



Press Release, 15 July 2019

EHIMA supports Hear-it to inform about hearing implants

Early detection of hearing loss, followed by a prompt and high-quality treatment through innovative hearing instruments are the key to a better life. Therefore, the European Hearing Instrument Manufacturers Association (EHIMA) collaborates with Hear-it.org, the world's no. 1 online information platform on hearing, hearing loss and hearing care.

In July 2019, Hear-it.org expanded its portfolio of high-quality content with a new section, exclusively addressing hearing implants. All CI-manufacturing EHIMA-members (MED-EL, Oticon Medical/Demant and Advanced Bionics/Sonova) contributed to this launch. The new section can be found under www.hear-it.org/implants.

“We are happy to go public with our special hearing implant section on Hear-it. The new section informs about the functioning of hearing implants, the different types and how to hear with such implants. The new section is part of our efforts to continuously expand our provision of relevant content for people hard of hearing, their relatives, friends and the general public”, says Hear-it Secretary-General Kim Ruberg.

According to the report “Hearing loss – Numbers and Costs”, recently published by Hear-it, hearing loss has a more negative impact on the quality of life than many other chronic diseases. Untreated hearing loss can lead to social withdrawal and contributes to accelerated cognitive decline. Hard of hearing people not using hearing instruments, more often complain about fatigue or poor sleep. Whereas hearing instrument-users report a better mental and physical health, a better performance at the job and an overall higher quality of life.

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 €.***
- Hearing instruments help to reduce these costs.***

Source: *EuroTrak; **Bridget Shield (2019): Hearing Loss – Numbers and Costs, Brunel University London; both available here: www.ehima.com

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