Return on Investment in Hearing Care







www.aea-audio.org

Mark Laureyns

European Association of Hearing Aid Professionals







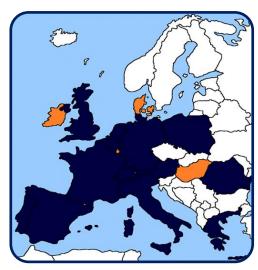












Our (EFHOH) aim is

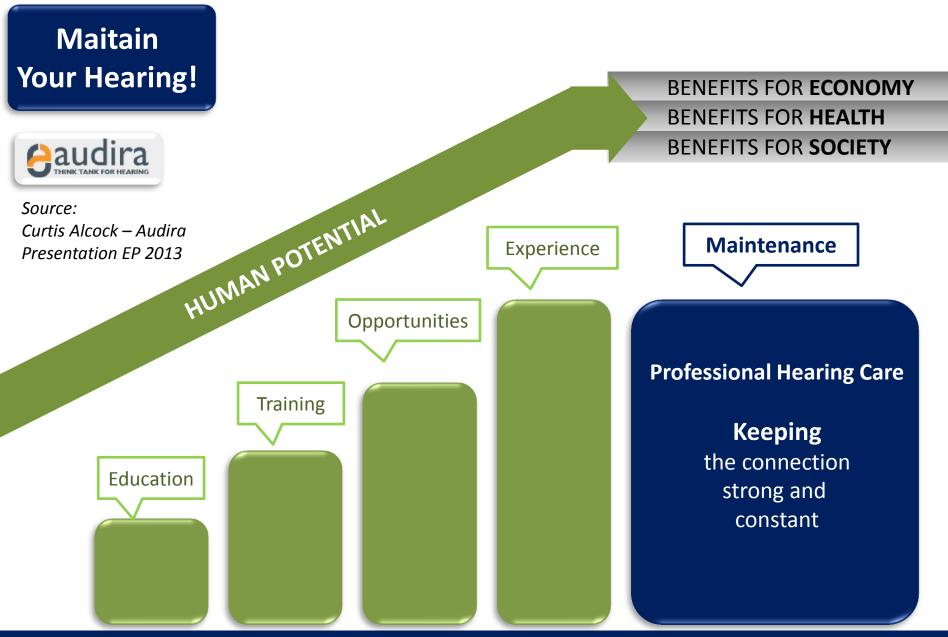
- a Europe where hard of hearing people can live without barriers,
 and
- have the **opportunity to participate on all levels in society**. EFHOH realize this vision through our
- actions, contacts and campaigns, involving the EFHOH members and our partners.

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.

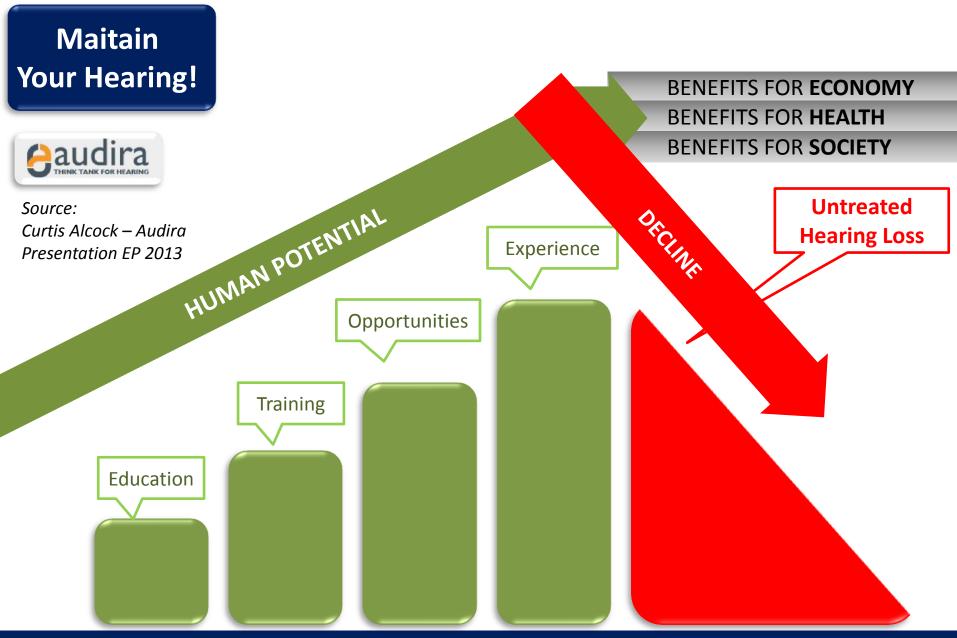
















Research & Studies

Professional Hearing Care → Reduced Depression – Avoid Social Isolation

Hearing Loss and Depression in Older Adults

David J. Mener MD, MPH¹, Joshua Betz MS ^{2,3}, Dane J. Genther MD¹, David Chen BS¹ and Frank R. Lin MD, PhD⁴

Article first published online: 12 SEP 2013

DOI: 10.1111/ias.12429

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Journal of the American Geriatrics Society

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

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

Reduced Depression

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, <u>hearing loss</u> can impair the exchange of information, thus <u>significantly impacting everyday life</u>, <u>causing loneliness</u>, <u>isolation</u>, <u>dependence</u>, <u>and frustration</u>, as well as communication disorders.

Avoid Social Isolation





Research & Studies

Professional Hearing Care → Preserve Cognition & Live Longer

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 Fisher¹, Chua Friedbert Jónasson⁴, Tamara B. Harris⁹, Howard I. Hoffmai

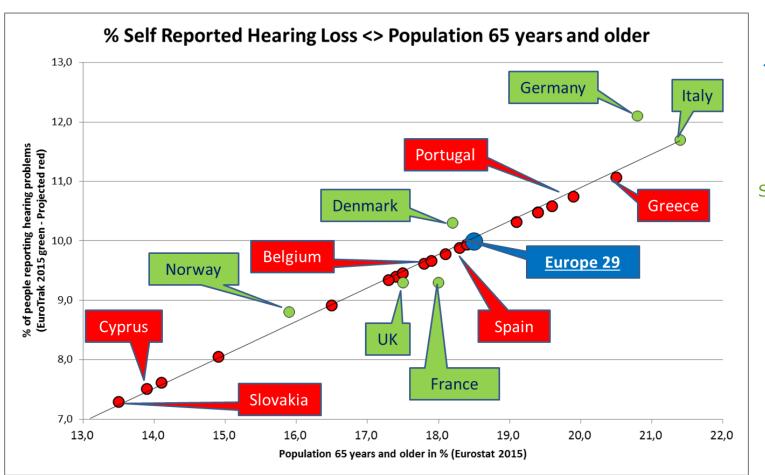
 Men and women who used hearing aids, although they were older and had more severe hearing loss, had significantly lower mortality risk compared with hearing impaired men and women who did not use hearing aids. Live Longer







How many people self report to have hearing loss?



















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	•	Country	Age>65	•	Self Rep HI
					%	%	Mil		%	%	Mil
EU-28 (3)	18,5	10,0	52,4	EU-28 (3)	18,5	10,0	52,4	EU-28 (3)	18,5	10,0	52,4
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	***************************************			









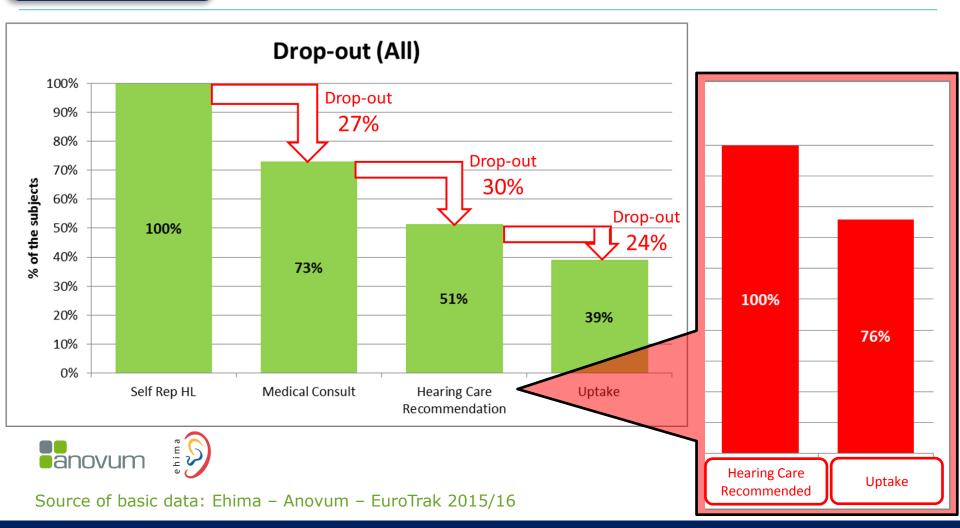








How to define uptake of hearing aids?

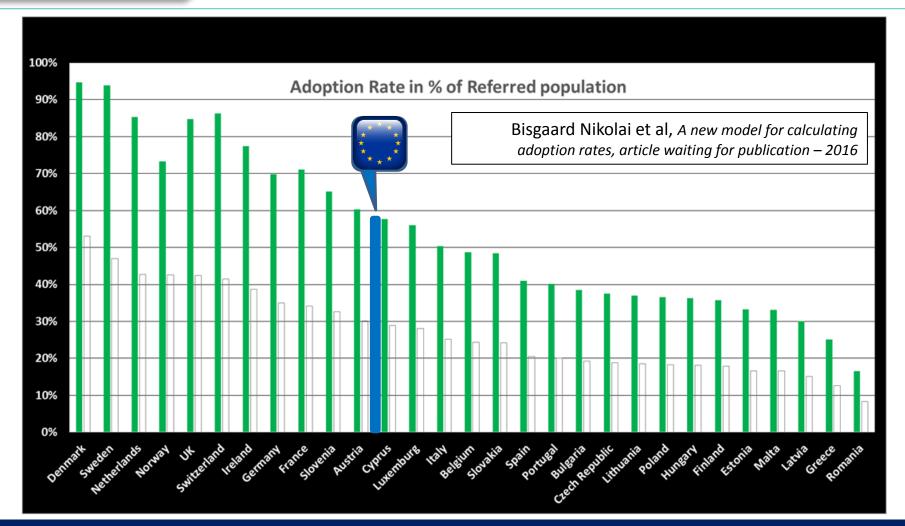








59% of the hearing care recommended people use hearing aids in Europe!

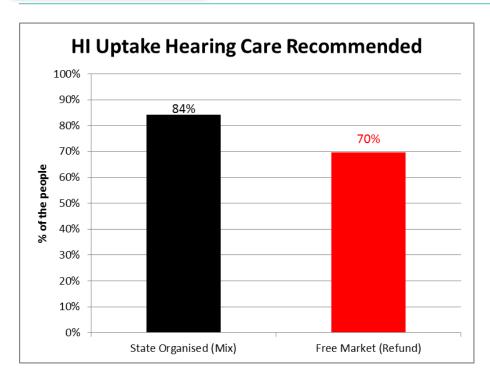






Uptake & Use

State Organised (mix) versus Free Market Hearing Care?



Hearing Aid Use 1h or less

25%

19%

11%

11%

State Organised (Mix)

Free Market (Refund)

State Organised Systems lead to more people having hearing aids

Free Market Systems lead to more active use of hearing aids



16 e g

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





Satisfaction

State Organised (mix) versus Free Market Hearing Care?

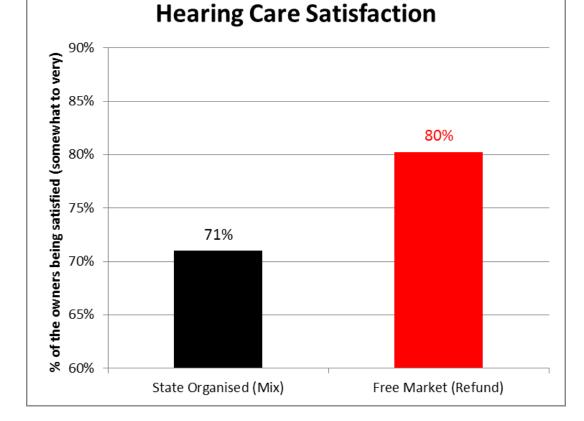
Involvement of the user
Freedom of choice
Selection to cover real needs

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

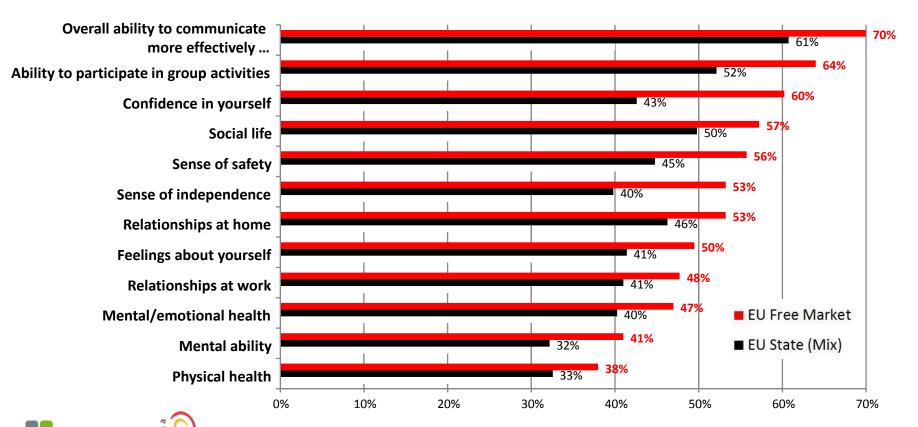
Free Market Systems lead to higher satisfaction with hearing care





Perceived Changes

Changes attributed to Professional Hearing Care





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

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

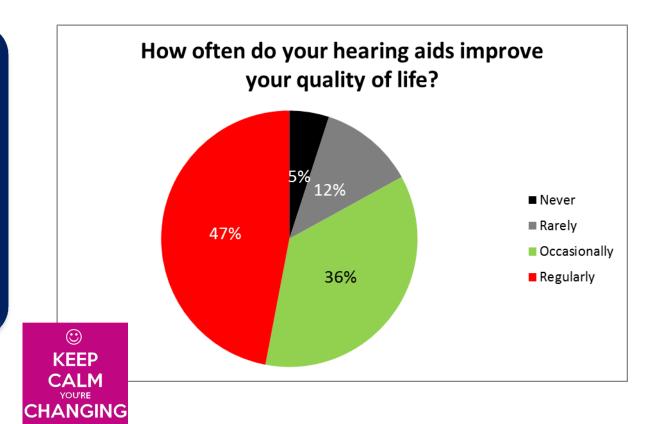




Quality of Life

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!





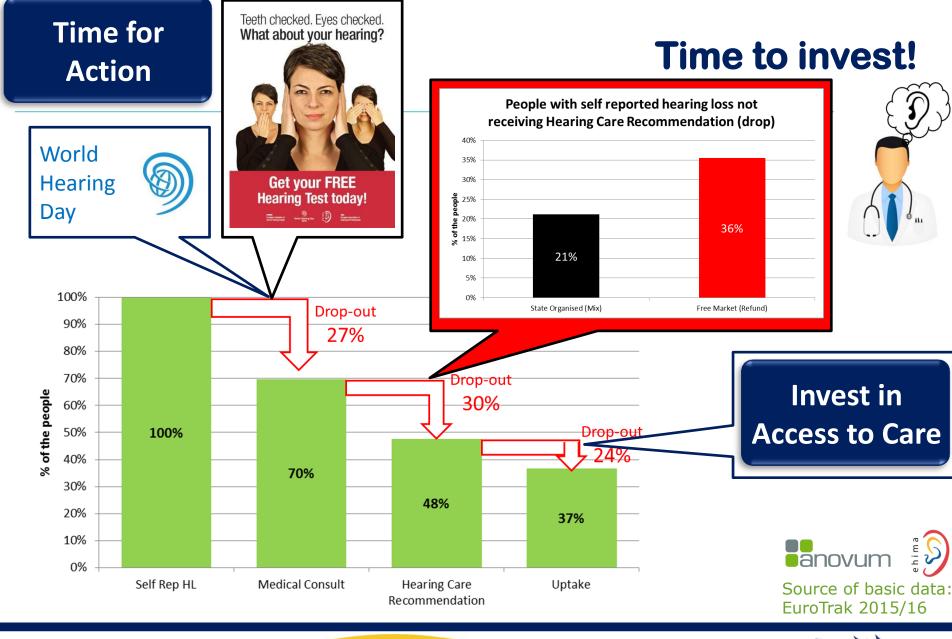


Source of basic data: Ehima - Anovum - EuroTrak 2015/16

LIVES











Join Forces

Help us to join forces

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















Conclusion

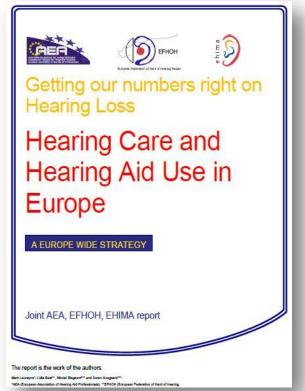
Conclusions

The Ear Foundation



Adult Hearing Loss in Europe 2016

Spend to Save



- 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



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