

# Ten key facts in ten minutes

Trends derived from the EuroTrak databases  
2009 - 2018

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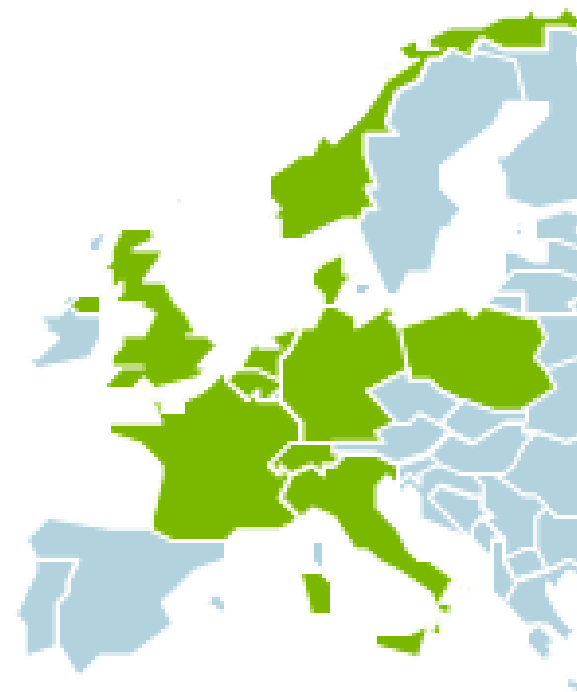
EFHOH AGM & Conference 2019

# EuroTrak?

## ***What is EuroTrak?***

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- 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



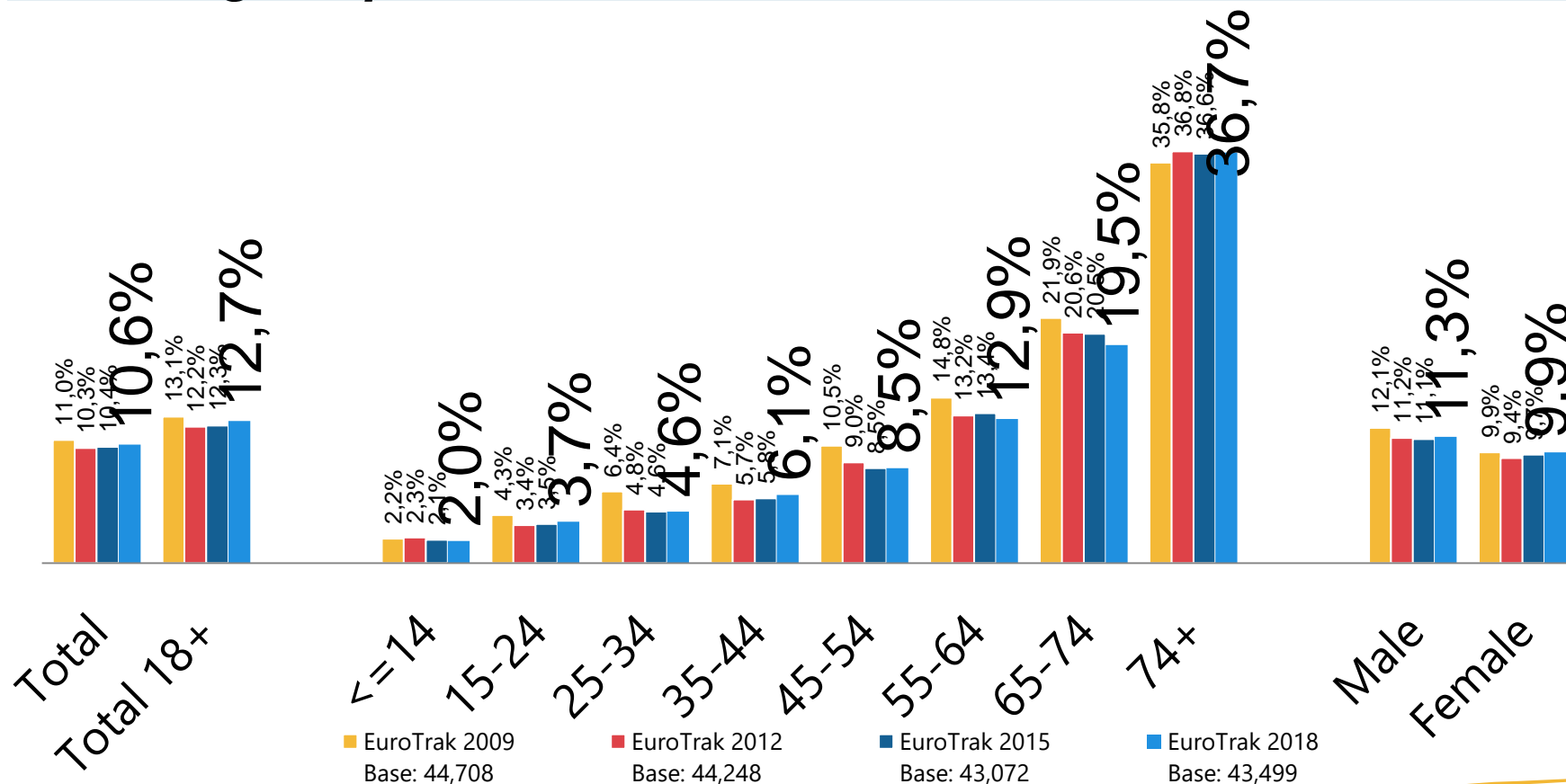
This presentation is based on EuroTrak pooled data GER, FRA, UK of the years 2009, 2012, 2015, 2018.

# 1. Prevalence

# Hearing loss remains stable



## % hearing loss prevalence

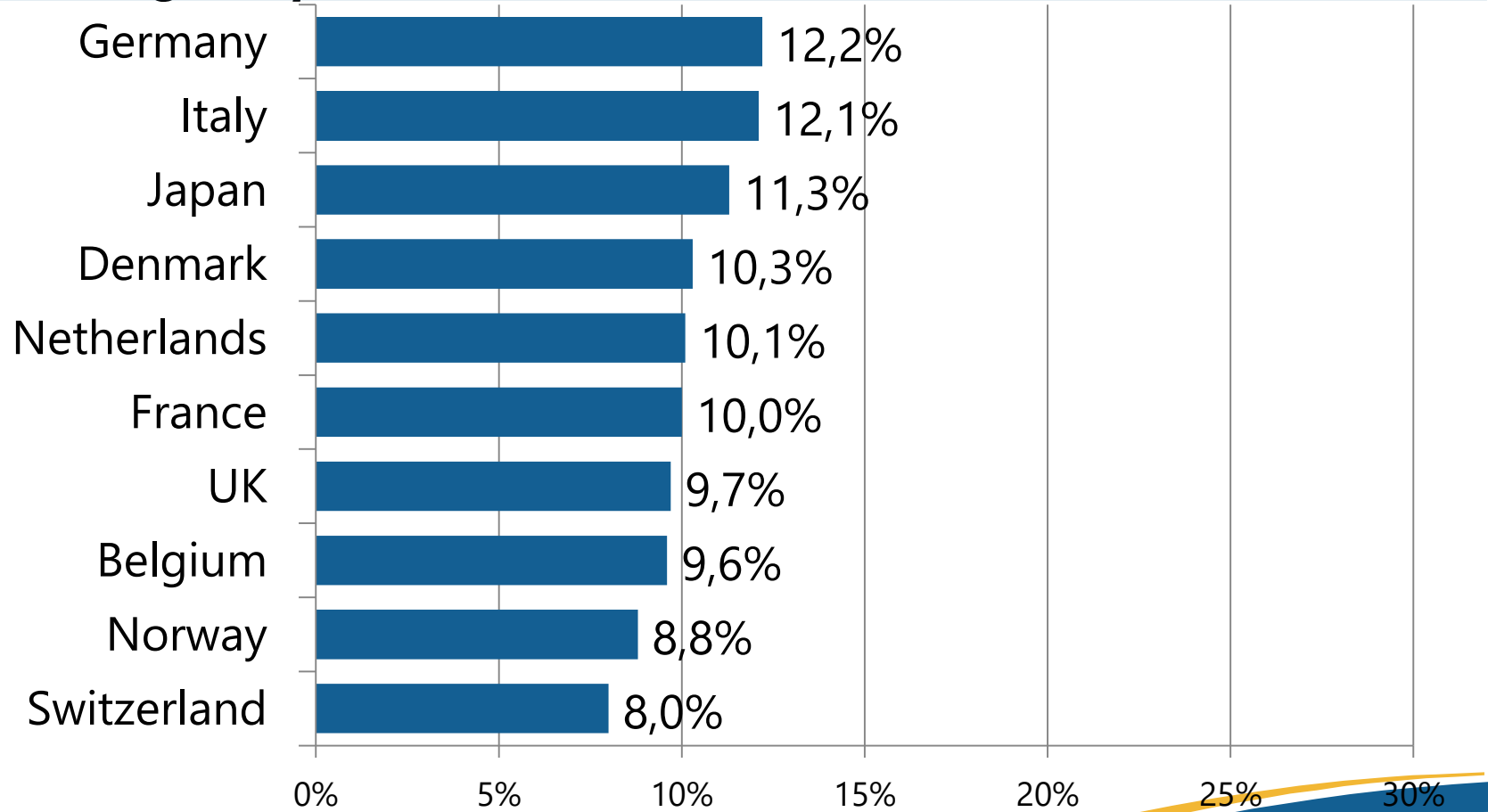


Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018  
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# Hearing loss prevalence across countries



## ***% hearing loss prevalence***

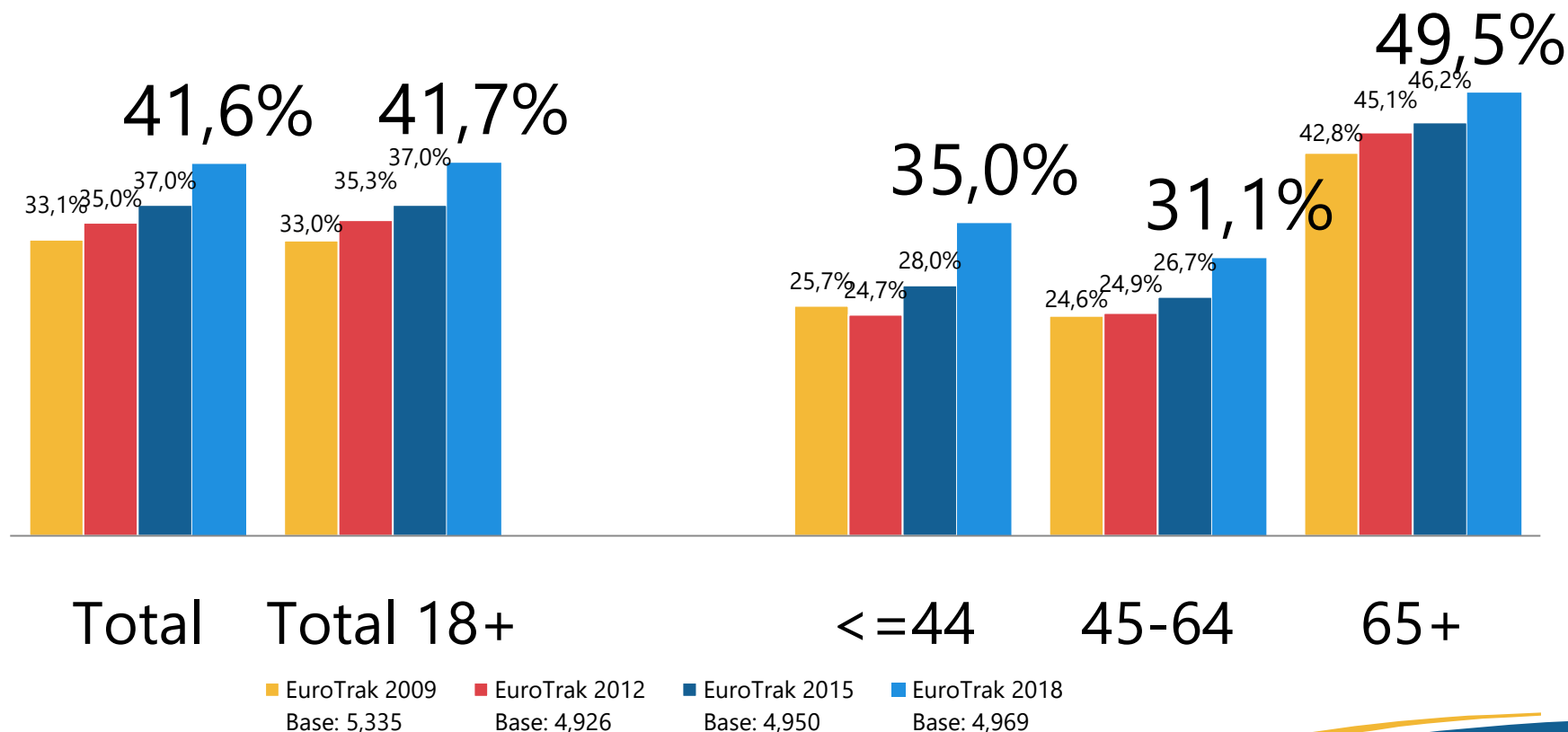


Source: EuroTrak 2018 (Germany, Italy, France, UK, Japan), 2017 (Belgium), 2016 (Denmark, Netherlands), 2015 (Switzerland), 2012 (Norway)

## **2. Adoption rate**

# Hearing aid adoption increases

## *% of Hard of Hearing*

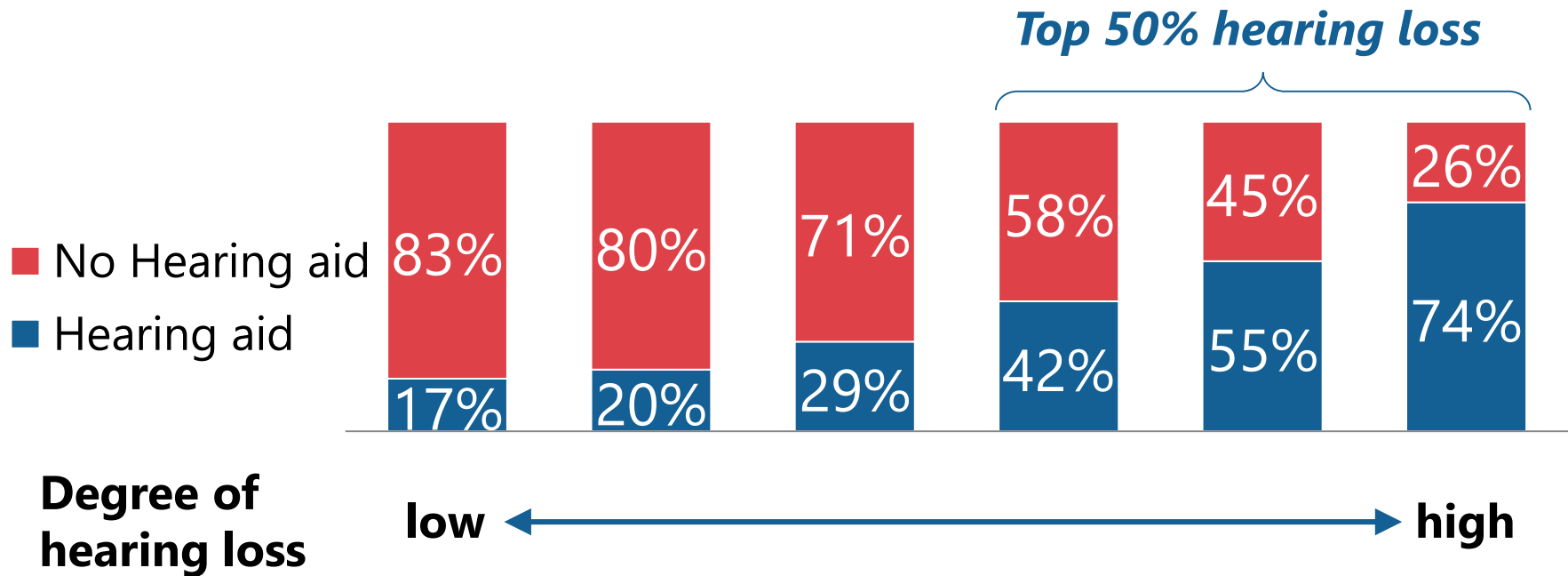


Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018 Hard of Hearing  
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# The more severe the hearing loss, the higher the adoption rate



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



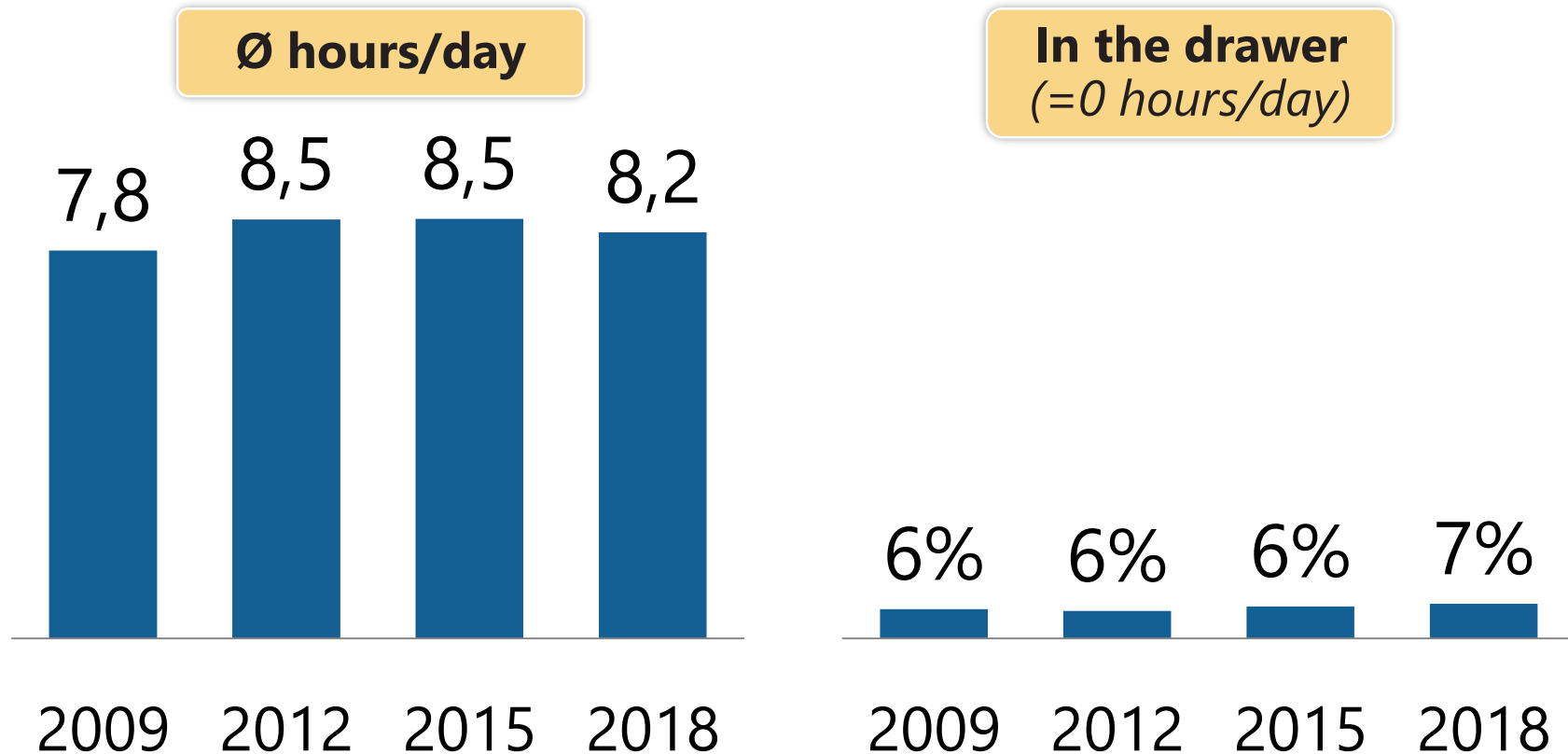
Source: EuroTrak pooled data GER, FRA, UK, Hard of Hearing  
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## **3. Usage and satisfaction**

# HA usage per day

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



2009 n=1,517, 2012 n=1,503, 2015 n=1,611, 2018 n=1,783

Source: EuroTrak pooled data GER, FRA, UK, **2009, 2012, 2015, 2018** Hearing aid owners

# Satisfaction increases with HA worn hrs/day



## **% satisfied**

HA worn up to 4 hrs/day

HA worn 4-8 hrs/day

HA worn more than 8 hrs/day

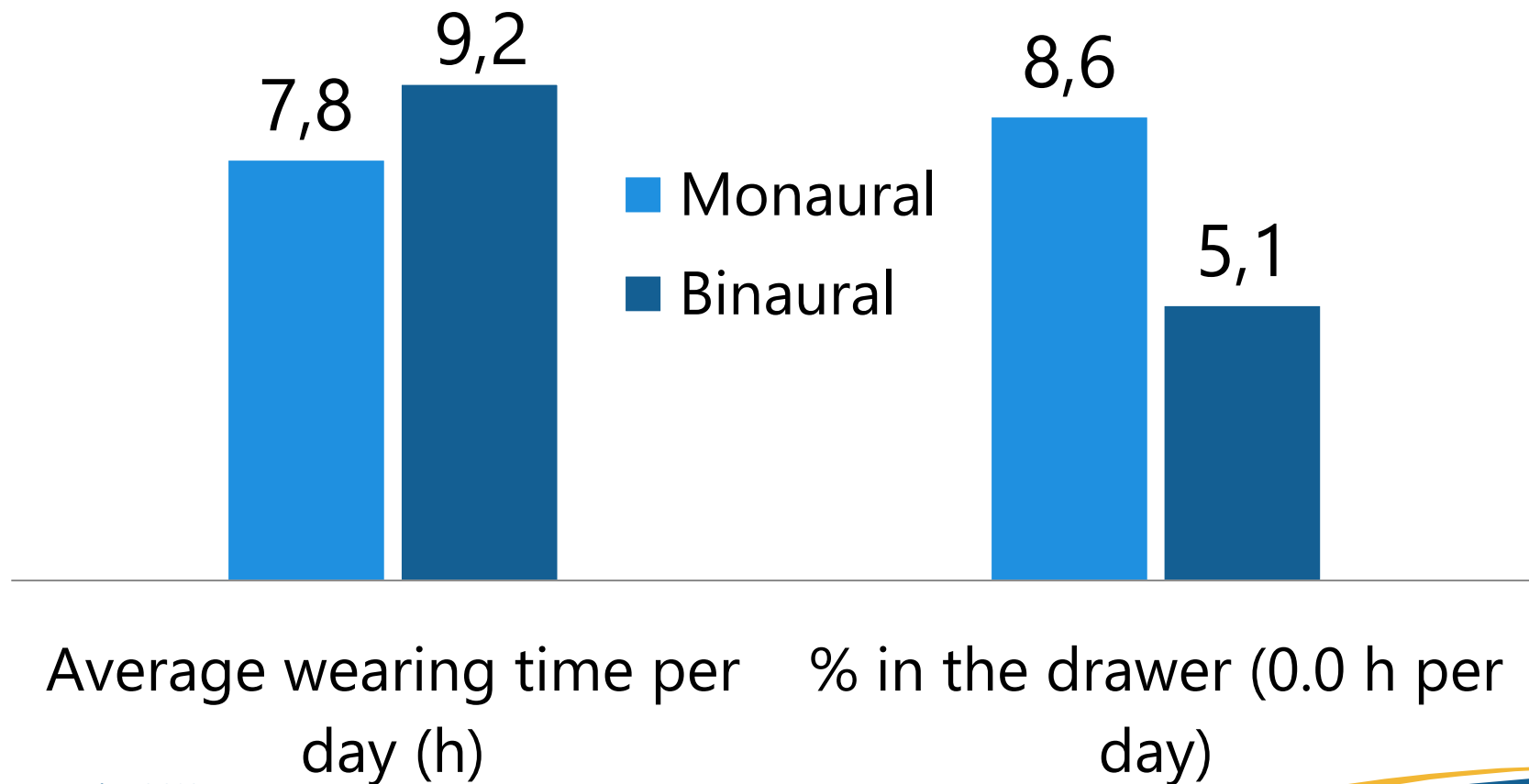
<b>% Overall Satisfaction</b>		
<b>GER</b>	<b>FRA</b>	<b>UK</b>
55%	54%	54%
74%	88%	79%
84%	88%	89%

## **4. Monaural vs. binaural fitting**

# Binaurally fitted use their hearing aids more



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



Monaural n=2,390

Binaural n=4,025

Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018: Hearing aid owners

# Binaural fitting outperforms monaural fitting



## % satisfied

<b>Degree of hearing loss</b> (self stated)	<b>Binaural fitting</b> % satisfied	<b>Monaural fitting</b> % satisfied
<b>Mild</b>	<b>76%</b>	69%
<b>Moderate</b>	<b>82%</b>	76%
<b>Severe</b>	<b>76%</b>	74%
<b>Profound</b>	74%	74%
<b>Ø</b>	<b>77%</b>	73%

Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018: Hearing aid owners

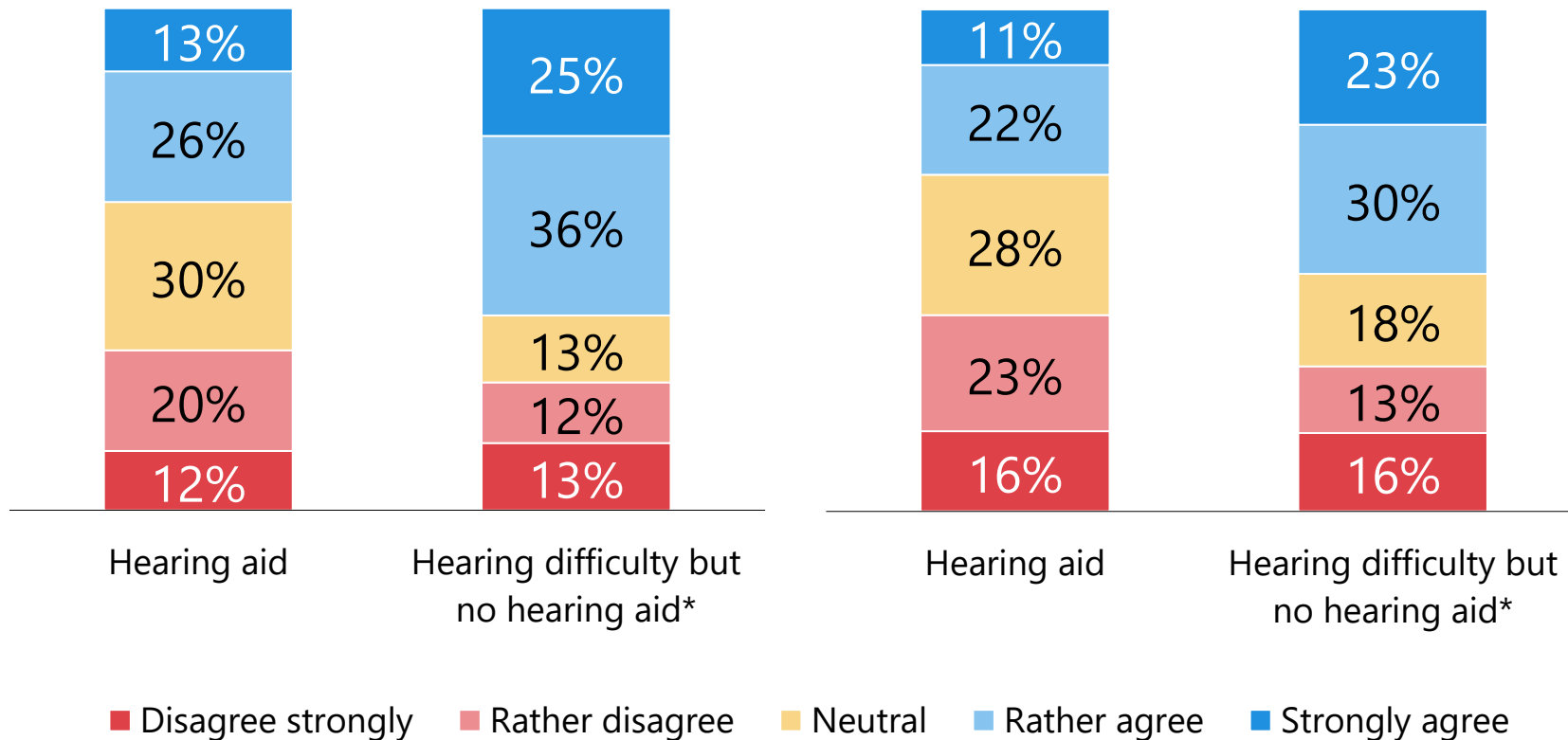
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## **5. General health**

# People with HA have less stress

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

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



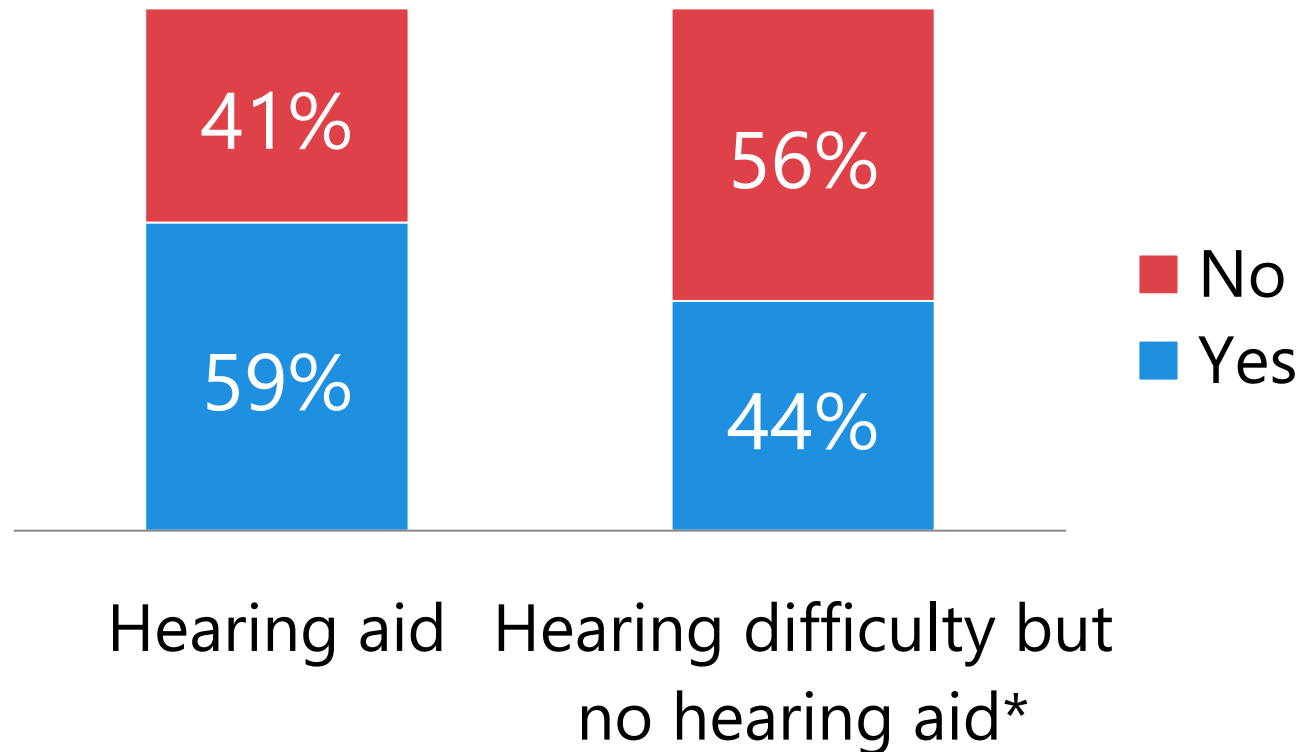
Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018  
\*top 50% HL (similar HL as HA owners)



# People with hearing aids sleep better



**Are you generally satisfied with the quality of your sleep?**



Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015, 2018

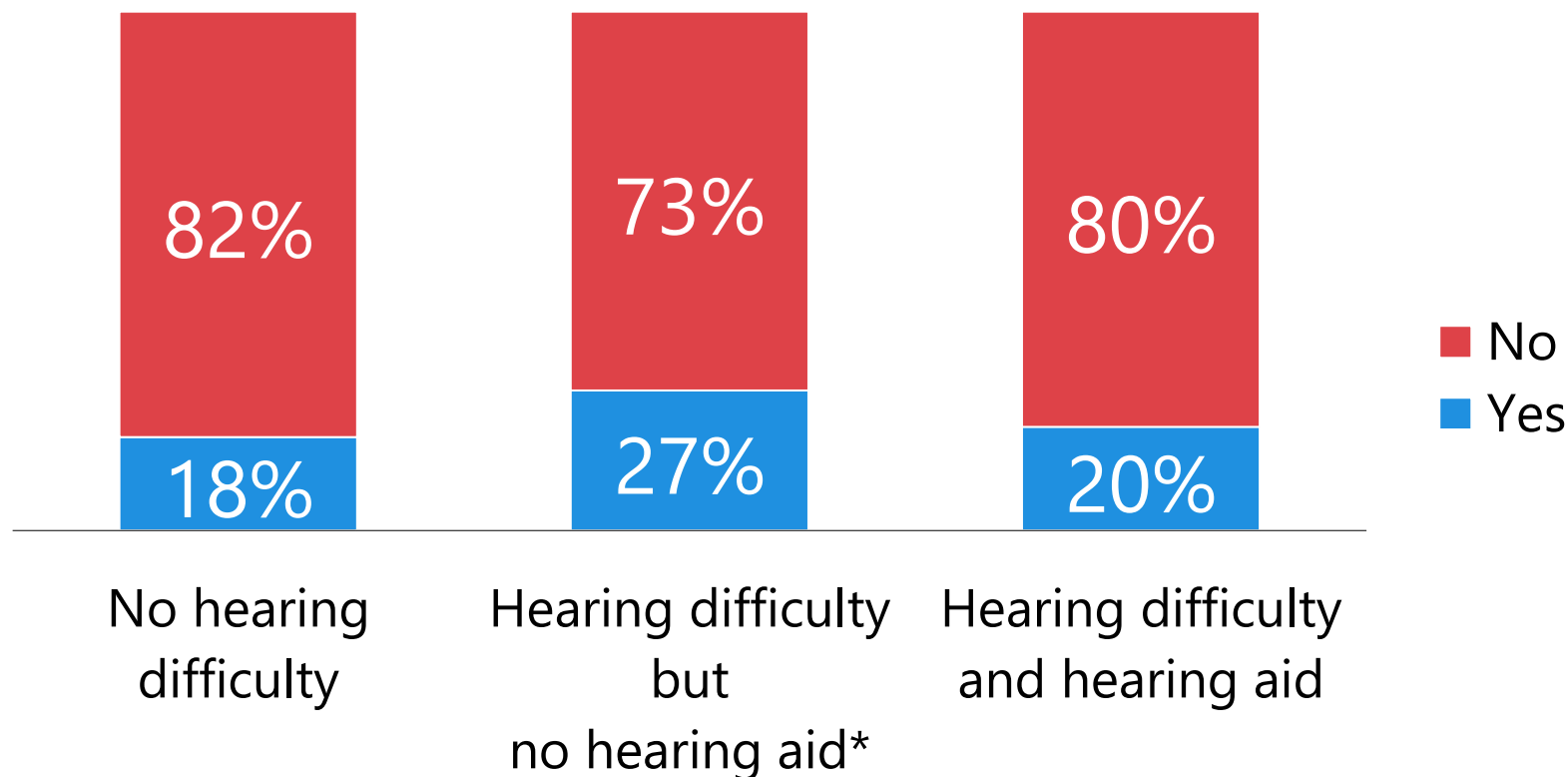
\*top 50% HL (similar HL as HA owners)

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# People with HA have fewer depressive symptoms



## Depressive symptoms (PHQ-2)

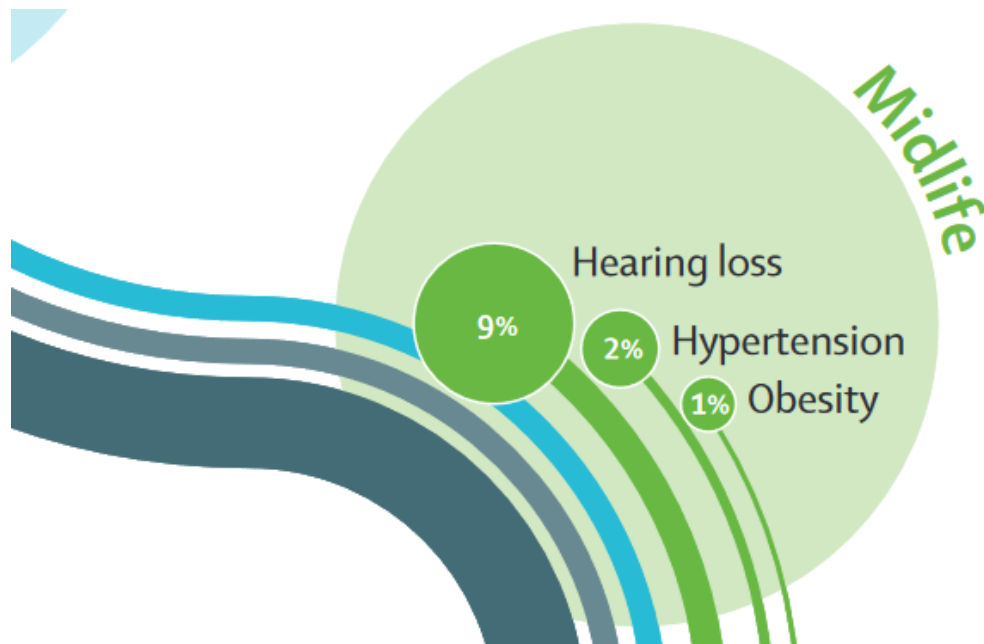
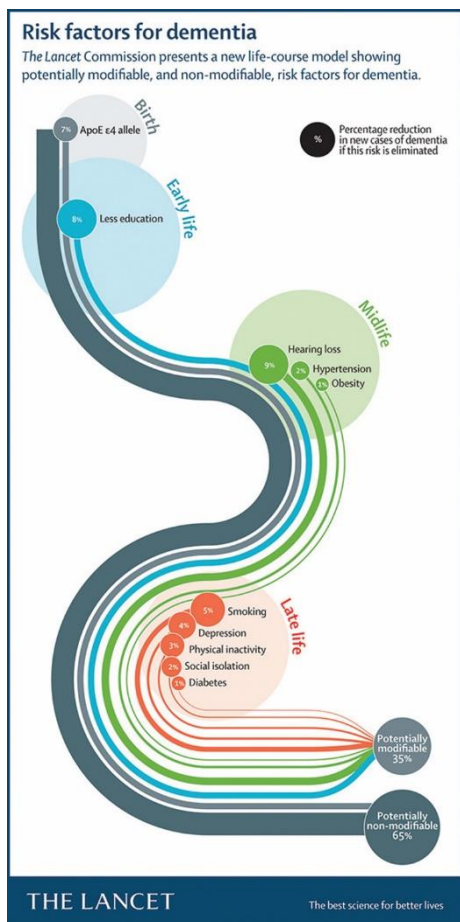


Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015, 2018

\*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

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Not using hearing aids increases...

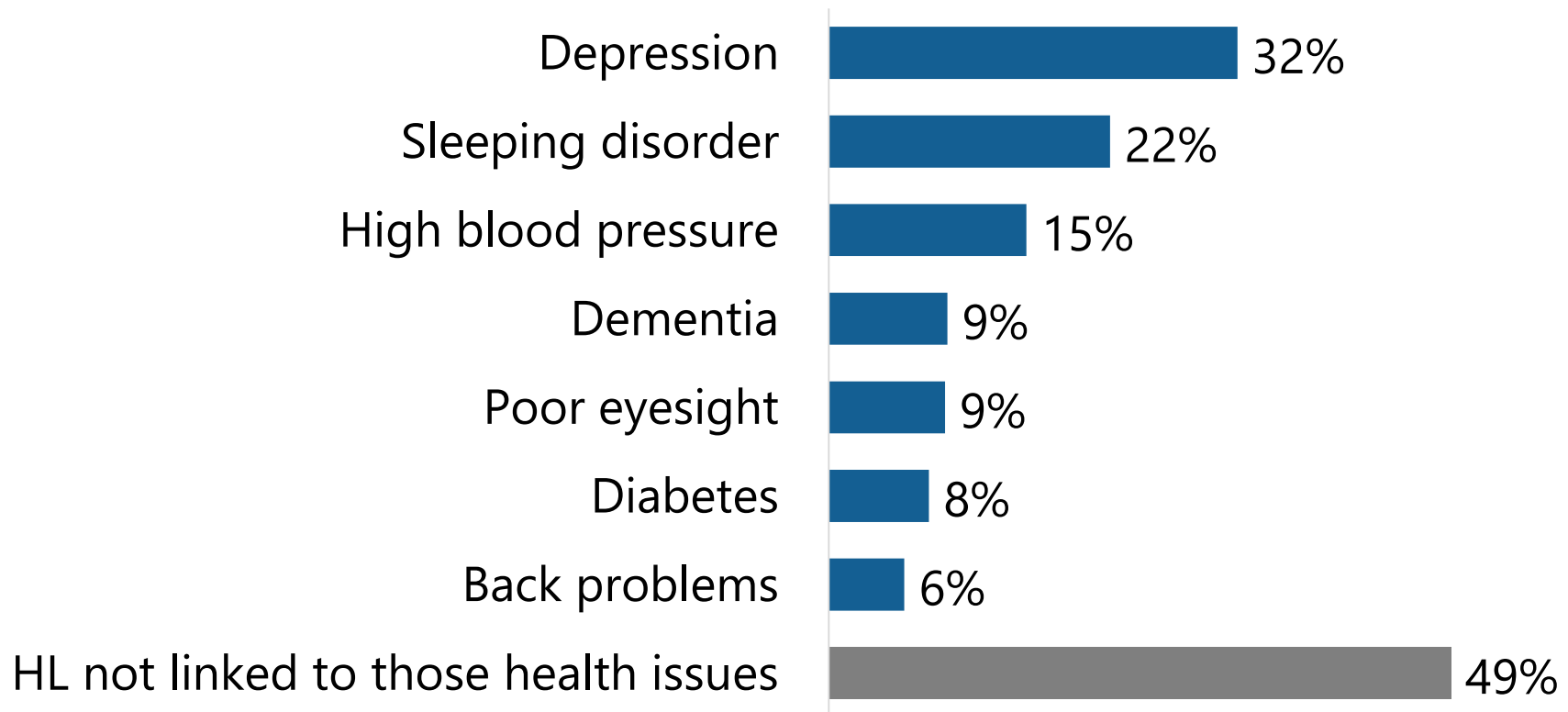
- a) ...the risk of developing **dementia** by **21%**.
- b) ...the risk of **becoming dependent** by **28%** regarding activities of daily living such as bathing and dressing.
- c) ...the risk - especially for men - of suffering from **depression** by **43%**.

Source: H el ene Amieva et.al. (2018): Death, Depression, Disability, and Dementia Associated with self-reported Hearing Problems: A 25-Years Study; in: The Journals of Gerontology, Series A, January 2018

# 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**



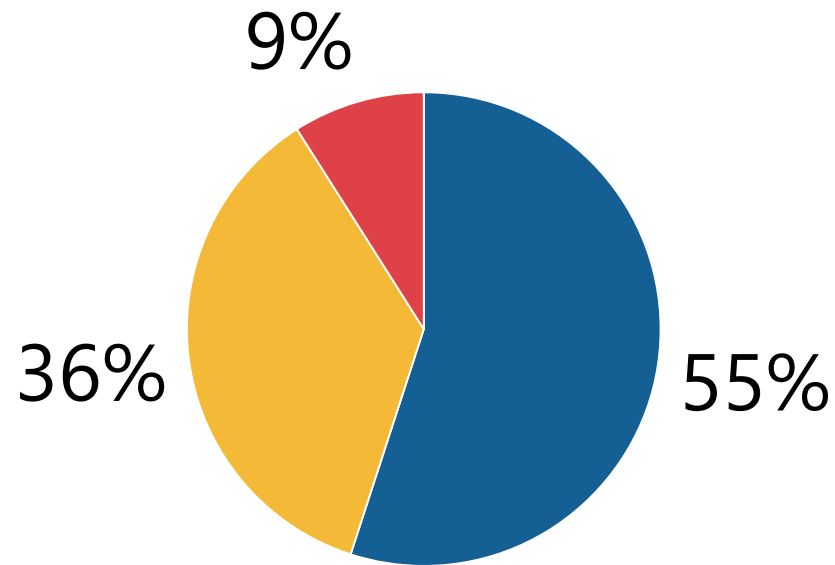
Source: EuroTrak pooled data GER, FRA, UK, 2018: Hard of Hearing  
N=3'689

## **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    ■ Of some use    ■ Of no use

Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015, 2018: Hearing aid owners

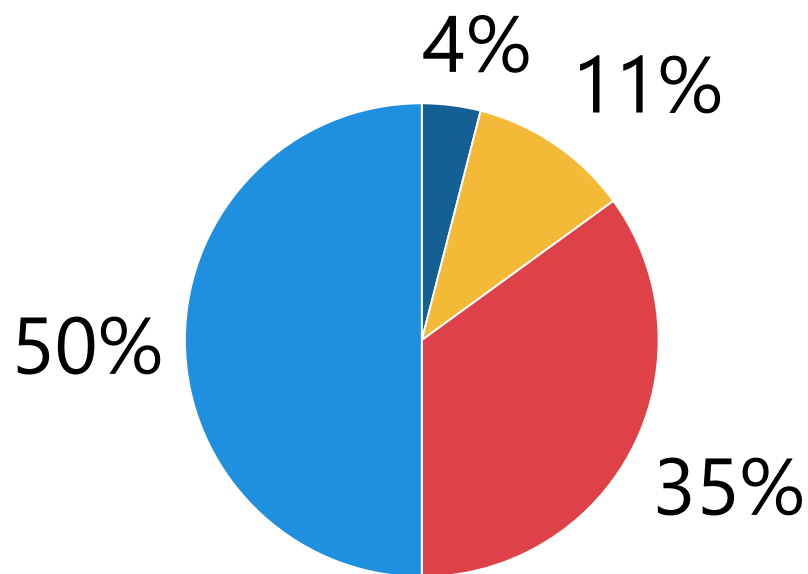
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## **8. Quality of life**

# 96%: "HA improve my quality of life!"

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



■ Never   ■ Rarely   ■ Occasionally   ■ Regularly

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

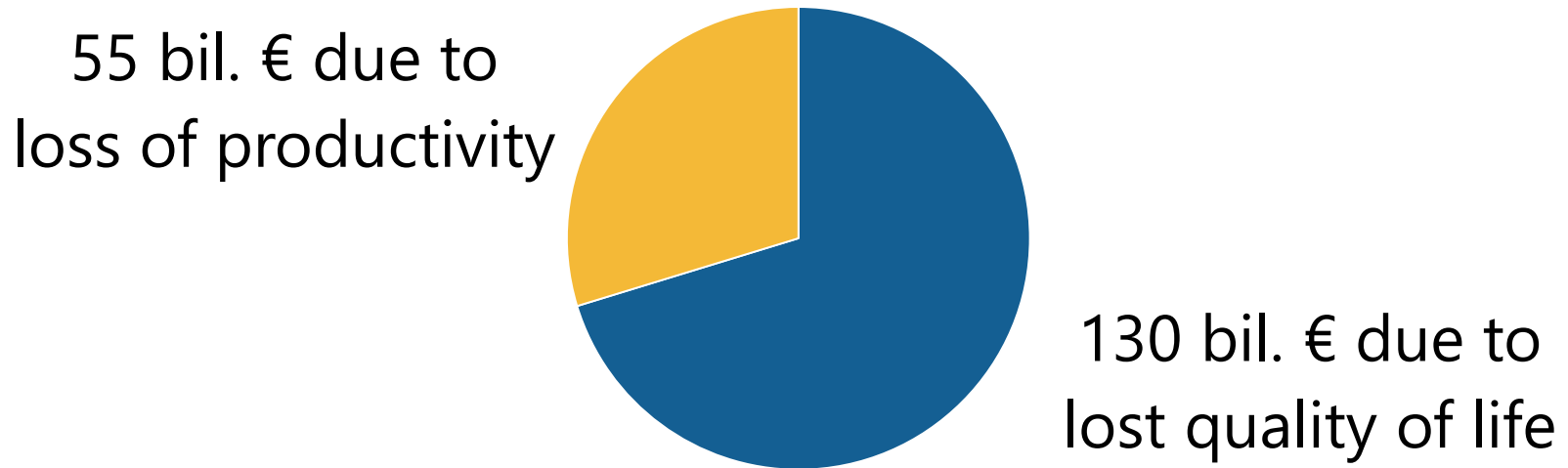
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## **9. Costs to society**

# Untreated hearing loss costs EU 185 bil. €



## Costs of untreated hearing loss to EU28 each year



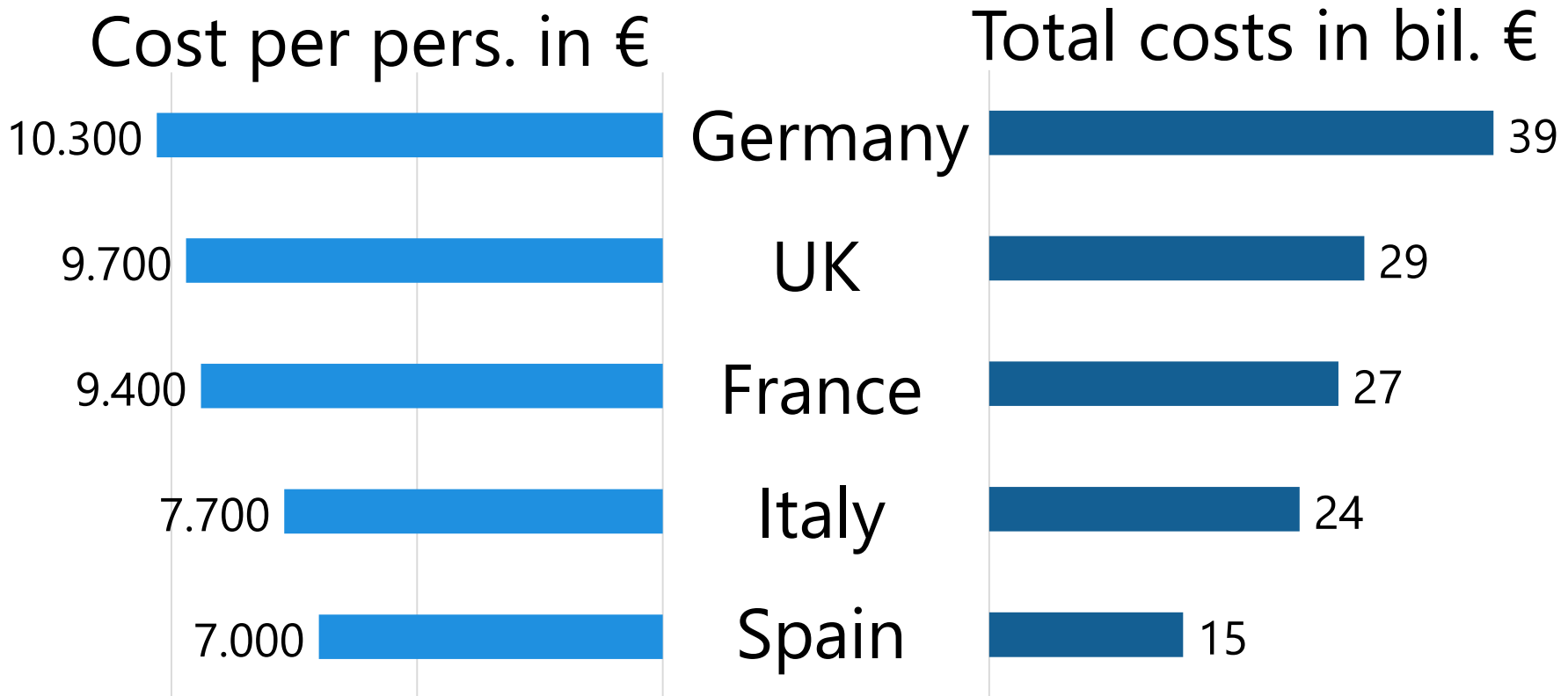
**In total: 185 bil. € costs of untreated hearing loss to EU28 each year**

Source: Bridget Shield (2019): Hearing Loss – Numbers and Costs. Evaluation of the social and economic costs of hearing impairment, Brunel University London (<https://www.ehima.com/documents/>)

# Untreated hearing costs Germany 39 bil. €



## Costs of untreated hearing loss per country



Source: Bridget Shield (2019): Hearing Loss – Numbers and Costs. Evaluation of the social and economic costs of hearing impairment, Brunel University London (<https://www.ehima.com/documents/>)

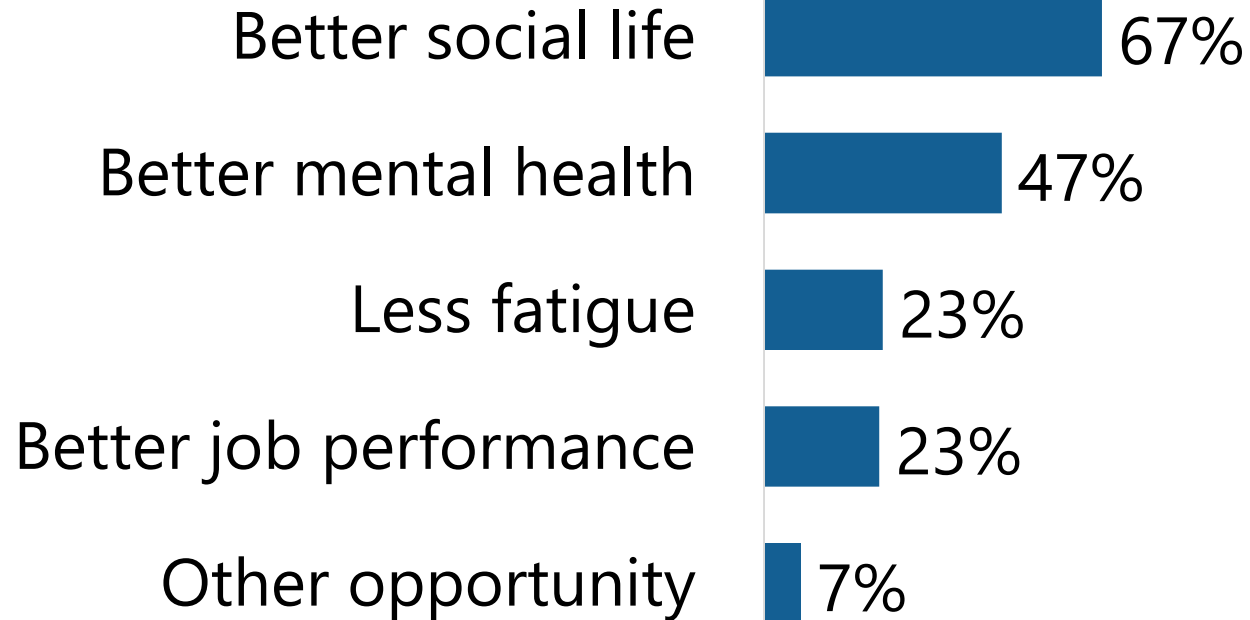
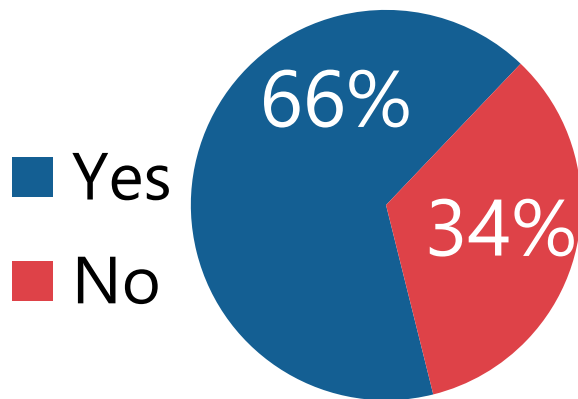
# **10. The best recommendation for hearing aids...**

# 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?



Source: EuroTrak pooled data GER, FRA, UK, 2018: Hearing aid owners  
N=1'784 / 1'064

# At a glance



# Ten key facts

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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/>