Ten key facts in ten minutes

Trends derived from the EuroTrak databases 2009 - 2018

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EFHOH AGM & Conference 2019
EuroTrak?

What is EuroTrak?

- Initiated by EHIMA in 2009
- Online survey method
- Self assessment of HL
- Repeated every 3 years to generate trends over time
- 14 countries covered, over 450,000 people surveyed

This presentation is based on EuroTrak pooled data GER, FRA, UK of the years 2009, 2012, 2015, 2018.
1. Prevalence
Hearing loss remains stable

% hearing loss prevalence

Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018
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Hearing loss prevalence across countries

% hearing loss prevalence

- Germany: 12.2%
- Italy: 12.1%
- Japan: 11.3%
- Denmark: 10.3%
- Netherlands: 10.1%
- France: 10.0%
- UK: 9.7%
- Belgium: 9.6%
- Norway: 8.8%
- Switzerland: 8.0%

Source: EuroTrak 2018 (Germany, Italy, France, UK, Japan), 2017 (Belgium), 2016 (Denmark, Netherlands), 2015 (Switzerland), 2012 (Norway)
2. Adoption rate
Hearing aid adoption increases

% of Hard of Hearing

<table>
<thead>
<tr>
<th>Total 18+</th>
<th>Total 18+</th>
<th>&lt;=44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>EuroTrak 2009</td>
<td>EuroTrak 2012</td>
<td>EuroTrak 2015</td>
<td>EuroTrak 2018</td>
<td></td>
</tr>
<tr>
<td>Base: 5,335</td>
<td>Base: 4,926</td>
<td>Base: 4,950</td>
<td>Base: 4,969</td>
<td></td>
</tr>
<tr>
<td>33,1%</td>
<td>37,0%</td>
<td>35,3%</td>
<td>37,0%</td>
<td>33,0%</td>
</tr>
</tbody>
</table>


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The more severe the hearing loss, the higher the adoption rate

Hearing loss 6-groups (6-tiles of equal size)

<table>
<thead>
<tr>
<th>Degree of hearing loss</th>
<th>No Hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>low</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>high</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Top 50% hearing loss</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source: EuroTrak pooled data GER, FRA, UK, Hard of Hearing
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3. Usage and satisfaction
HA usage per day

Approximately how many hours/day do you wear your hearing aids?

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours/day</th>
<th>In the drawer (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>7.8</td>
<td>6%</td>
</tr>
<tr>
<td>2012</td>
<td>8.5</td>
<td>6%</td>
</tr>
<tr>
<td>2015</td>
<td>8.5</td>
<td>6%</td>
</tr>
<tr>
<td>2018</td>
<td>8.2</td>
<td>7%</td>
</tr>
</tbody>
</table>

2009 n=1,517, 2012 n=1,503, 2015 n=1,611, 2018 n=1,783
Satisfaction increases with HA worn hrs/day

% satisfied

<table>
<thead>
<tr>
<th>% Overall Satisfaction</th>
<th>GER</th>
<th>FRA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>HA worn up to 4 hrs/day</td>
<td>55%</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>HA worn 4-8 hrs/day</td>
<td>74%</td>
<td>88%</td>
<td>79%</td>
</tr>
<tr>
<td>HA worn more than 8 hrs/day</td>
<td>84%</td>
<td>88%</td>
<td>89%</td>
</tr>
</tbody>
</table>

Source: EuroTrak pooled data GER, FRA, UK, 2018 Hearing aid owners © anovum
4. Monaural vs. binaural fitting
Binaurally fitted use their hearing aids more

Approximately how many hours/day do you wear your hearing aids?

<table>
<thead>
<tr>
<th>Average wearing time per day (h)</th>
<th>% in the drawer (0.0 h per day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monaural</td>
<td>Binaural</td>
</tr>
<tr>
<td>7.8</td>
<td>9.2</td>
</tr>
<tr>
<td>8.6</td>
<td>5.1</td>
</tr>
</tbody>
</table>

Monaural n=2,390
Binaural n=4,025
Binaural fitting outperforms monaural fitting

% satisfied

<table>
<thead>
<tr>
<th>Degree of hearing loss (self stated)</th>
<th>Binaural fitting % satisfied</th>
<th>Monaural fitting % satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild</td>
<td>76%</td>
<td>69%</td>
</tr>
<tr>
<td>Moderate</td>
<td>82%</td>
<td>76%</td>
</tr>
<tr>
<td>Severe</td>
<td>76%</td>
<td>74%</td>
</tr>
<tr>
<td>Profound</td>
<td>74%</td>
<td>74%</td>
</tr>
<tr>
<td>$\emptyset$</td>
<td>77%</td>
<td>73%</td>
</tr>
</tbody>
</table>


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5. General health
People with HA have less stress

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

<table>
<thead>
<tr>
<th></th>
<th>Hearing aid</th>
<th>Hearing difficulty but no hearing aid*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree strongly</td>
<td>13%</td>
<td>26%</td>
</tr>
<tr>
<td>Rather disagree</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Neutral</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Rather agree</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

In the evenings, I often feel **mentally** exhausted

<table>
<thead>
<tr>
<th></th>
<th>Hearing aid</th>
<th>Hearing difficulty but no hearing aid*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree strongly</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Rather disagree</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
<td>Neutral</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Rather agree</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018
*top 50% HL (similar HL as HA owners)

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People with hearing aids sleep better

Are you generally satisfied with the quality of your sleep?

<table>
<thead>
<tr>
<th>Hearing aid</th>
<th>Hearing difficulty but no hearing aid*</th>
</tr>
</thead>
<tbody>
<tr>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>56%</td>
<td>44%</td>
</tr>
</tbody>
</table>

No: Red
Yes: Blue

Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015, 2018
*top 50% HL (similar HL as HA owners)

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People with HA have fewer depressive symptoms

Depressive symptoms (PHQ-2)

- No hearing difficulty: 82% No, 18% Yes
- Hearing difficulty but no hearing aid*: 73% No, 27% Yes
- Hearing difficulty and hearing aid: 80% No, 20% Yes

Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015, 2018
*top 50% HL (similar HL as HA owners)
6. Dementia
Risk factors for dementia

Mid-life **hearing loss** is the highest of nine modifiable risk factors linked to dementia.

Source: Gill Livingston et.al. (2017): Dementia prevention, intervention and care; in: The Lancet, Volume 390, Issue 10113, Year 2017

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Cognitive and physical decline

Not using hearing aids increases...

a) ...the risk of developing **dementia** by 21%.

b) ...the risk of **becoming dependent** by 28% regarding activities of daily living such as bathing and dressing.

c) ...the risk - especially for men - of suffering from **depression** by 43%.

49% think HL is not linked to health issues

Please tick all of the health issues below which you think could be linked to one’s hearing loss

- Depression 32%
- Sleeping disorder 22%
- High blood pressure 15%
- Dementia 9%
- Poor eyesight 9%
- Diabetes 8%
- Back problems 6%
- HL not linked to those health issues 49%

Source: EuroTrak pooled data GER, FRA, UK, 2018: Hard of Hearing N=3'689
7. At the job
91% say hearing aids are useful on the job

How useful are your hearing aids on your job?

- Of significant use: 55%
- Of some use: 36%
- Of no use: 9%


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8. Quality of life
96%: “HA improve my quality of life!”

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

Source: EuroTrak pooled data GER, FRA, UK, 2018: Hearing aid owners

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9. Costs to society
Untreated hearing loss costs EU 185 bil. €

Costs of untreated hearing loss to EU28 each year

55 bil. € due to loss of productivity

130 bil. € due to lost quality of life

In total: 185 bil. € costs of untreated hearing loss to EU28 each year


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Untreated hearing costs Germany 39 bil. €

Costs of untreated hearing loss per country

<table>
<thead>
<tr>
<th>Country</th>
<th>Cost per pers. in €</th>
<th>Total costs in bil. €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>10.300</td>
<td>39</td>
</tr>
<tr>
<td>UK</td>
<td>9.700</td>
<td>29</td>
</tr>
<tr>
<td>France</td>
<td>9.400</td>
<td>27</td>
</tr>
<tr>
<td>Italy</td>
<td>7.700</td>
<td>24</td>
</tr>
<tr>
<td>Spain</td>
<td>7.000</td>
<td>15</td>
</tr>
</tbody>
</table>


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10. The best recommendation for hearing aids...
Two thirds would have gotten their hearing aids sooner

Thinking back before you obtained your first hearing aid(s): do you think, you should have gotten them sooner?

What are the reasons why you think you should have gotten your hearing aid(s) sooner? What are the opportunities you think you have missed because of this?

- Better social life: 67%
- Better mental health: 47%
- Less fatigue: 23%
- Better job performance: 23%
- Other opportunity: 7%

Source: EuroTrak pooled data GER, FRA, UK, 2018: Hearing aid owners
N=1'784 / 1'064
At a glance
Ten key facts

1. The older the people, the higher the HL prevalence.
2. The more severe the HL, the higher the adoption rate.
3. The more hours/day HAs are worn, the higher the satisfaction.
4. Binaural fitting leads to higher satisfaction, longer use time/day and less unused HAs.
5. HA users have a better health: less exhausted, less depressive and better sleep.

HL = hearing loss; HA = hearing aids; HoH = hard of hearing people

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Ten key facts (cont.)

6. HAs reduce the risk of **dementia**. 49% of HoH are unaware of health risks linked to HL.
7. 91% say that HAs are **useful on their job**.
8. 96% of HA owners report **improved quality of life**.
9. Untreated HL **costs** EU 185 bil. € each year.
10. **66%** of HA owners would have gotten their HAs sooner.

HL = hearing loss; HA = hearing aids; HoH = hard of hearing people

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Thanks for your attention!

For more info, see: https://www.ehima.com/eurotrak/