Hearing aids improve hearing - and a lot more

What users report

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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

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

- 130 bil. € due to lost quality of life
- 55 bil. € due to loss of productivity

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

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>Ø hours/day</th>
<th>In the drawer (=0 hours/day)</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
Image of hearing aids is improving

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

Embarrassed to wear a hearing aid

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2012</th>
<th>2015</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>56%</td>
<td>52%</td>
<td>42%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Bad design

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2012</th>
<th>2015</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>53%</td>
<td>48%</td>
<td>35%</td>
<td>24%</td>
</tr>
</tbody>
</table>

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

- Monaural n=2,390
- Binaural n=4,025

Binaural fitting outperforms monaural fitting

<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>Ø</td>
<td>77%</td>
<td>73%</td>
</tr>
</tbody>
</table>

General health
People with HA have less stress

<table>
<thead>
<tr>
<th></th>
<th>Hearing aid</th>
<th>Hearing difficulty but no hearing aid*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In the evenings,</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I often feel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>physically exhausted</td>
<td>13%</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>12%</td>
</tr>
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<td></td>
<td>12%</td>
<td>13%</td>
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<td><strong>In the evenings,</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I often feel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>mentally exhausted</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>16%</td>
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</tbody>
</table>

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?

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

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)

- 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)
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%**.

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
At the job
91% say hearing aids are useful on the job

How useful are your hearing aids on your job?

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

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?

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?

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?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>No hearing aid*</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>33%</td>
<td>15%</td>
</tr>
<tr>
<td>Rarely</td>
<td>31%</td>
<td>8%</td>
</tr>
<tr>
<td>Occasionally</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Regularly</td>
<td>32%</td>
<td>74%</td>
</tr>
</tbody>
</table>

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?

- 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
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
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/