested that CPs would value information relevant to them
   (Ferguson et al, Ear Hear, 2016)
- Repurposed Communication Tactics RLO for 'others'
  - Designed specifically for mobile-technologies (e.g. smartphones, tablets)
  - Added more activities

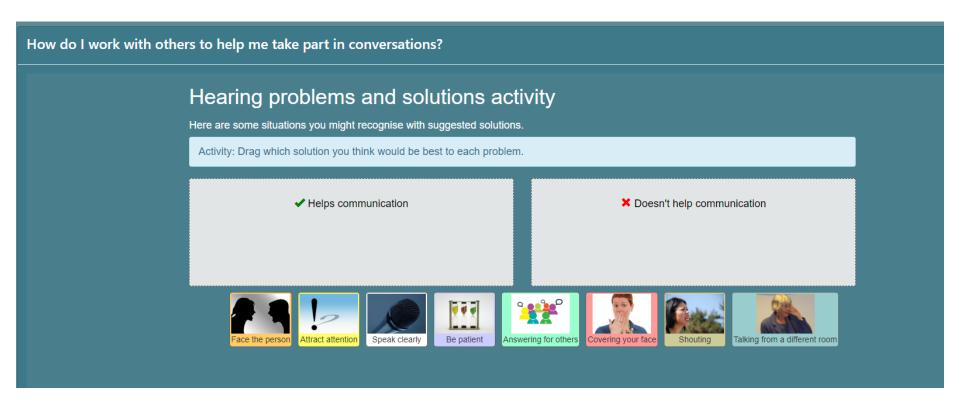
### Additional activities I

#### Controlling the environment – restaurant



Choose the best location to hear conversation as well as possible

### Additional activities II



## Joint-working between partners



Think aloud and video analysis

### Greatest impact for joint-working

Increased CP's hearing-related knowledge, and highlighted difficulties faced by the PHL

"I expected the hearing aids to bring his hearing back to normal... I understand better now" (CP)

"It's rather nice for them to fully appreciate [the challenges]" (PHL)

Prompted novel discussions about challenging everyday communication situations

"I never thought about that...out in traffic... Did you hear me?" (CP)

"When I'm at the golf club it's terrible, when you get 12 people around the table" (PHL)

CPs would change their behaviour to help improve communication based on their learning

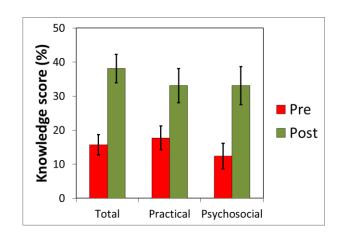
"That's what we shall look for [a quiet restaurant table]" (CP)

"We are both on the same wavelength, we can look for it now" (PHL)

(Henshaw et al, BSA, 2017)

# Residential carehome staff: knowledge and practical hearing aid skills improve

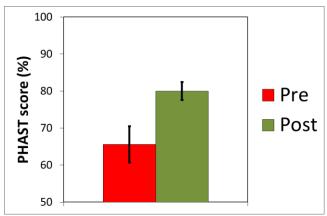
n = 25 care home staffn = 3 homes



## Knowledge of hearing aids and communication

Significant pre-post improvement p < .001; d = 3.6

"This should be made mandatory at induction with annual refresher sessions"



Practical hearing aid skills

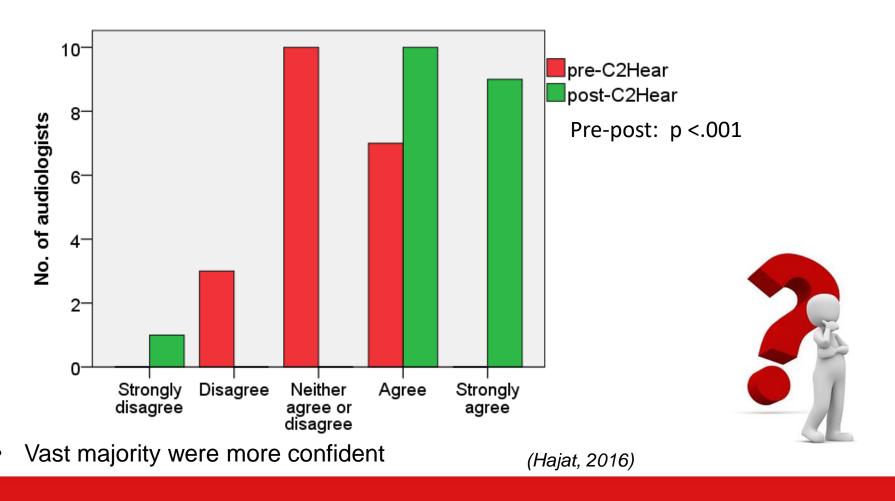
Significant pre-post improvement p < .001; d = 3.3

"Awareness of hearing aids has definitely gone up with all of us"

(Rocks & Ferguson, BAA, 2013)

### Question to audiologists:

I am confident that the information given is remembered and acted upon by my hearing aid patients



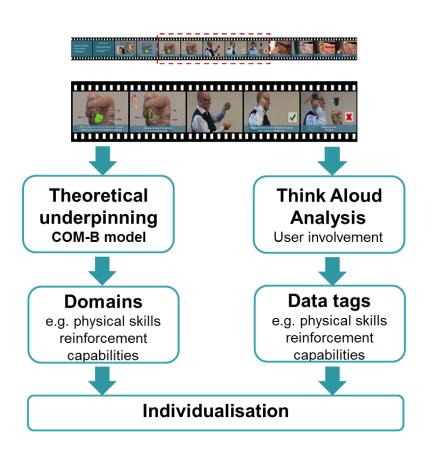


## mRLOs tailored for hearing aid users (m2Hear)

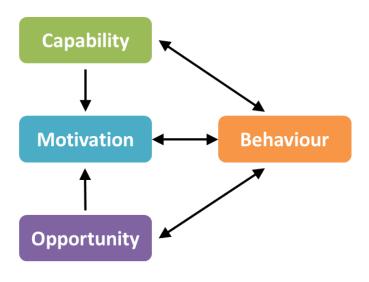




## Phase 1: Development of m2Hear



COM-B model

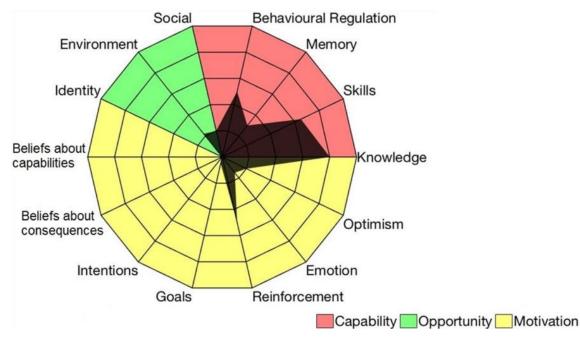


Behaviour→ hearing aid use

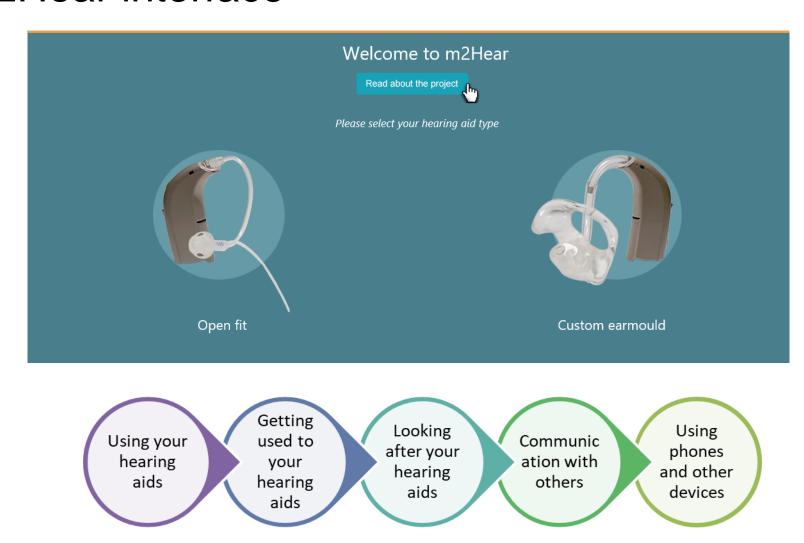
## 'Active ingredients' of m2Hear

 Identified which aspects of the Theoretical Domains Framework (TDF) are present in each RLO → mapped onto the COM-B model

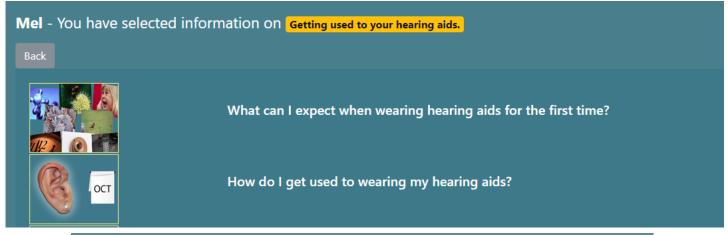
#### How to insert your hearing aids



### m2Hear interface

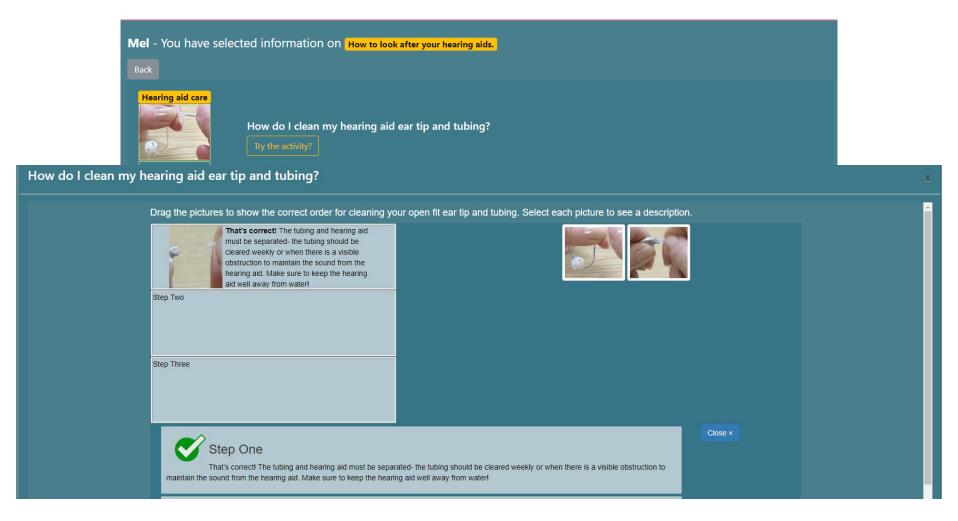


### Individualised information to meet user's needs





### Individualised information to meet user's needs



Drag and drop

## Improved outcomes for m2Hear

Outcome	c2Hear RLO+ (n=79)	m2Hear (n=30)
Hearing aid data logging (max hours/day)	8.0 (4.6)	9.8 (4.5)
System Usability Scale (≥68 above avg)	-	79.9 (5.6)

Average uMARS score	C2Hear	m2Hear
(0=poor, 5=excellent)	CP RLO	IIIZHEAI
Overall App Quality	3.6	4.2
Engagement	3.1	3.6
Functionality	3.8	4.4
Aesthetics	3.0	4.2
Information	4.5	4.6
Subjective App Quality	3.3	4.1
Star Rating	3.7	4.0
Perceived Impact (Behaviour Change)	3.6	4.3

uMARS = user version Mobile Application Rating Scale

## m2Hear viewed positively by user's

I was glad to be able to use m2Hear to help me remember things.

It was great that I could check things quickly, especially if I had forgotten something the audiologist told me.

> It was easy to follow and wellstructured. The information was clear and concise.

## Summary of eHealth developments

November 2015







Freely available online

2016/17





mRLOs for communication partners

2017/18





mRLOs tailored for hearing aid users

(Ferguson et al, ASHA Perspectives SIG 7. submitted)

## Take home messages



eAudiology via remote technologies provides patient benefit by improving:













knowledge

handling skills

selfmanagement

hearing aid use

self-efficacy

valued by users

- Knowledge is power and a mechanism of impact leading to: better hearing aid outcomes, reduced psychosocial effects (e.g. anxiety), and greater patient activation
- The future is the 3 I's individualisation, interactivity and inclusivity
- Involving partners in 'joint-working' with C2Hear prompts novel discussions about challenging communication leading to behaviour change in partners

"technology works best when it brings people together"

(Matt Mullenweg)

### Thanks to .....



Patient panels



Mild-moderate hearing loss team

Nottingham University Hospitals
NHS Trust



#### Clinical and academic colleagues



National Institute for Health Research

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