

Hearing aids improve hearing - and a lot more

What users report

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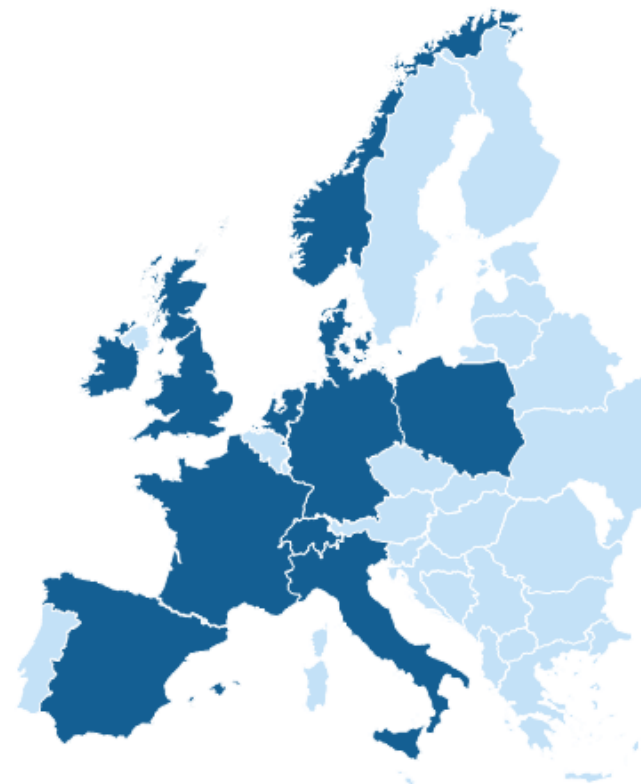
OIFE Conference "See, Hear, Smile", Riga, June 2019

EuroTrak?

What is EuroTrak?

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

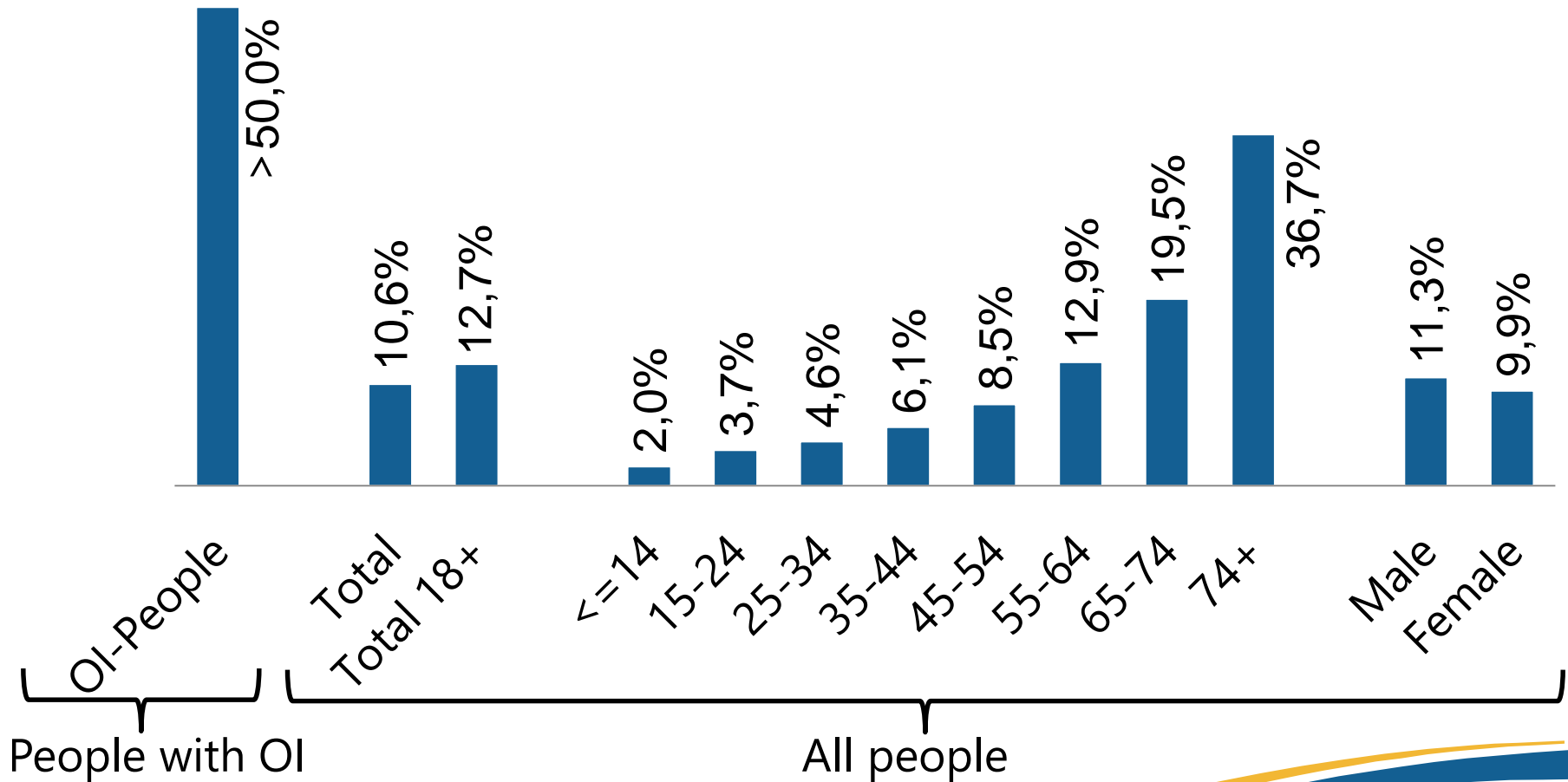
This presentation is based on EuroTrak pooled data GER, FRA, UK of the years 2009, 2012, 2015, 2018.



Key facts on hearing loss

Hearing loss prevalence among societal groups

% hearing loss prevalence

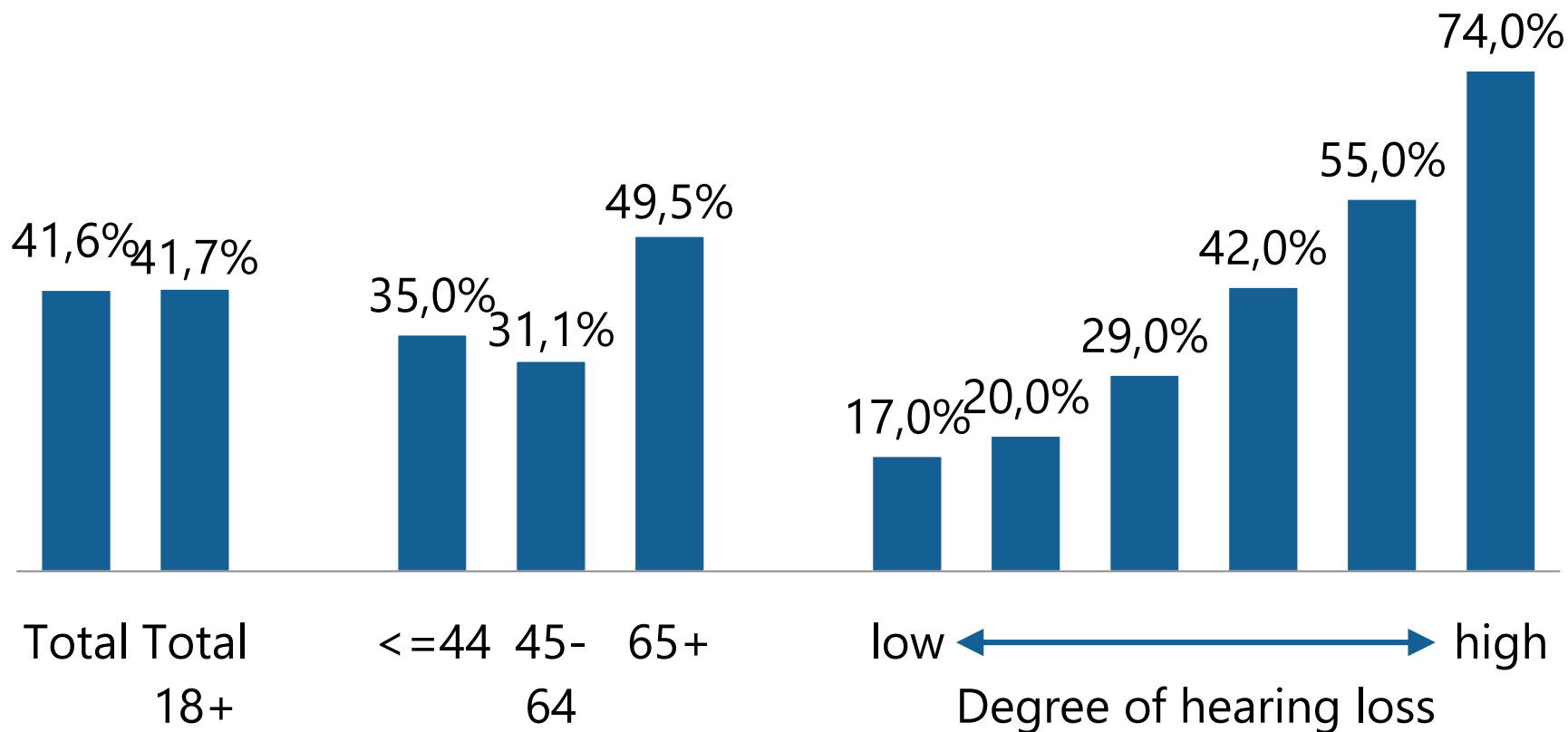


Source: EuroTrak pooled data GER, FRA, UK, 2018; OI-data from OIFE website 2019

Hearing aid adoption rate



% of Hard of Hearing

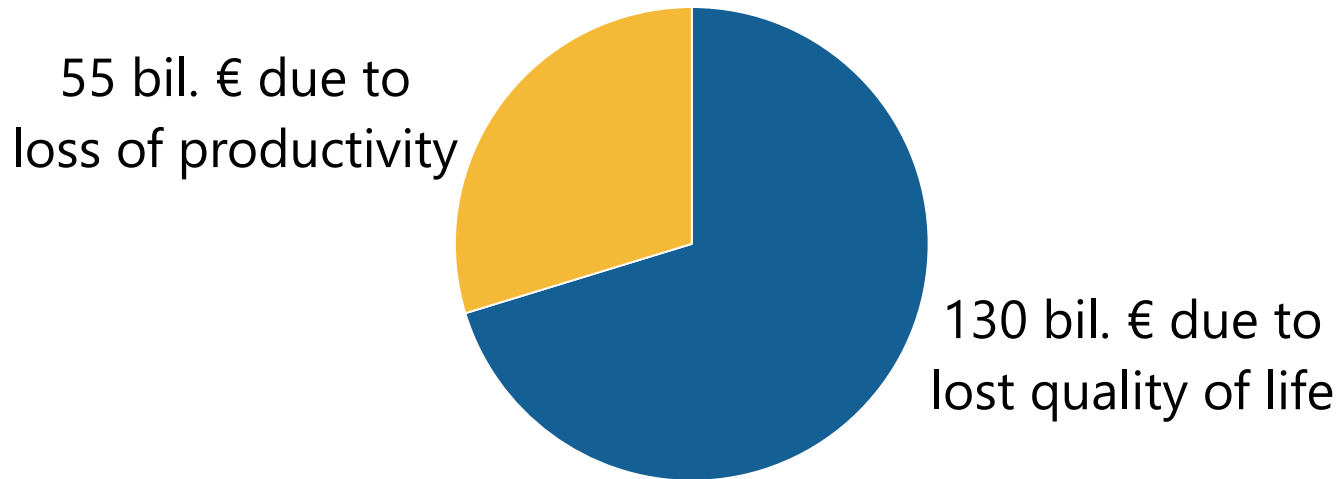


Source: EuroTrak pooled data GER, FRA, UK, 2018 Hard of Hearing

Untreated hearing loss costs EU 185 bil. €



Costs of untreated hearing loss to EU28 each year



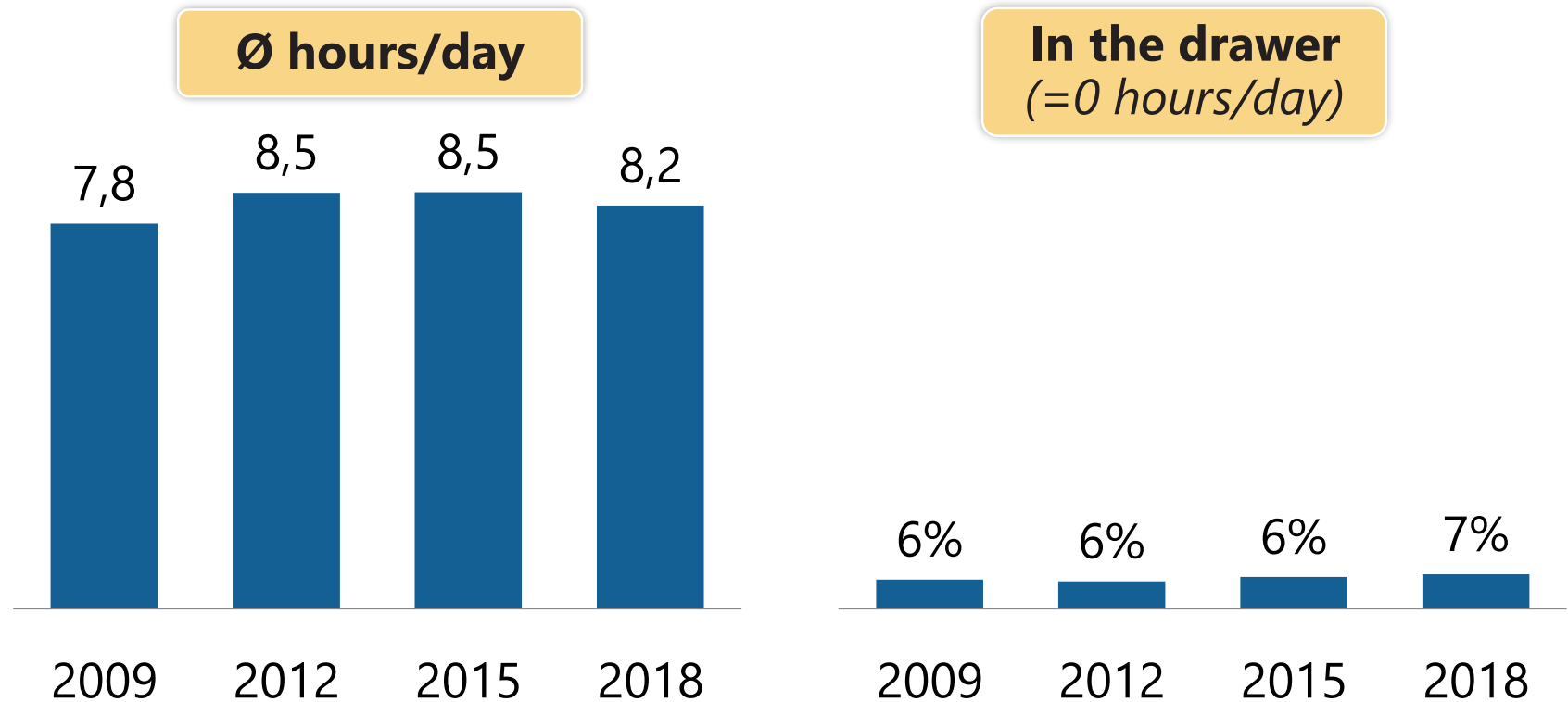
In total: 185 bil. € costs of untreated hearing loss to EU28 each year

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/>)

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

| % Overall Satisfaction | | |
|-------------------------------|------------|-----------|
| GER | FRA | UK |
| 55% | 54% | 54% |
| 74% | 88% | 79% |
| 84% | 88% | 89% |

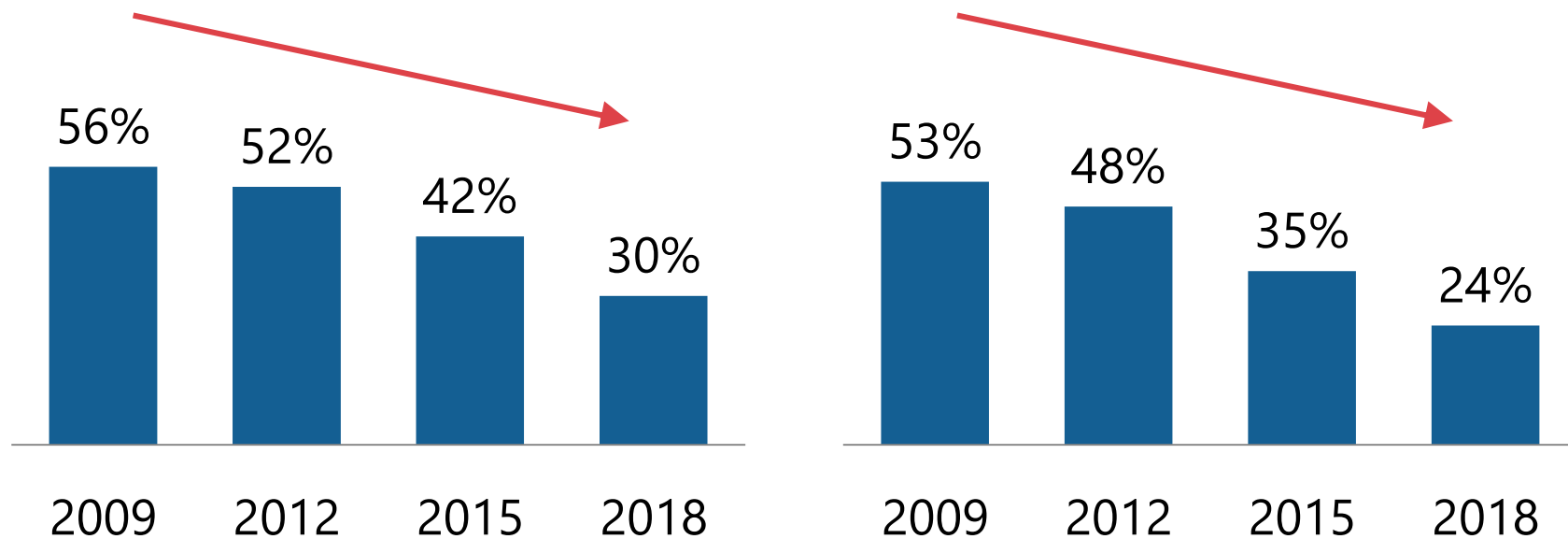
Source: EuroTrak pooled data GER, FRA, UK, **2018** Hearing aid owners

Image of hearing aids is improving

Reasons for not having hearing aids (top 50% HL)

Embarrassed to wear a hearing aid

Bad design



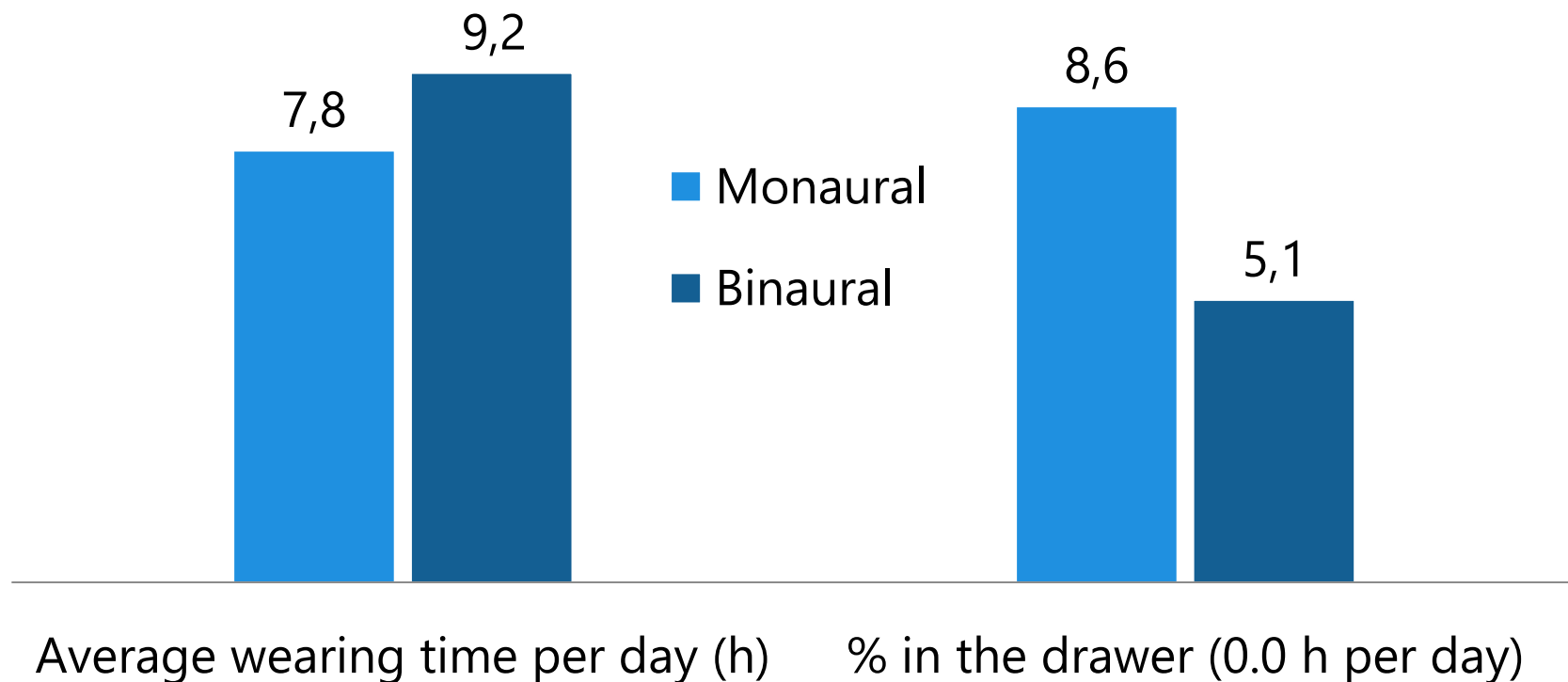
Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018

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

| Degree of hearing loss (self stated) | Binaural fitting % satisfied | Monaural fitting % satisfied |
|--------------------------------------|------------------------------|------------------------------|
| Mild | 76% | 69% |
| Moderate | 82% | 76% |
| Severe | 76% | 74% |
| Profound | 74% | 74% |
| ∅ | 77% | 73% |

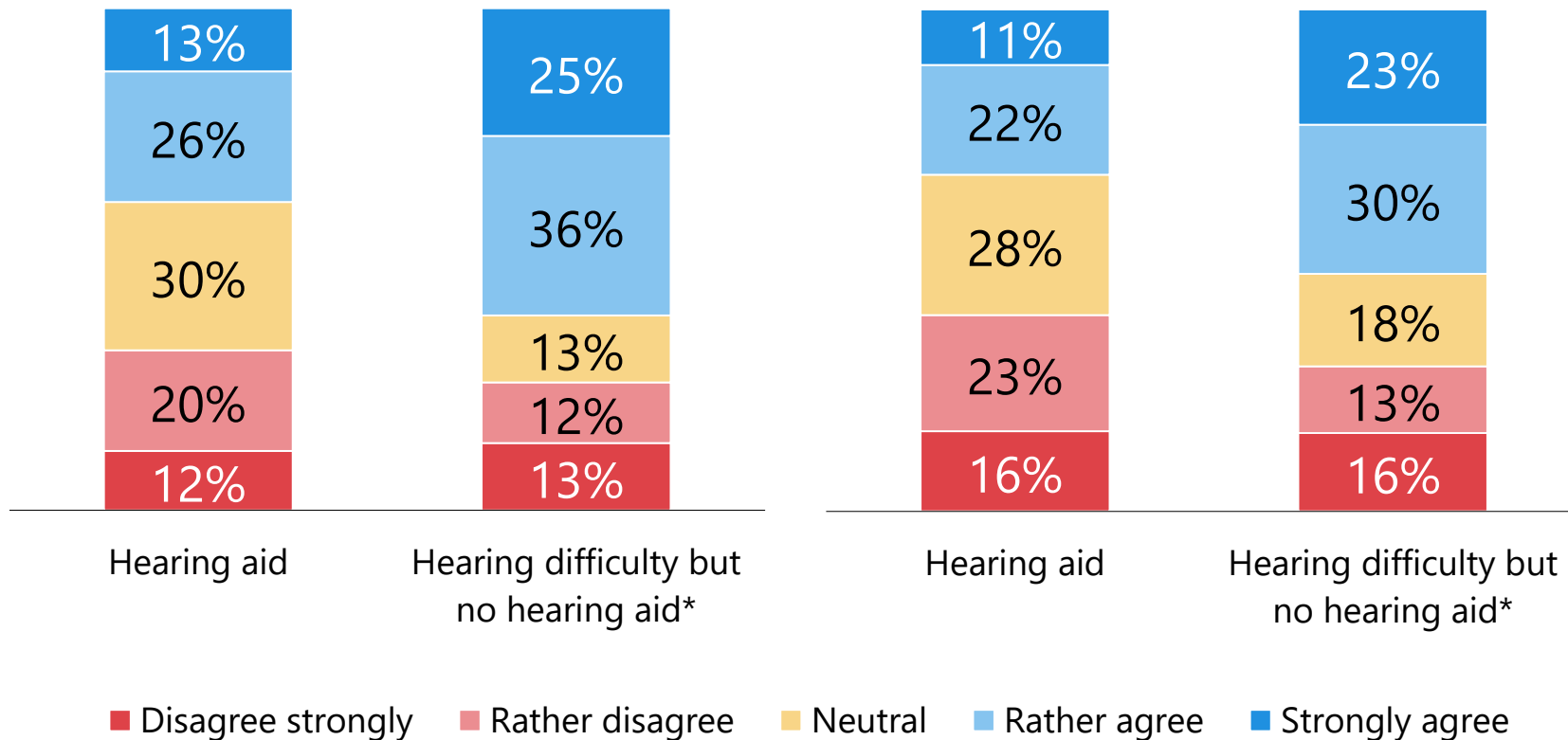
Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018: Hearing aid owners

General health

People with HA have less stress

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

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

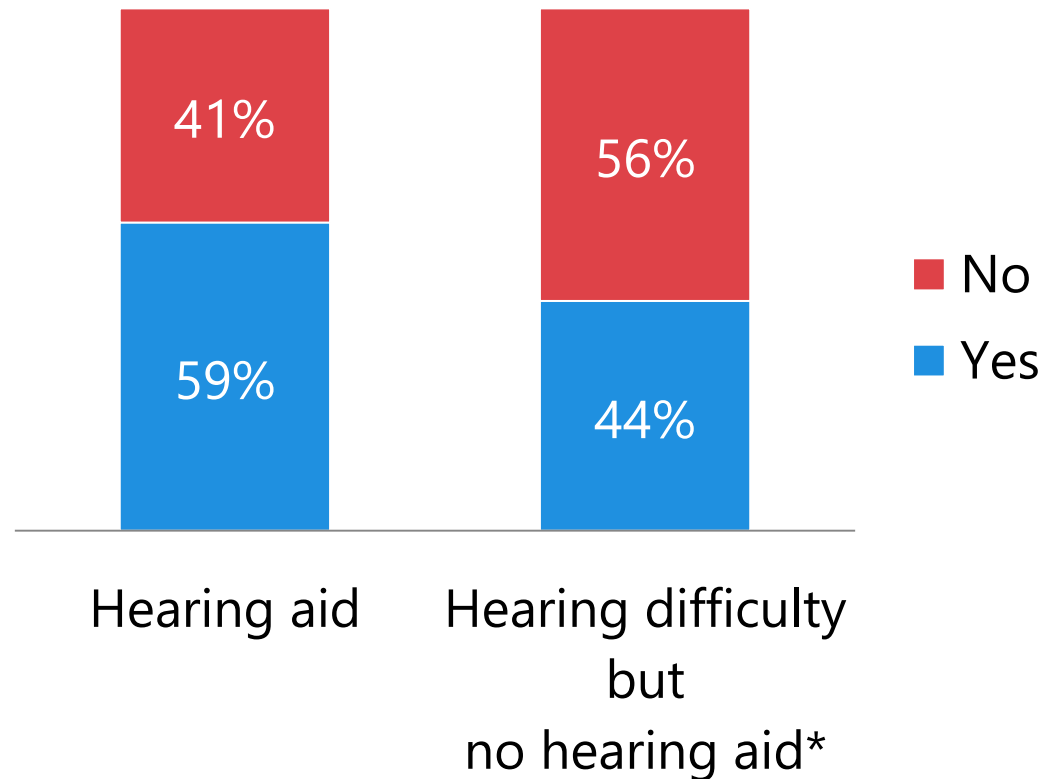


Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018
 *top 50% HL (similar HL as HA owners)

People with hearing aids sleep better



Are you generally satisfied with the quality of your sleep?



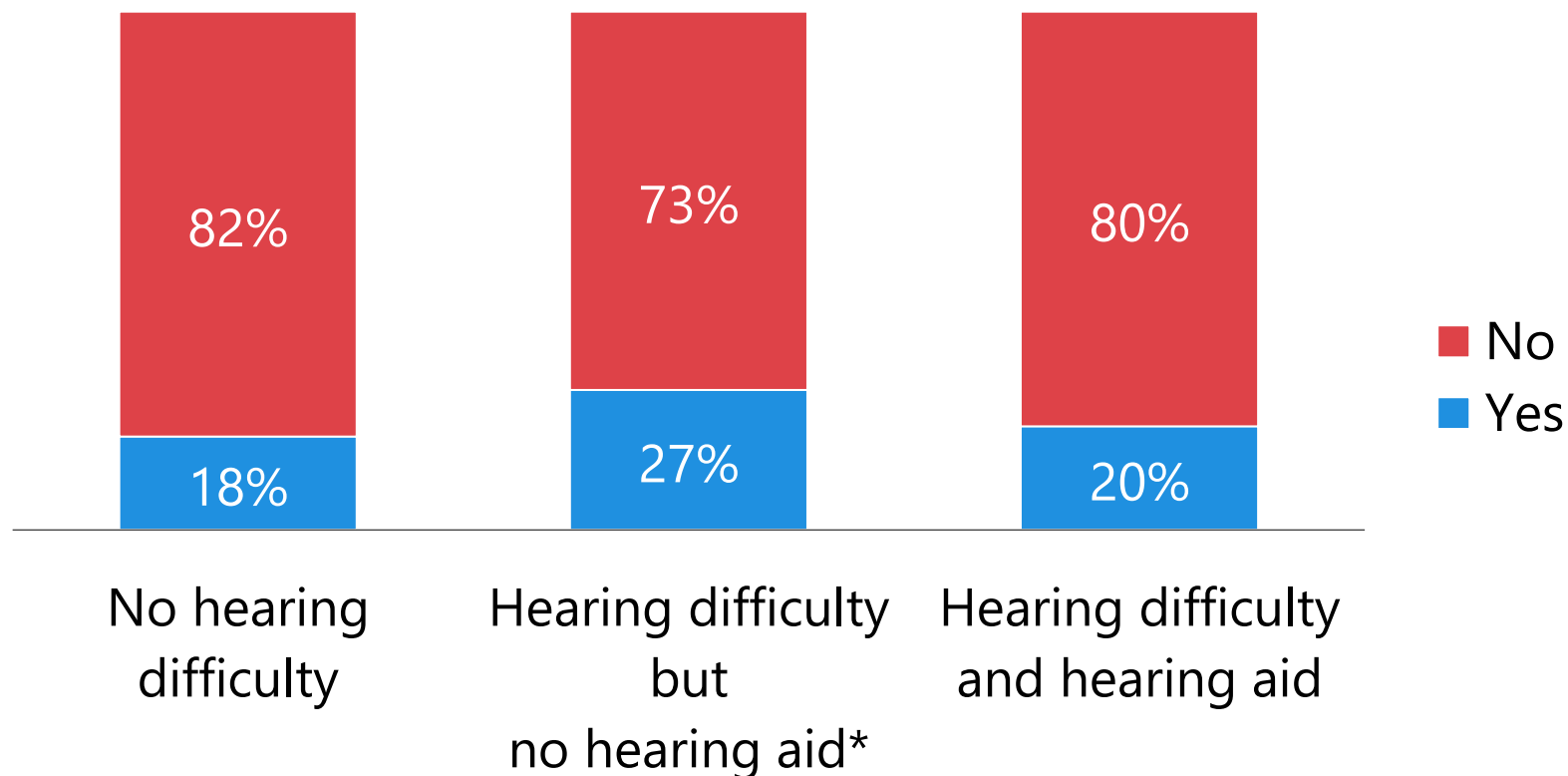
Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015, 2018

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

People with HA have fewer depressive symptoms



Depressive symptoms (PHQ-2)

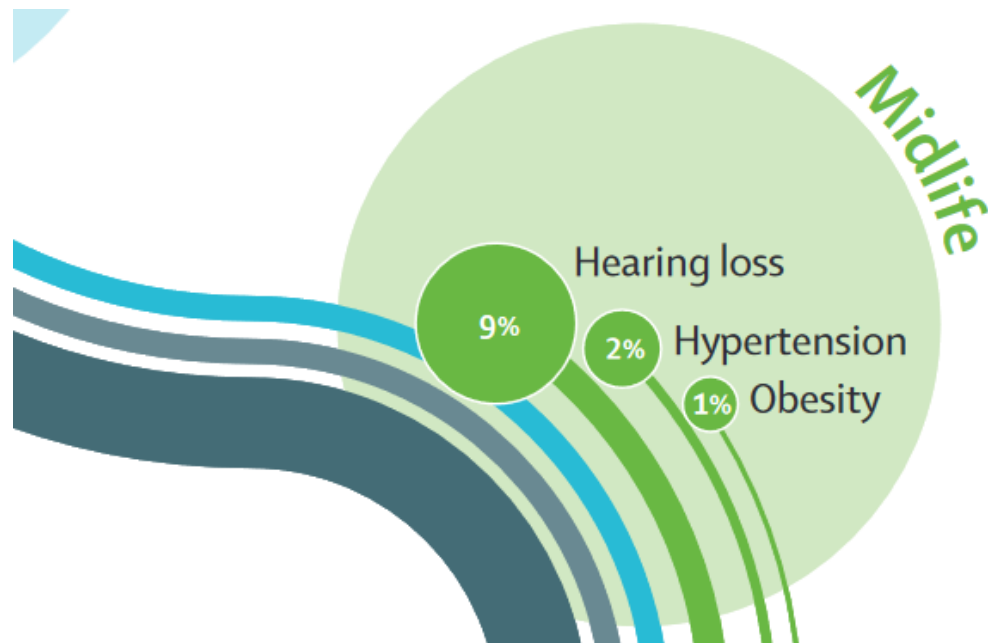
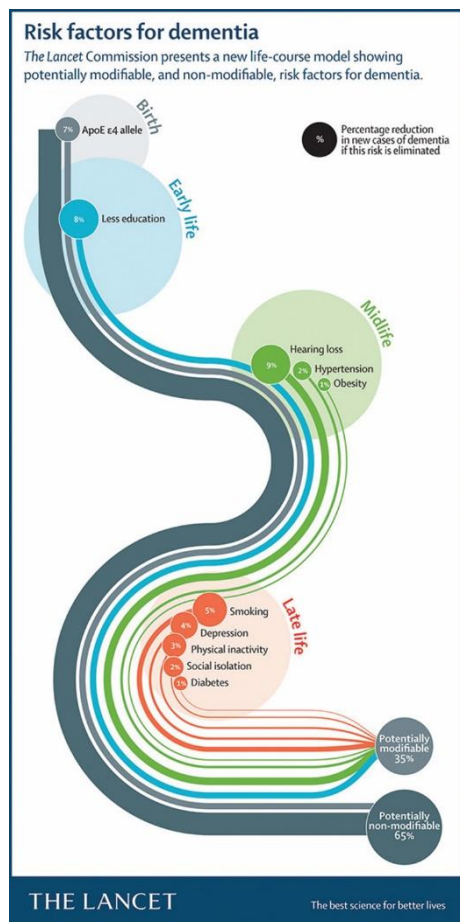


Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015, 2018

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

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

Cognitive and physical decline

Not using hearing aids increases...

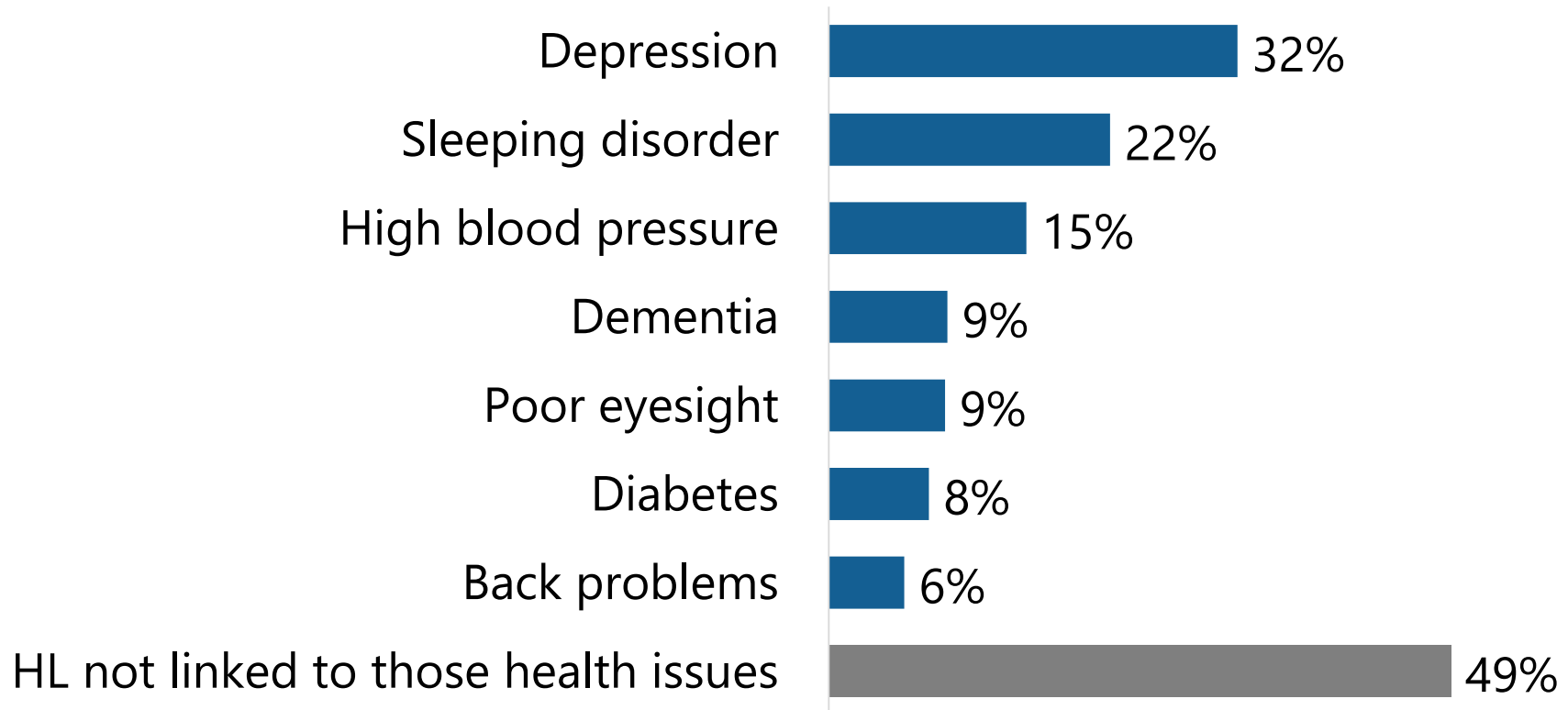
- a) ...the risk of developing **dementia** by **21%**.
- b) ...the risk of **becoming dependent** by **28%** regarding activities of daily living such as bathing and dressing.
- c) ...the risk - especially for men - of suffering from **depression** by **43%**.

Source: Hélène 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



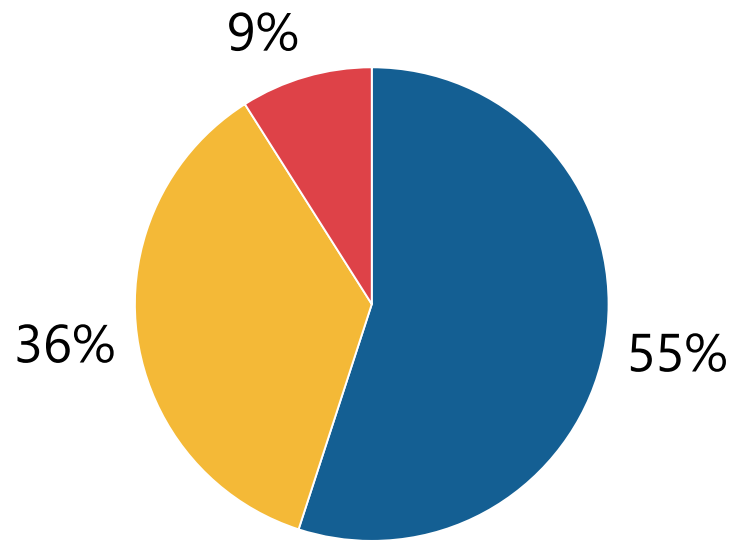
Source: EuroTrak pooled data GER, FRA, UK, 2018: Hard of Hearing
N=3'689

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

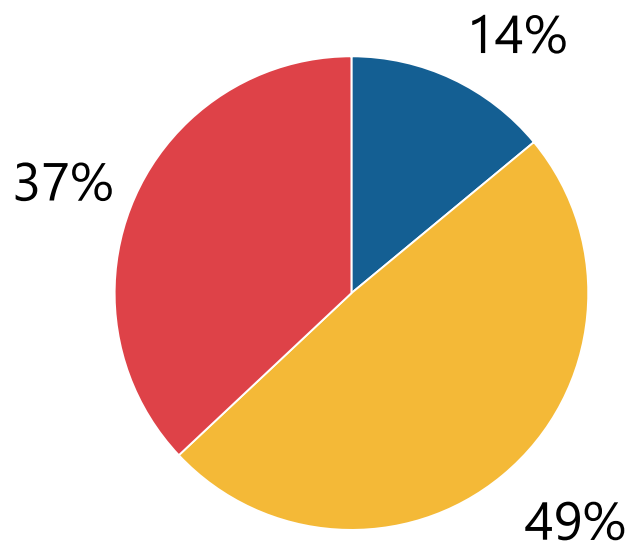
Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015, 2018: Hearing aid owners

Hearing impaired non-users declare more often to receive a worse salary than their peers

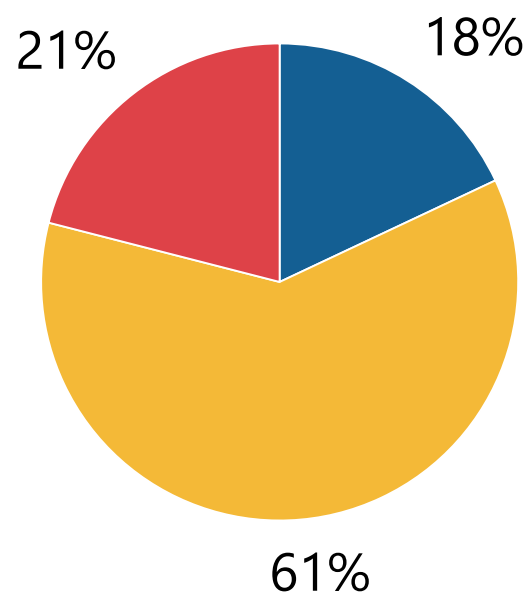


Compared to your peers of equal age, education and skill how would you rate the compensation that you receive for the job you perform?

*No hearing aid**



Hearing aid



■ Better than my peers ■ Equal to my peers ■ Worse than my peers

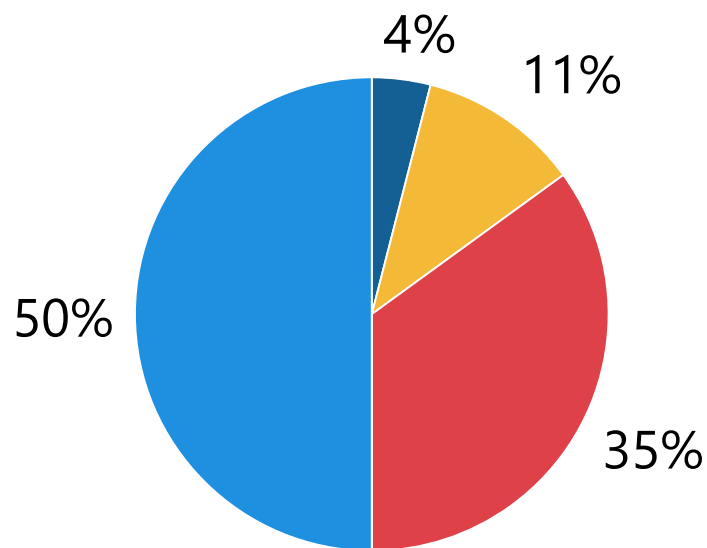
Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015, 2018

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

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

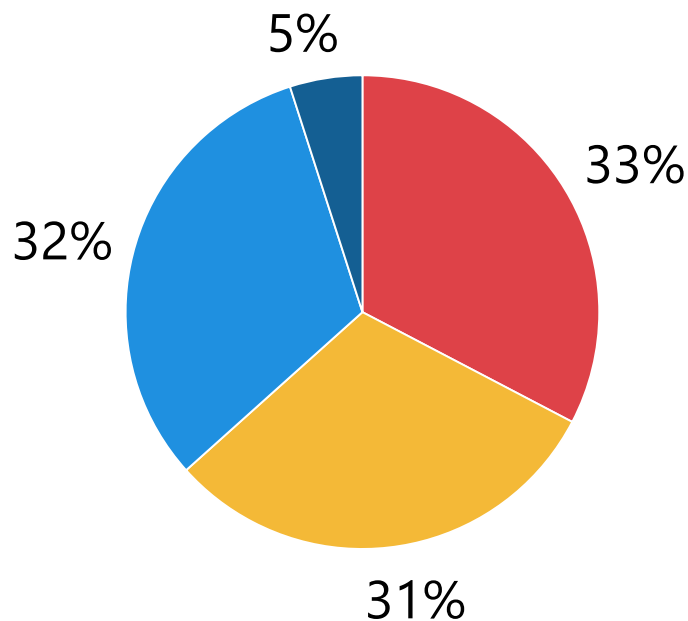
People make rather fun of untreated hearing loss than hearing aids



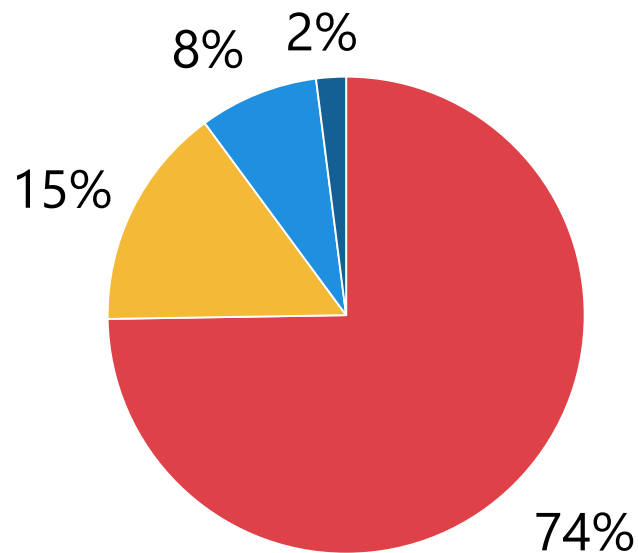
How often do people make fun of you because of your hearing loss?

How often do people make fun of you because of your HA's?

*No hearing aid**



Hearing aid



■ Never

■ Rarely

■ Occasionally

■ Regularly

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

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

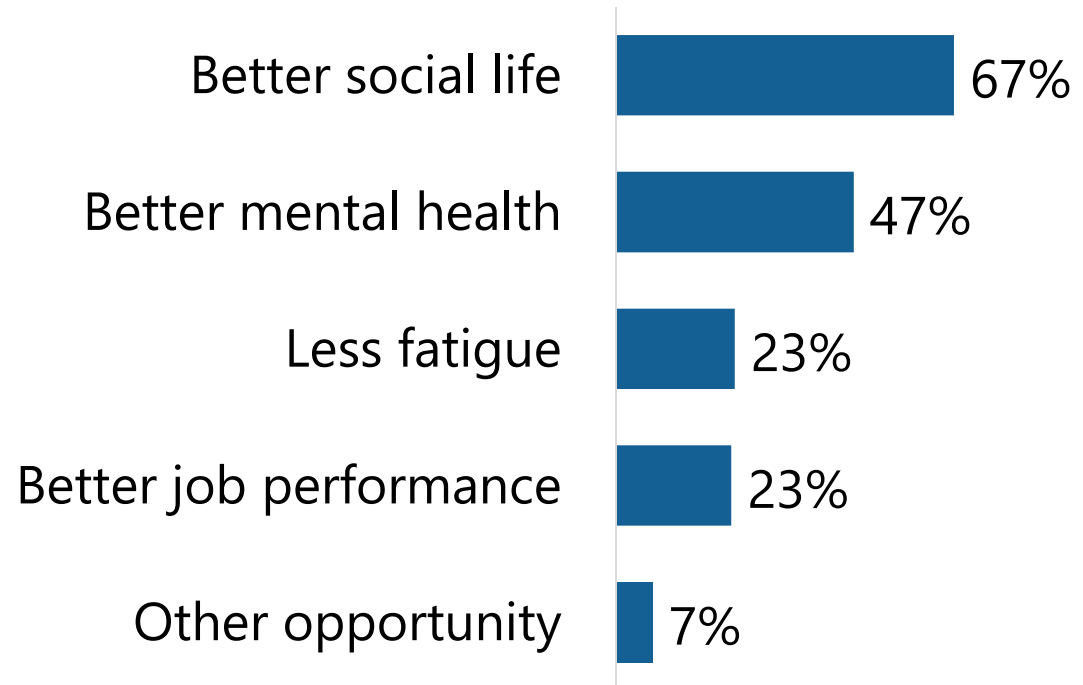
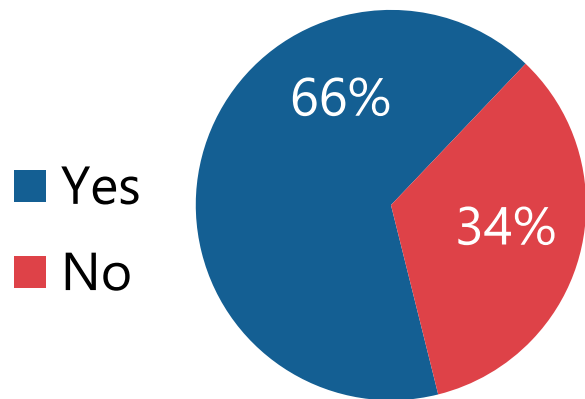
The best recommendation for hearing aids...

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

What if...

What if...



...you think you have a hearing loss?

Contact your Hearing Care Professional, family doctor or ENT-doctor and get your hearing checked.

For general information visit www.hear-it.org

World's #1 website on hearing and hearing loss

A screenshot of the hear-it website homepage. The header is dark teal with the "hear-it" logo on the left and navigation links like "Contact", "Sitemap", and "Print" on the right. Below the header is a teal navigation bar with menu items: NEWS, HEARING LOSS, HEARING AIDS, TINNITUS, YOUR SITUATION, and LINKS. A search bar with the text "keyword" and a right arrow is also present. The main content area features a white background with a large image of a diverse group of people. On the left, there is a woman wearing headphones and a yellow button that says "Try our free online hearing test". On the right, there is a yellow box with a soundwave graphic and the text "What do hearing loss and tinnitus sound like?". At the bottom right, there is another yellow box with a key icon and the text "Your Situation". Social media icons for Twitter, LinkedIn, and Facebook are visible in the top right corner of the main content area.

At a glance

At a glance

>50% of people with OI have a hearing loss. Many don't know.

Hearing aids users report...

...positive **image** of hearing aids.

...better **health** and reduced risk of dementia.

...better **job performance**.

...improved **quality of life**.

...that they would have gotten their **hearing aids sooner**.

Key facts on hearing loss:

- 1 in 10 of the total EU population states a hearing loss.
- Only 1 in 3 of the hard of hearing people uses hearing instruments.
- Untreated hearing loss costs EU28 each year 185 billion €.

Thanks for your attention!

For more info, see:

<https://www.ehima.com/eurotrak/>