

# Return on Investment in Hearing Care

The Ear Foundation  
Adult Hearing Loss in Europe 2016  
*Spend to Save*

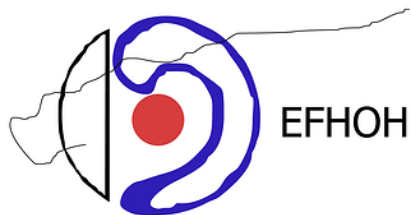


[www.aea-audio.org](http://www.aea-audio.org)

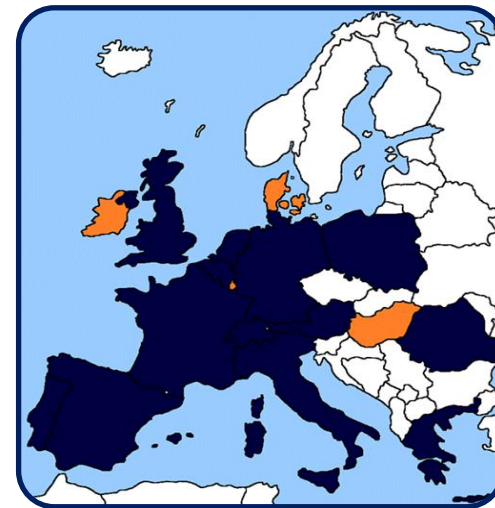
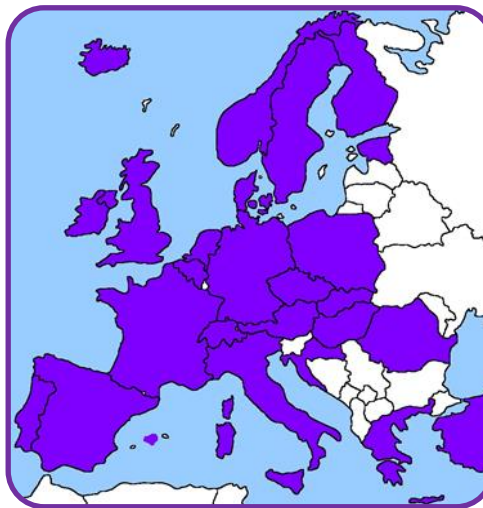
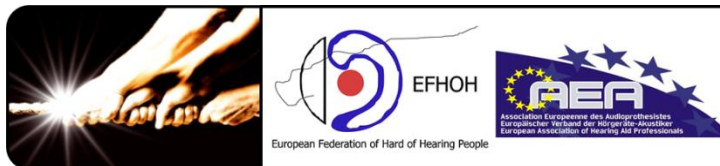
*Mark Laureyns*

*European Association of Hearing Aid Professionals*





European Federation of Hard of Hearing People



**Our (EFHOH) aim is**

- a Europe where **hard of hearing people** can live **without barriers**,
- and
- have the **opportunity to participate on all levels in society**. EFHOH realize this vision through our
- **actions, contacts and campaigns**, involving the EFHOH members and our partners.

**The (AEA) aim is to:**

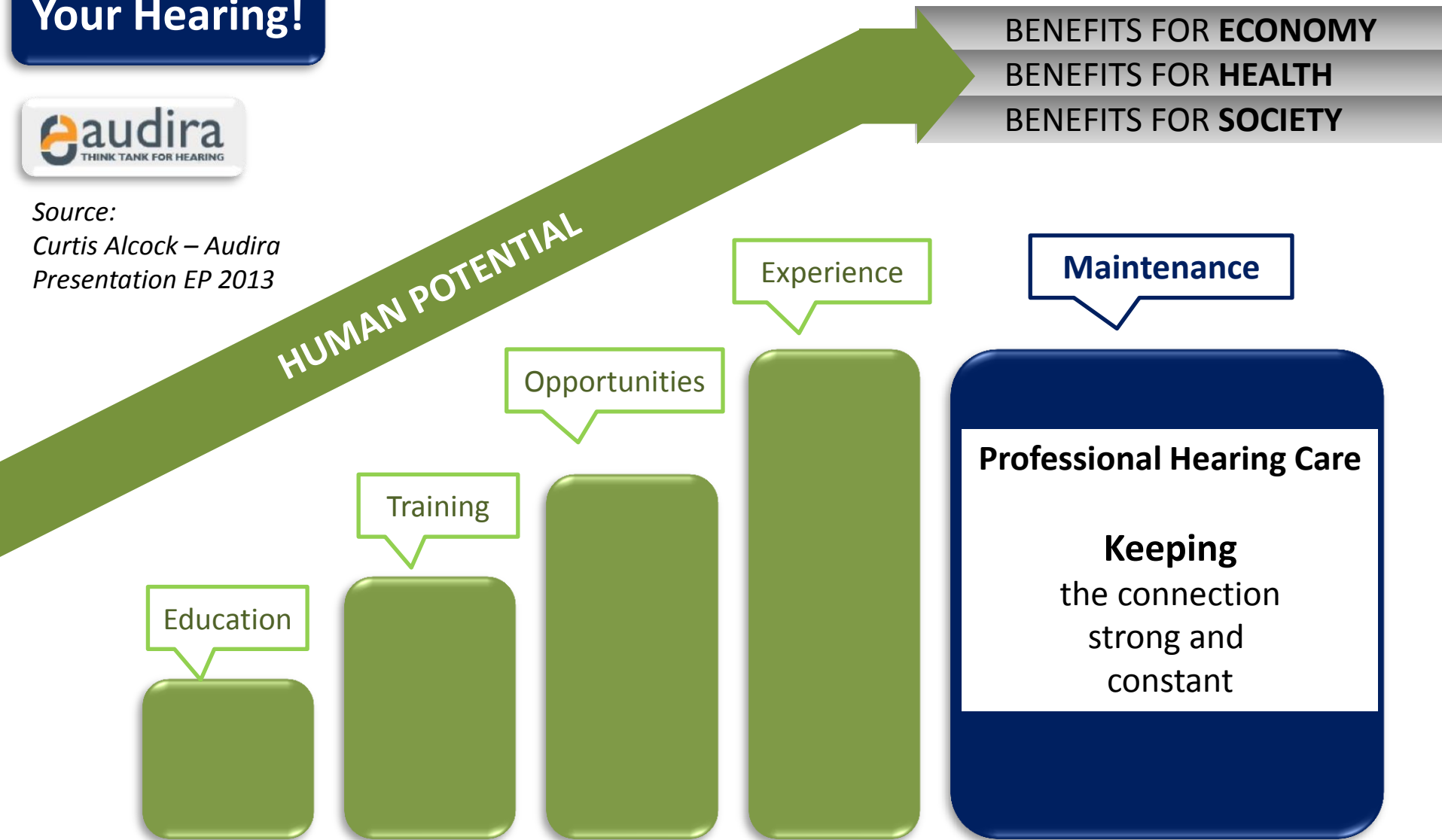
- improve the **quality of services** in hearing care,
- ensure a **transparent, fair and competitive market** and
- **freedom of choice** in the interest of the **end-user**.



# Maintain Your Hearing!



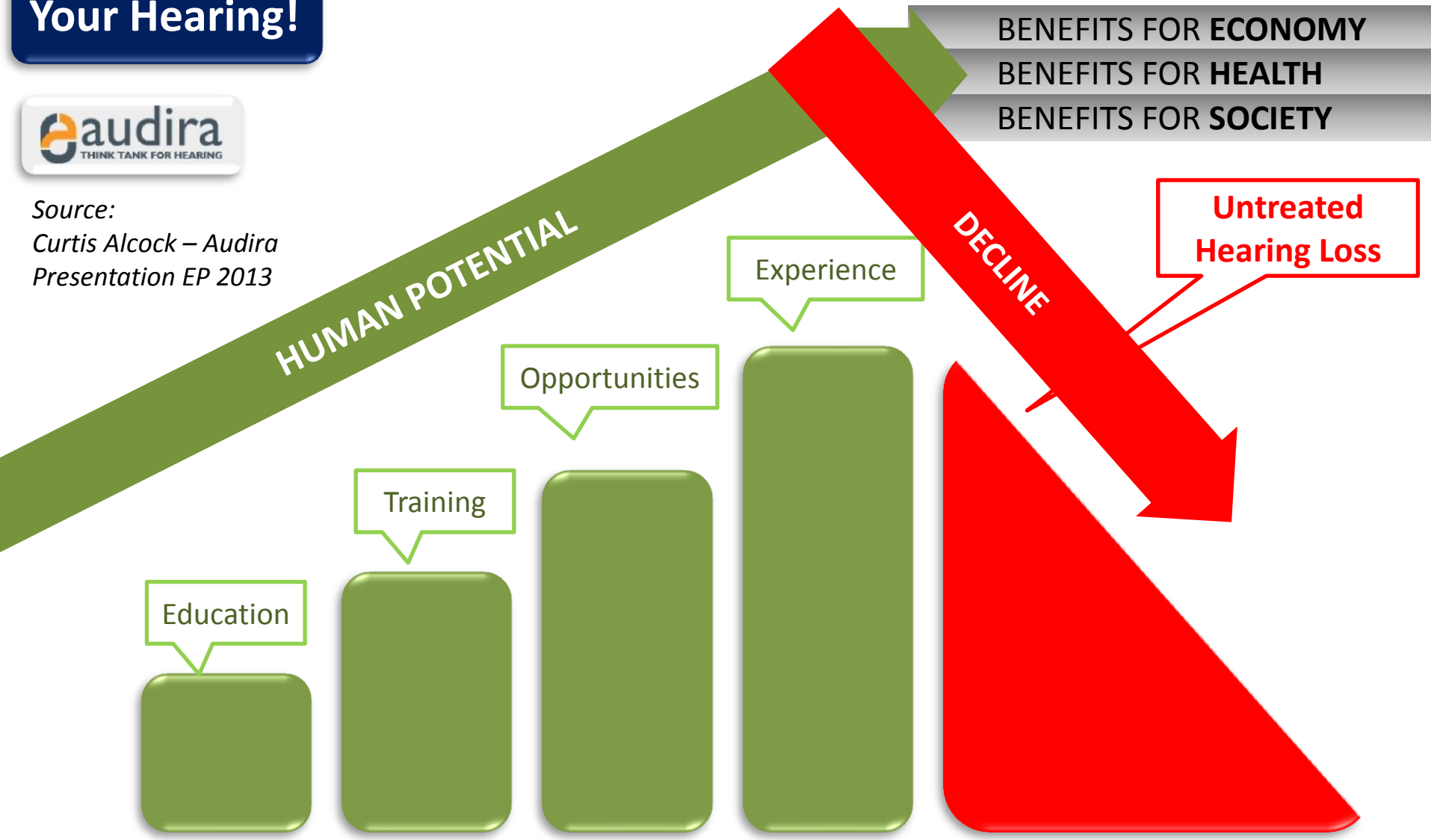
Source:  
Curtis Alcock – Audira  
Presentation EP 2013



# Maintain Your Hearing!



Source:  
Curtis Alcock – Audira  
Presentation EP 2013



## Hearing Loss and Depression in Older Adults

David J. Mener MD, MPH<sup>1</sup>, Joshua Betz MS<sup>2,3</sup>,  
Dane J. Genther MD<sup>1</sup>, David Chen BS<sup>1</sup>  
and Frank R. Lin MD, PhD<sup>4</sup>

Article first published online: 12 SEP 2013

DOI: 10.1111/ids.12429

Issue



Journal of the American  
Geriatrics Society

Volume 61, Issue 9, pages  
1627–1629, September 2013

Our results demonstrate that hearing aid use is significantly associated with a reduced odds of MDD and any depressive symptoms.

## Clinical Interventions in Aging

The impact of hearing loss on the quality of life of elderly adults

Dovepress

Andrea Ciorba  
Chiara Bianchini  
Stefano Pelucchi  
Antonio Pastore

Especially in the elderly, hearing loss can impair the exchange of information, thus significantly impacting everyday life, causing loneliness, isolation, dependence, and frustration, as well as communication disorders.

# Reduced Depression

# Avoid Social Isolation





## Self-Reported Hearing Loss, Hearing Aids, and Cognitive Decline in Elderly Adults: A 25-Year Study

*Hélène Amieva, PhD, Camille Ouvrard, MSc, Caroline Giulioli, MSc, Céline Meillon, MSc, Laetitia Rullier, PhD, and Jean-François Dartigues, MD, PhD*

JAGS 63:2099–2104, 2015

Long term positive effect of hearing aids – For the hearing impaired subjects not using hearing aids there was a clear Cognitive Decline ( $p < 0,001$ ) and Hearing Impaired Hearing Aid Users didn't present Cognitive Decline ( $p=0,08$ )

**Preserve  
Cognition**

## Impairments in hearing and vision impact on mortality in older people: the AGES-Reykjavik Study

*Age and Ageing 2014; 43: 69–76*

DIANA FISHER<sup>1</sup>, CHURCHILL  
FRÍÐBERT JÓNASSON<sup>1,4</sup>,  
TAMARA B. HARRIS<sup>2</sup>,  
HOWARD J. HOFFMAN<sup>3</sup>

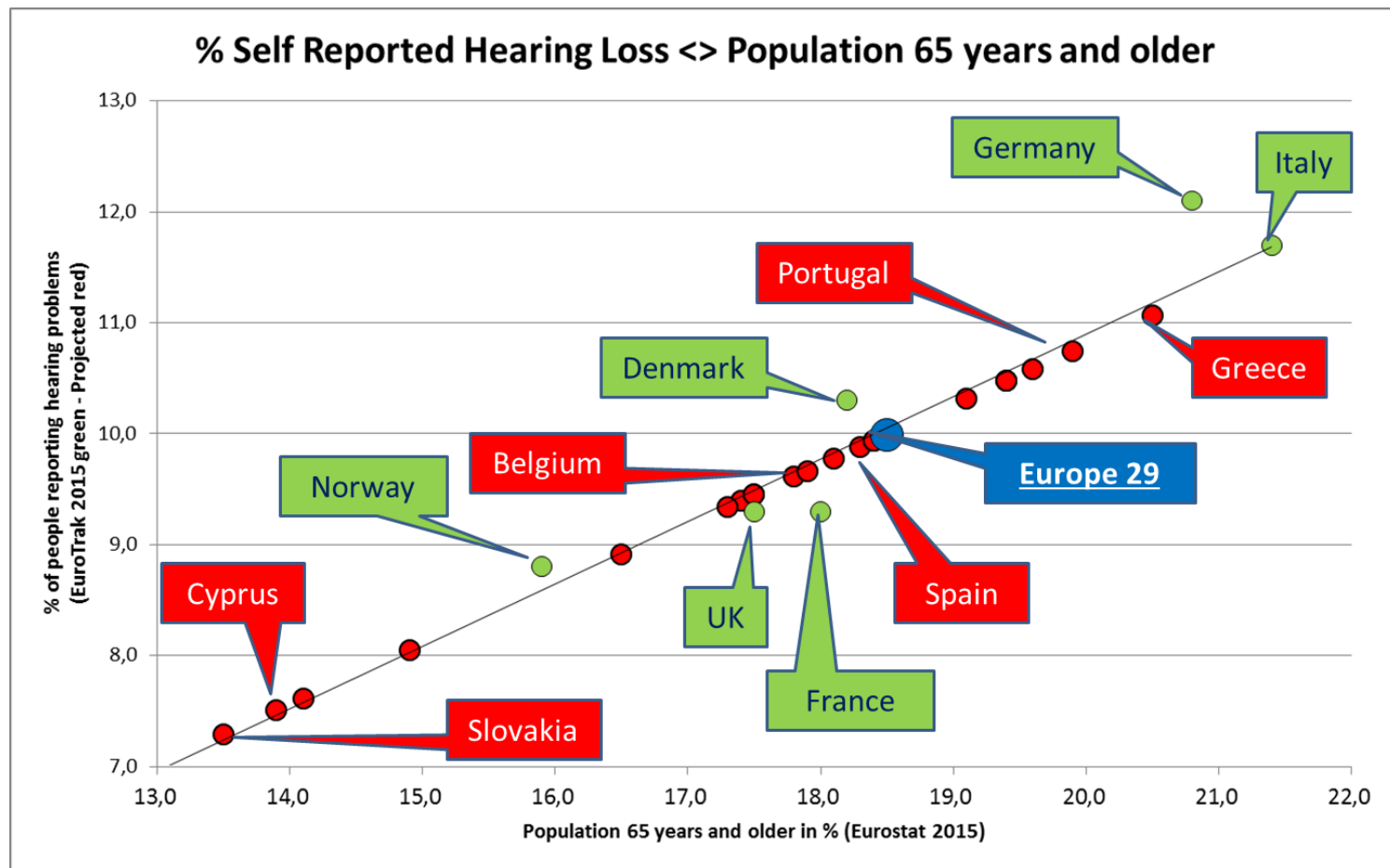
- Men and women who used hearing aids, although they were older and had more severe hearing loss, had significantly lower mortality risk compared with hearing impaired men and women who did not use hearing aids.

**Live  
Longer**



# Getting Numbers Right

# How many people self report to have hearing loss?



Source of basic data:  
EuroTrak 2015/16



## Getting Numbers Right

# 52 Million Europeans Self Report to have hearing loss!

Country	Age>65 %	Self-Rep HI %	Self Rep HI Mil	Country	Age>65 %	Self-Rep HI %	Self Rep HI Mil	Country	Age>65 %	Self-Rep HI %	Self Rep HI Mil
EU-28 <sup>(3)</sup>	<b>18,5</b>	<b>10,0</b>	<b>52,4</b>	EU-28 <sup>(3)</sup>	<b>18,5</b>	<b>10,0</b>	<b>52,4</b>	EU-28 <sup>(3)</sup>	<b>18,5</b>	<b>10,0</b>	<b>52,4</b>
Austria	18,3	9,9	0,8	Greece	20,5	11,1	1,2	Poland	14,9	8,0	3,1
Belgium	17,8	9,6	1,1	Hungary	17,5	9,5	0,9	Portugal	19,9	10,7	1,1
Bulgaria	19,6	10,6	0,8	Ireland	12,6	6,8	0,3	Romania	16,5	8,9	1,8
Cyprus	13,9	7,5	0,1	Italy	21,4	11,6	7,0	Slovakia	13,5	7,3	0,4
Czech Republic	17,4	9,4	1,0	Latvia	19,1	10,3	0,2	Slovenia	17,5	9,5	0,2
Denmark	18,2	9,8	0,6	Lithuania	18,4	9,9	0,3	Spain	18,1	9,8	4,5
Estonia	18,4	9,9	0,1	Luxembourg	14,1	7,6	0,04	Sweden	19,4	10,5	1,0
Finland	19,4	10,5	0,6	Malta	17,9	9,7	0,04	Switzerland	17,6	9,5	0,8
France	18,0	9,7	6,4	Netherlands	17,3	9,3	1,6	United Kingdom	17,5	9,5	6,9
Germany	20,8	11,2	9,1	Norway	15,9	8,6	0,4				



  
 Source of basic data:  
 EuroTrak 2015/16



The Ear Foundation  
Adult Hearing Loss in Europe 2016



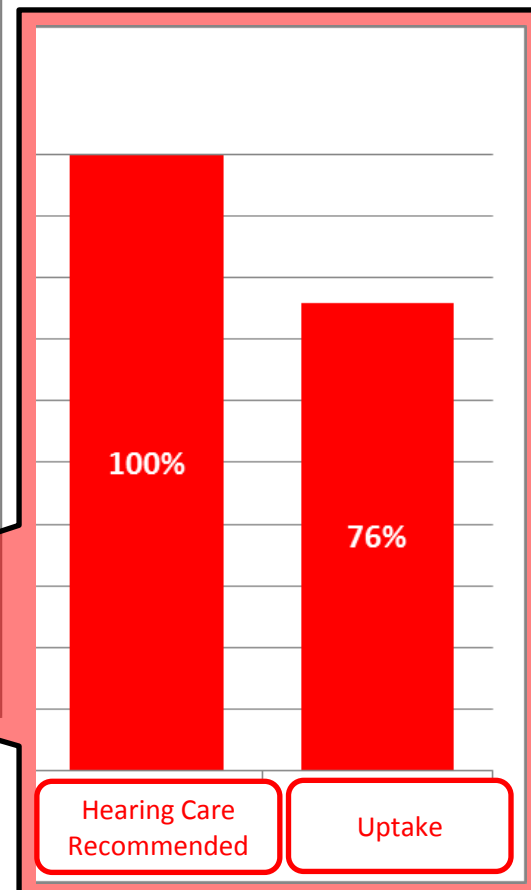
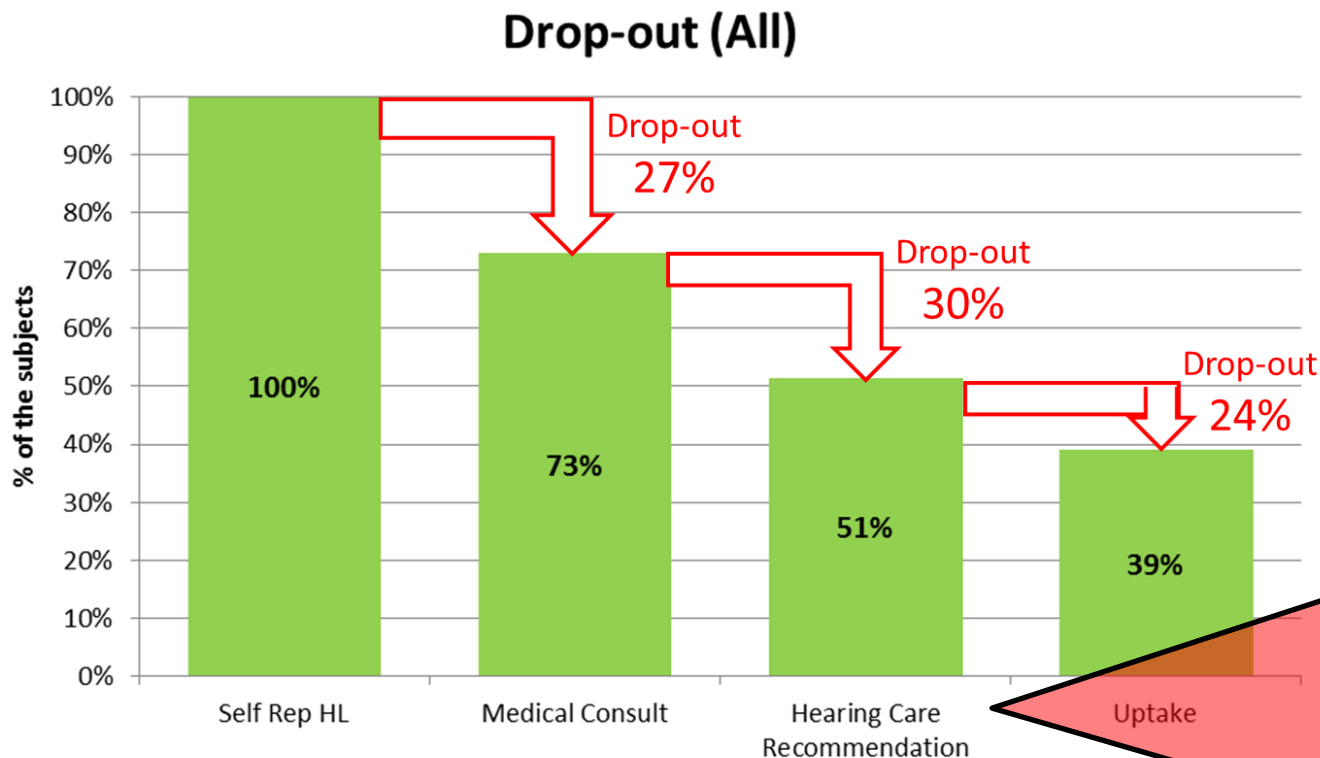
## Return on Investment in Hearing Care





# Getting Numbers Right

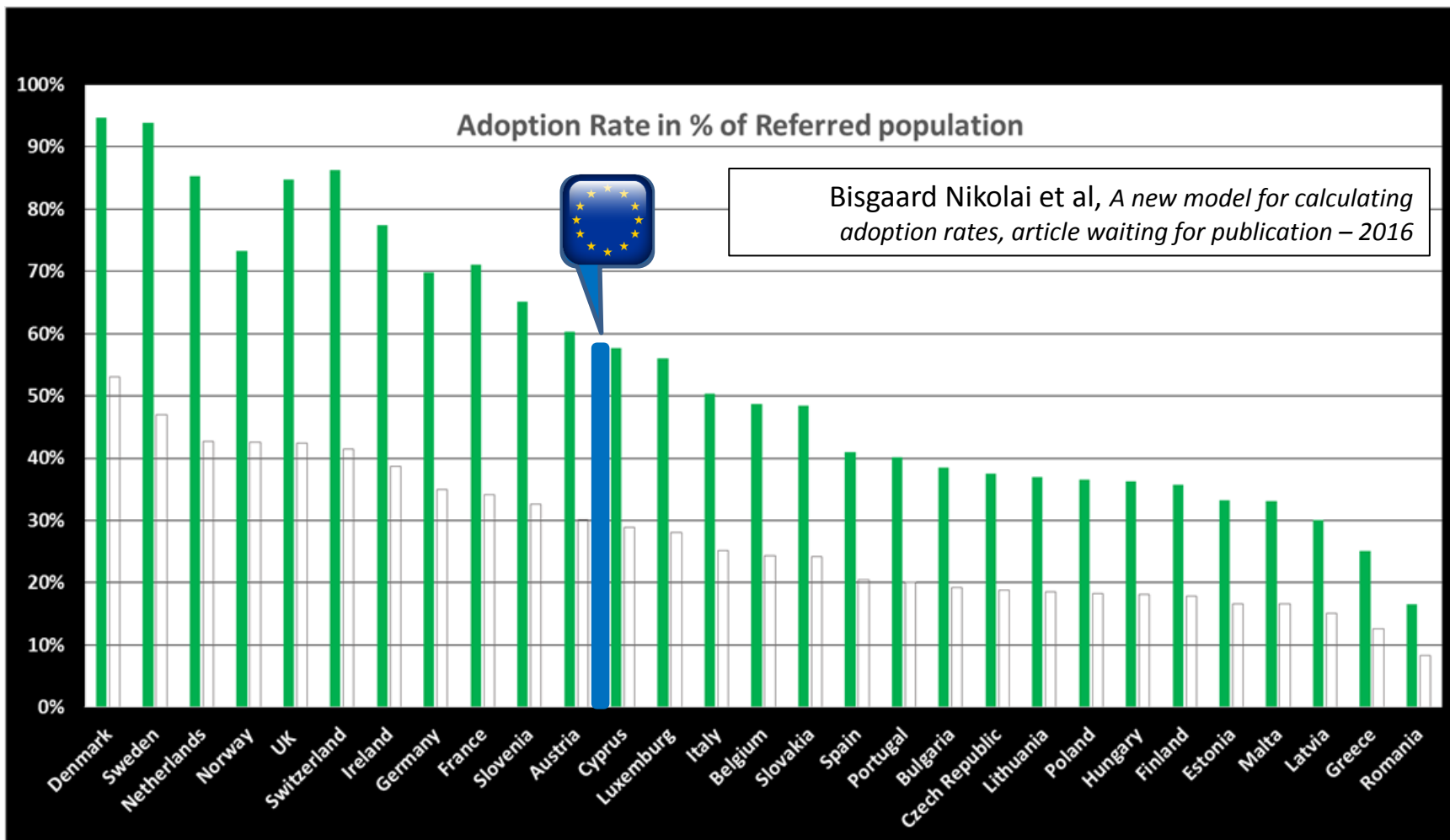
## How to define uptake of hearing aids?



Source of basic data: Ehima – Anovum – EuroTrak 2015/16

## Getting Numbers Right

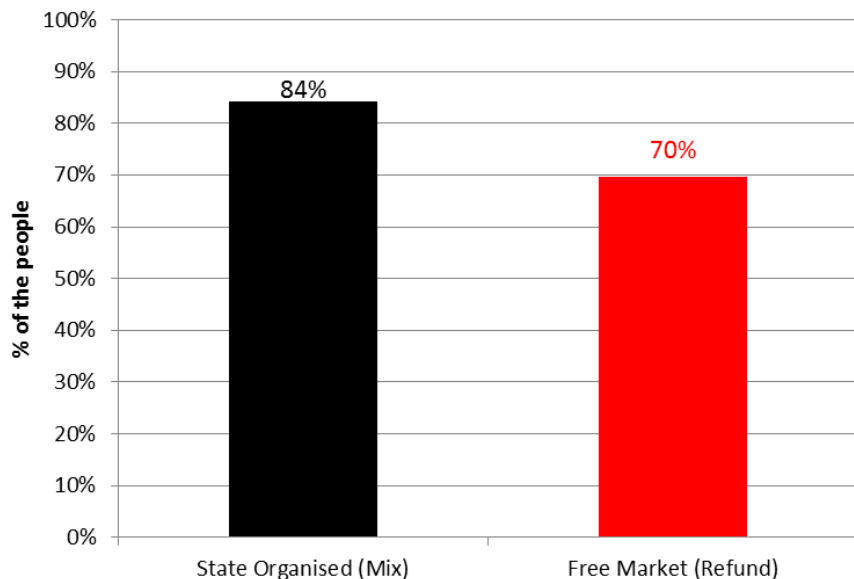
# 59% of the hearing care recommended people use hearing aids in Europe !



## Uptake & Use

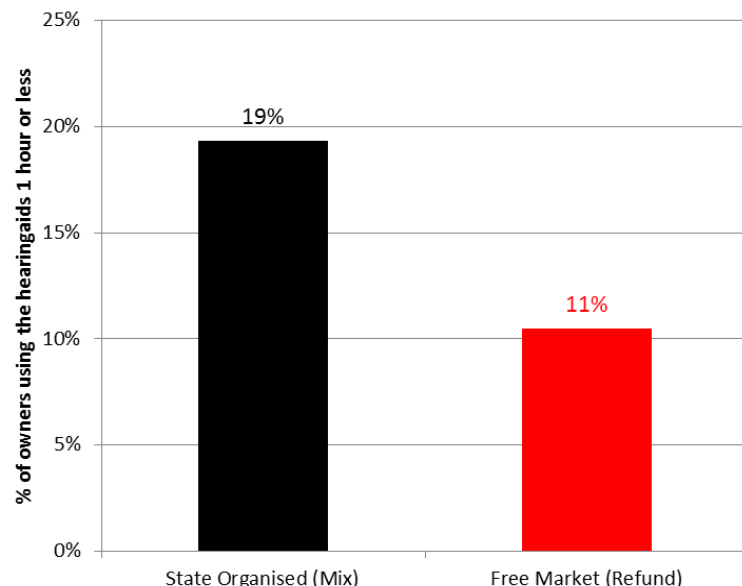
# State Organised (mix) versus Free Market Hearing Care?

HI Uptake Hearing Care Recommended



**State Organised Systems lead to more people having hearing aids**

Hearing Aid Use 1h or less



**Free Market Systems lead to more active use of hearing aids**



Source of basic data: Ehima – Anovum – EuroTrak 2015/16



## Satisfaction

# State Organised (mix) versus Free Market Hearing Care?

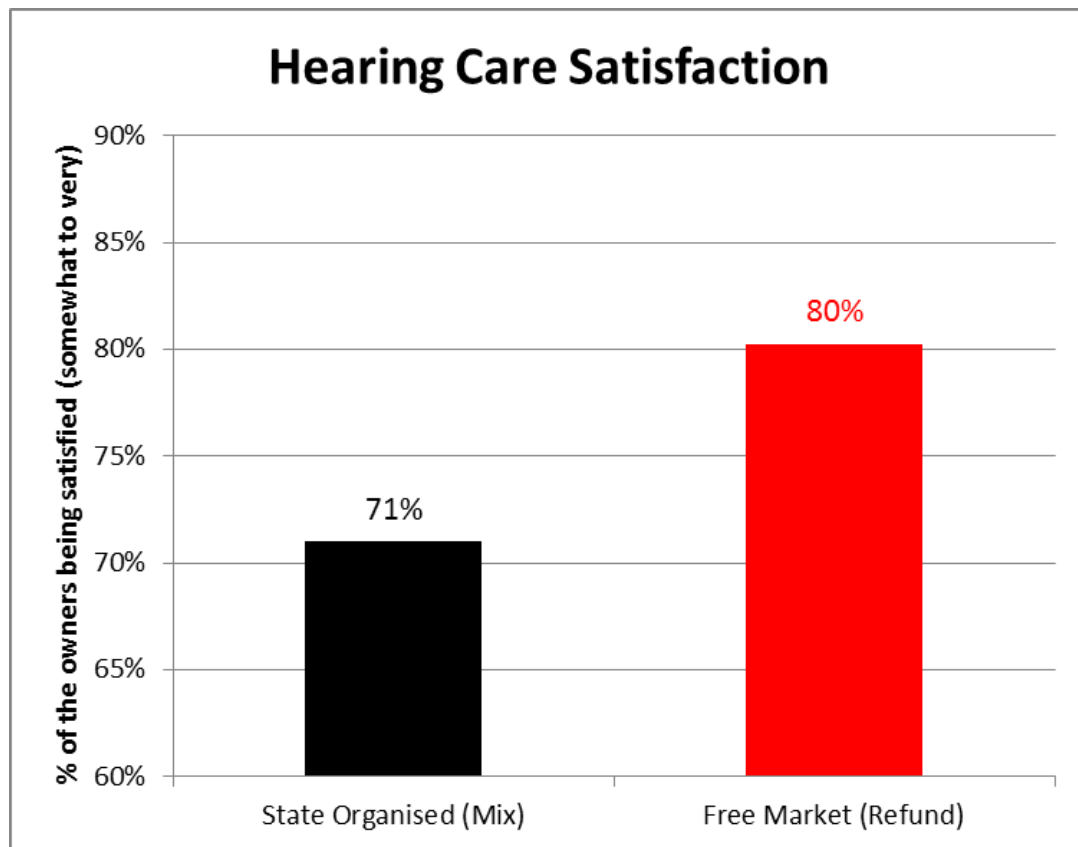
Involvement of the user  
Freedom of choice  
Selection to cover real needs

Easy Access to Quality Hearing Care  
Avoid long waiting lists  
Continued Quality Service

Take the time and listen to the user  
Counselling and empathy  
Combine psychology & technology



Source of basic data: Ehima – Anovum – EuroTrak 2015/16

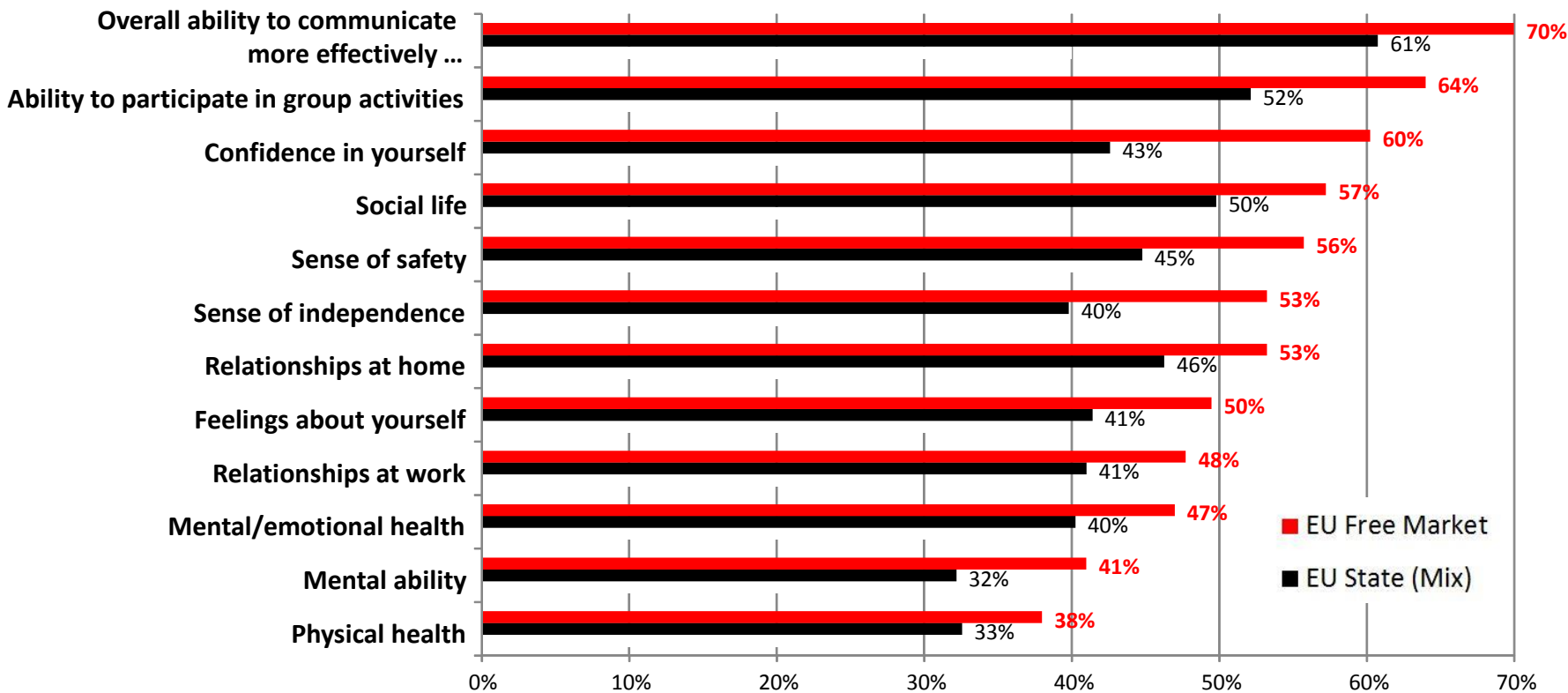


**Free Market Systems lead to higher  
satisfaction with hearing care**



## Perceived Changes

# Changes attributed to Professional Hearing Care



Source of basic data: Ehima – Anovum – EuroTrak 2015/16

**Hearing Care is much more about quality of life  
Than about hearing better!**



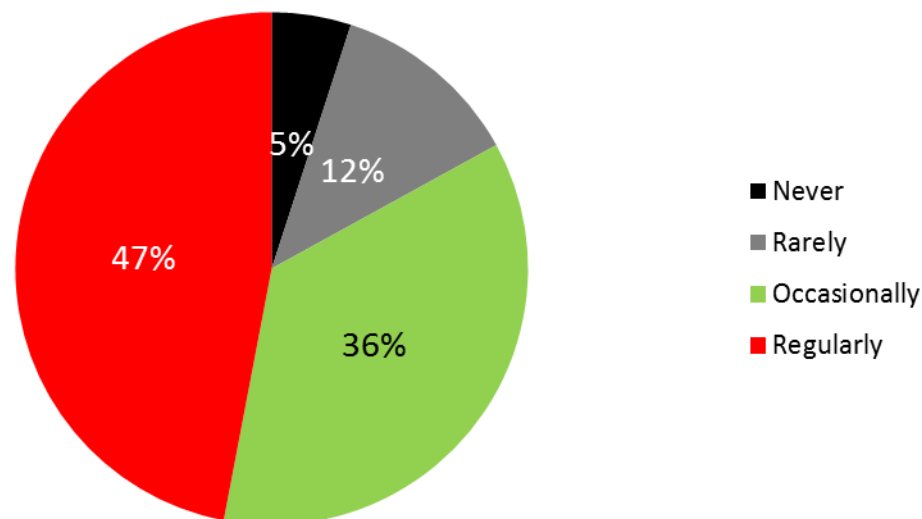


## Quality of Life

# 83% of the hearing aid users report “Quality of Life” improvement!

**Professional Hearing Care** is much more than making people hear better ... It's changing lives!

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



😊  
**KEEP CALM  
YOU'RE  
CHANGING LIVES**



Source of basic data: Ehima – Anovum – EuroTrak 2015/16



# Time for Action

World Hearing Day

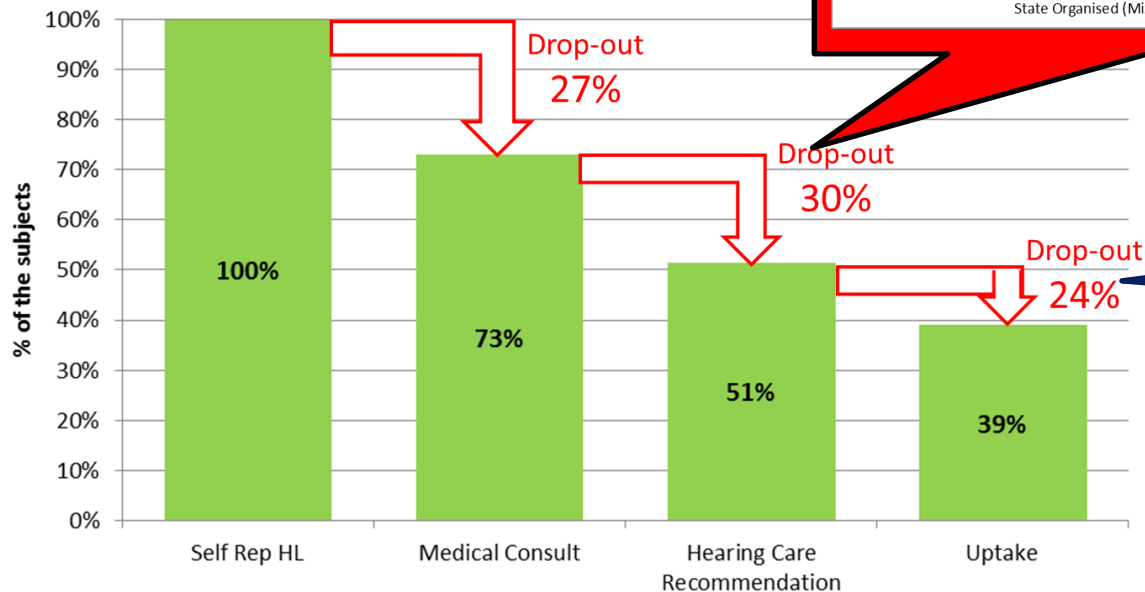


Teeth checked. Eyes checked.  
What about your hearing?



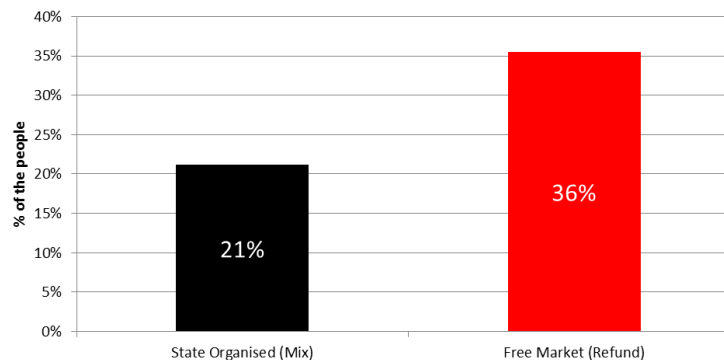
Get your FREE Hearing Test today!

Drop-out (All)



# Time to invest!

People with self reported hearing loss not receiving Hearing Care Recommendation (drop)



Invest in Access to Care



Source of basic data:  
EuroTrak 2015/16



**Join  
Forces**

**Help us to join forces**

**The Ear Foundation**  
Adult Hearing Loss in Europe 2016  
*Spend to Save*



**The Ear Foundation**  
Adult Hearing Loss in Europe 2016



**Return on Investment in Hearing Care**



# Conclusion

# Conclusions

## The Ear Foundation Adult Hearing Loss in Europe 2016 *Spend to Save*



Getting our numbers right on  
Hearing Loss

Hearing Care and  
Hearing Aid Use in  
Europe

A EUROPE WIDE STRATEGY

Joint AEA, EFHOH, EHIMA report

The report is the work of the authors.

Mick Laursen, Lida Sui, Mikkel Stegmann and Søren Høegsø.

\*AEA (European Association of Hearing Aid Professionals), \*\*EFHOH (European Federation of Hearing of Hearing)

- Investing in Hearing Care is a “Sound Investment”
  - You live longer & healthier
  - You train your brain
  - You improve your quality of life
- We need to ensure all who can benefit from hearing care can get access – 58% of Europeans do so!
- We need to ensure high satisfaction, active use and meeting the needs ... By involving the users even more
- Investing in hearing care is much cheaper than the cost of untreated hearing loss ...



Thank you!

# Return on Investment in Hearing Care

The Ear Foundation  
Adult Hearing Loss in Europe 2016



*Lidia Best & Marcel Bobeldijk (EFHOH)*  
*Soeren Hougaard & Nikolai Bisgaard (EHIMA)*  
*Fritz Zajicek & Dario Ruggeri (AEA)*  
*Sue Archbold & Brian Lamb (The Ear Foundation)*  
*Shelly Chadha (WHO)*

  
**KEEP  
CALM  
YOU'RE  
CHANGING  
LIVES**



[www.aea-audio.org](http://www.aea-audio.org)



Thank you

*Mark Laureyns*  
*European Association of Hearing  
Aid Professionals*

The Ear Foundation  
Adult Hearing Loss in Europe 2016



Return on Investment in Hearing Care

