

Hearing Aids improve Hearing - and a LOT more

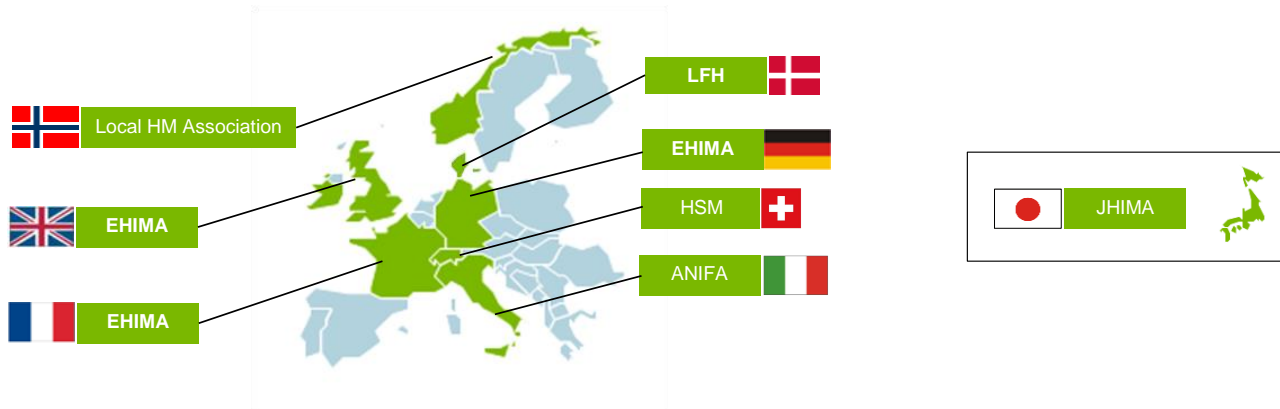
Trends derived from the
EuroTrak databases
2009 - 2015

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April 2016

EuroTrak

- Initiated by EHIMA in 2009
- On-line survey method
 - Surveys were mailed to online panel members. The samples were balanced based on census information with respect to age and gender, as well as region
- Focus on hearing status and hearing aid usage
 - Self assessment
- Repeated every 3 years to generate trends over time

Country overview



Country	2009	2012	2015
Germany	✓	✓	✓
France	✓	✓	✓
UK	✓	✓	✓
Switzerland		✓	✓
Italy		✓	✓
Japan		✓	✓
Norway		✓	2016?
Denmark		✓	2016?

Pooled data: Total sample sizes

Representative sample (**sample 1**)

	EuroTrak I (2009)	EuroTrak II (2012)	EuroTrak III (2015)	TOTAL
UK	14'980	14'896	14'473	44'349
Germany	14'183	13'922	13'775	41'880
France	15'545	15'430	14'824	45'799
TOTAL	44'708	44'248	43'072	132'028

Note:

- Aggregate results are weighted according to each individual countries' age-gender-hearing-loss/ aid distribution.
- The three countries are then aggregated without further weighting → each country gets the same weight independent of its inhabitants.

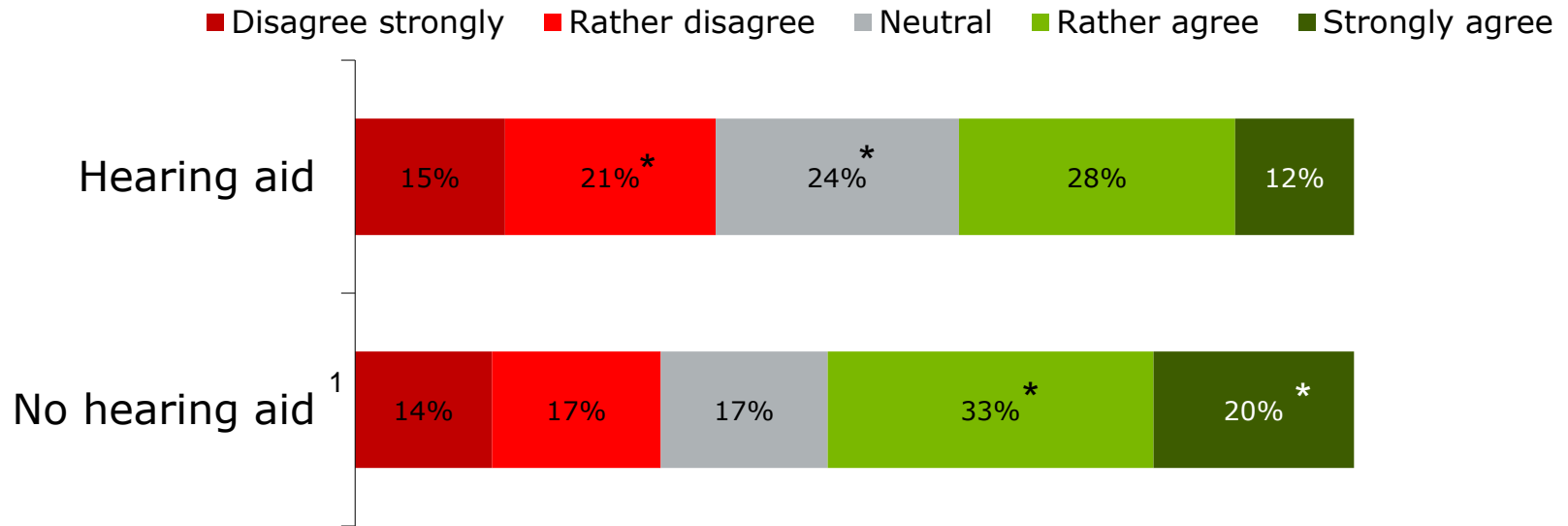
Pooled data: Hearing impaired sample sizes

Hearing impaired (**sample 2**)

		EuroTrak I (2009)	EuroTrak II (2012)	EuroTrak III (2015)	TOTAL
HA owners	UK	513	501	605	1'619
	Germany	503	500	505	1'508
	France	501	502	501	1'504
Impaired non- owners	UK	822	795	720	2'337
	Germany	805	864	799	2'468
	France	803	809	819	2'431
<i>HA owners</i>	TOTAL	1'517	1'503	1'611	4'631
<i>Impaired non- owners</i>	TOTAL	2'430	2'468	2'338	7'236
<i>All impaired</i>	TOTAL	3'947	3'971	3'949	11'867

The positive impact of HA's on physical stress

In the evenings I often feel physically exhausted



* Differences are statistically significant (95%)

¹ refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

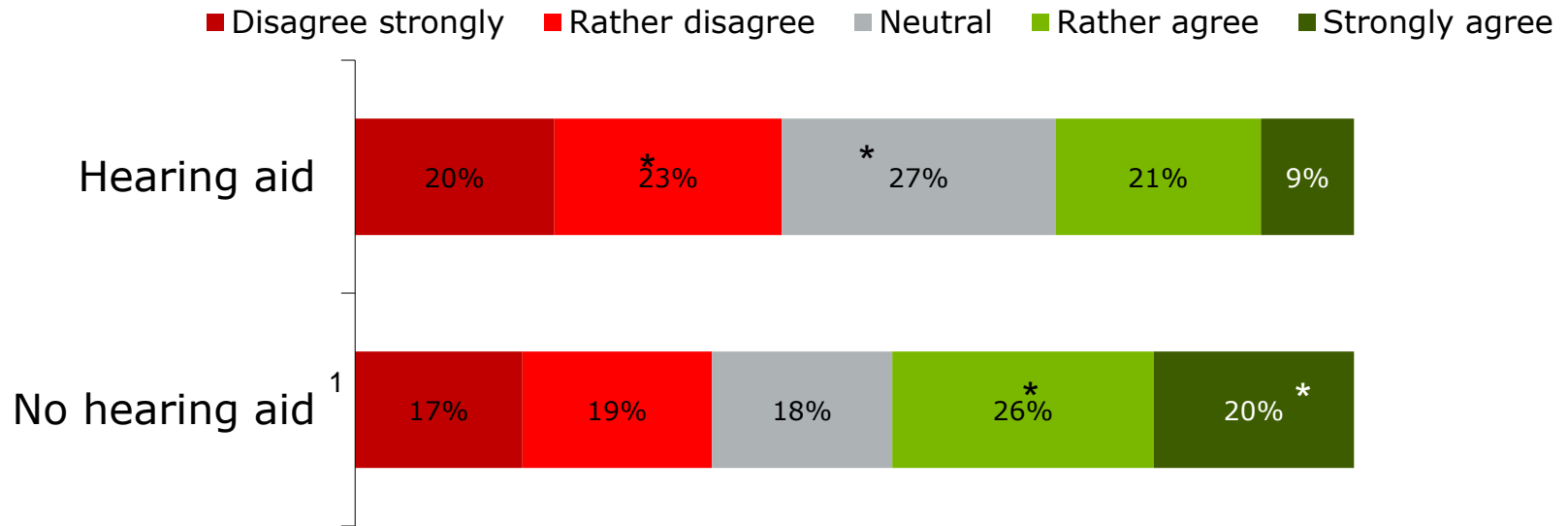
Hearing aid n=2923

No hearing aid n=2085

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

The positive impact of HA's on mental stress

In the evenings I often feel mentally exhausted



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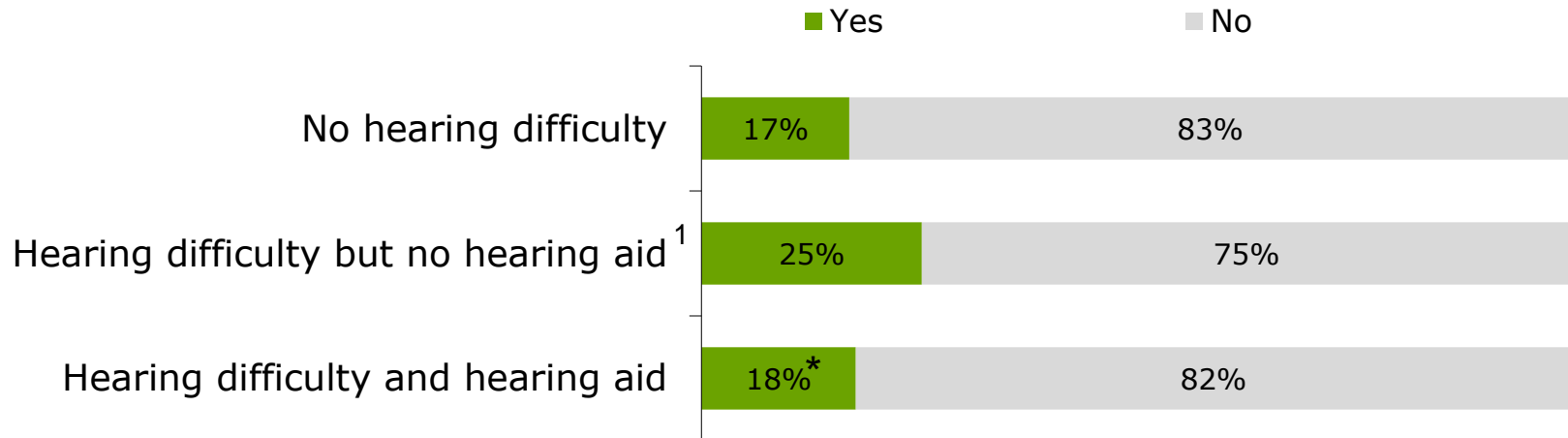
Hearing aid n=2923

No hearing aid n=2085

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

The positive impact of HA's on depressive symptoms

Depressive symptoms (PHQ-2)



* Differences are statistically significant (95%)

¹ refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

No hearing difficulty n=21922 (based on rep sample)

No hearing aid n=857

Hearing aid n=2126

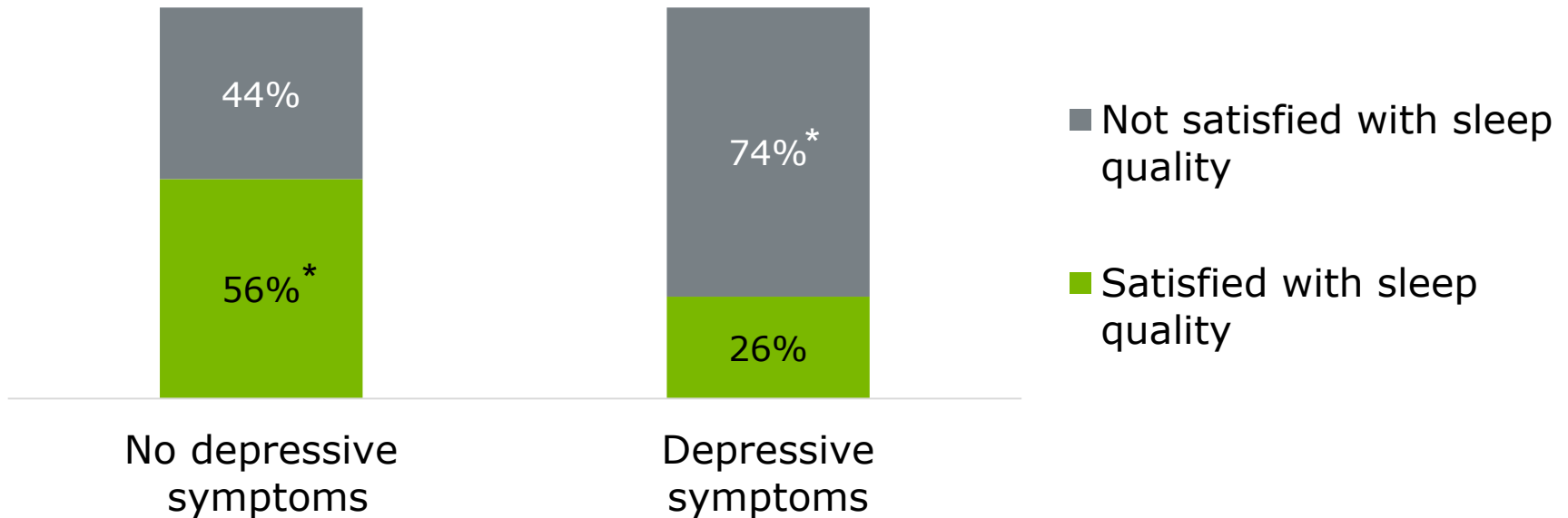
Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015

Explanation:

PHQ-2: Depression symptoms are measured with the validated PHQ-2 scale using a question about “having little interest or pleasure” and „feeling down, depressed, hopeless“ over the past two weeks. A value ≥ 3 is used to screen for depressive symptoms. For further details see: Kroenke K, Spitzer RL, Williams JB. The Patient Health Questionnaire-2: Validity of a Two-Item Depression Screener. Medical Care 2003, (41) 1284-1294.

Sleep problems: an indicator of depressive symptoms

Are you generally satisfied with the quality of your sleep?



* Differences are statistically significant (95%)

No depressive symptoms n=2137

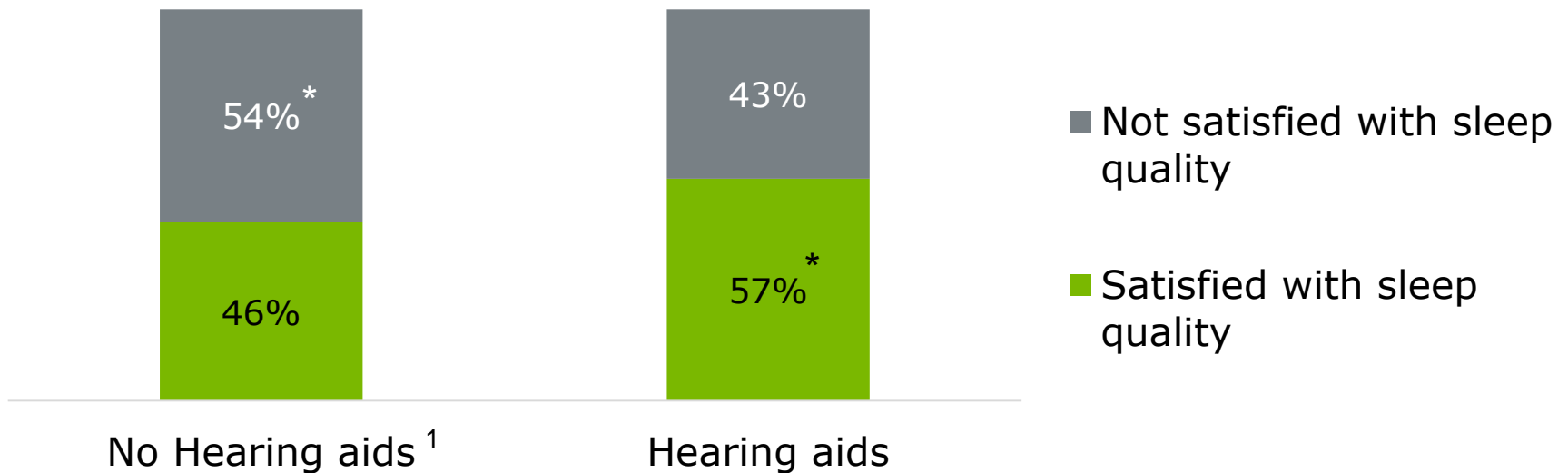
Depressive symptoms n=527

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

Depressive symptoms are measured here using the PHQ-2 Scale ≥ 3

People with hearing aids sleep better

Are you generally satisfied with the quality of your sleep?

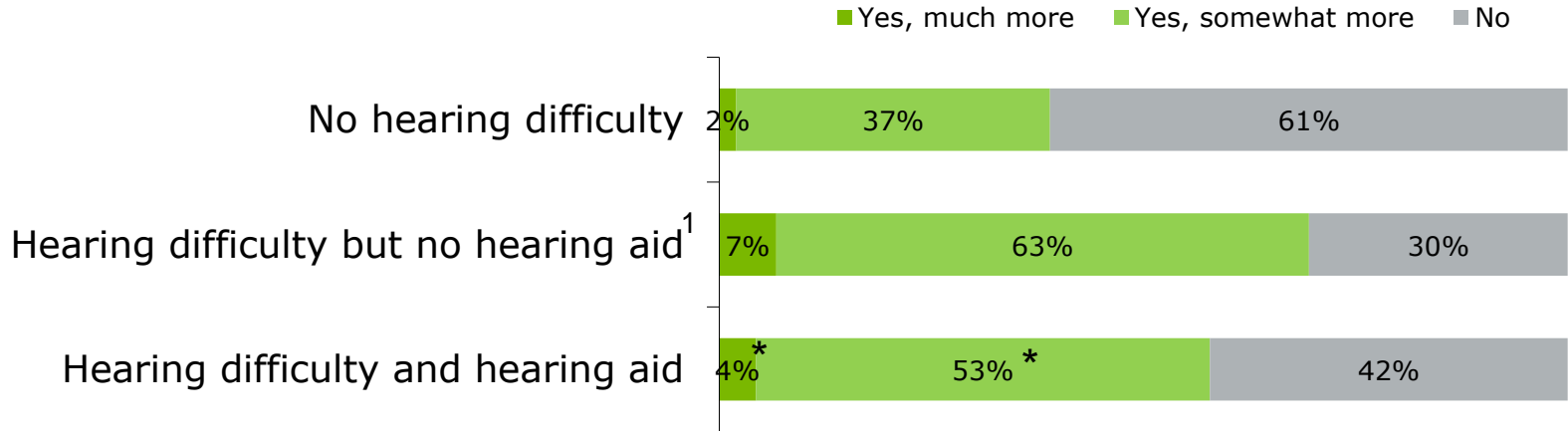


- Differences are statistically significant (95%)
- ¹ refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

No Hearing aids n=1122
 Hearing aids n=396
 Source: EuroTrak pooled data GER, FRA, UK, 2015

The positive impact of HA's on dementia symptoms

Dementia symptom: Getting more forgetful in the last year?



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No hearing difficulty n=21923 (based on rep sample)

No hearing aid n=857

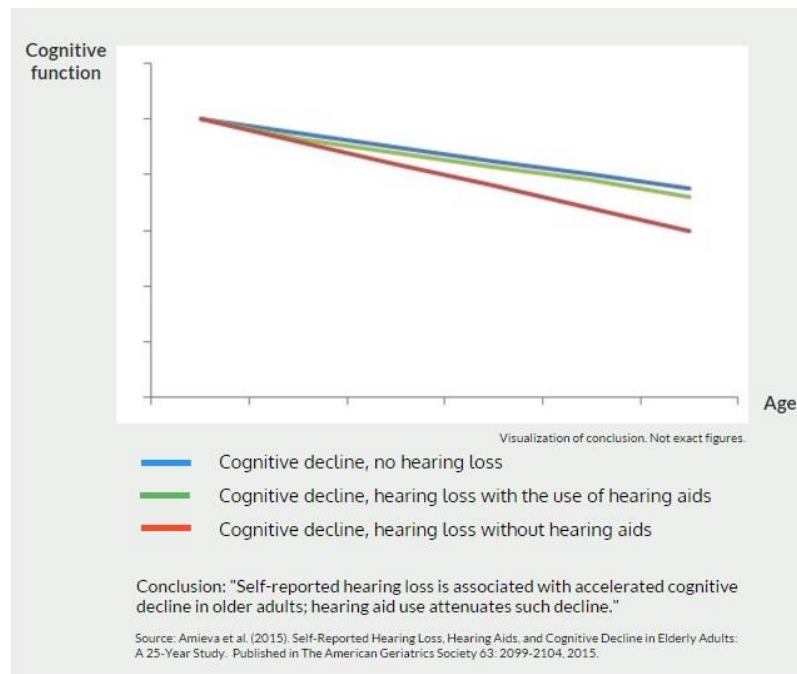
Hearing aid n=2126

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

Hearing aids and cognitive decline

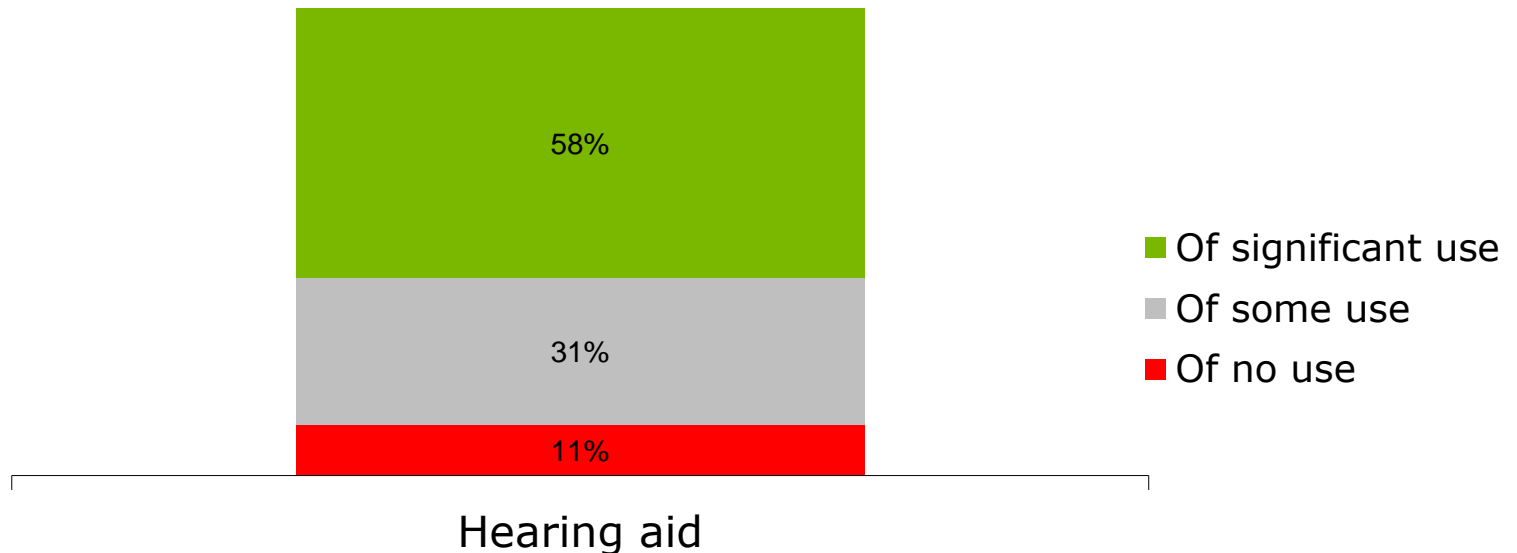


- French report from 2015:
- **Hearing aids can help reduce the additional cognitive decline associated with hearing loss.**
- 3670 people, followed since 1988



Hearing aids are useful on the job

How useful are your hearing aids on your job?



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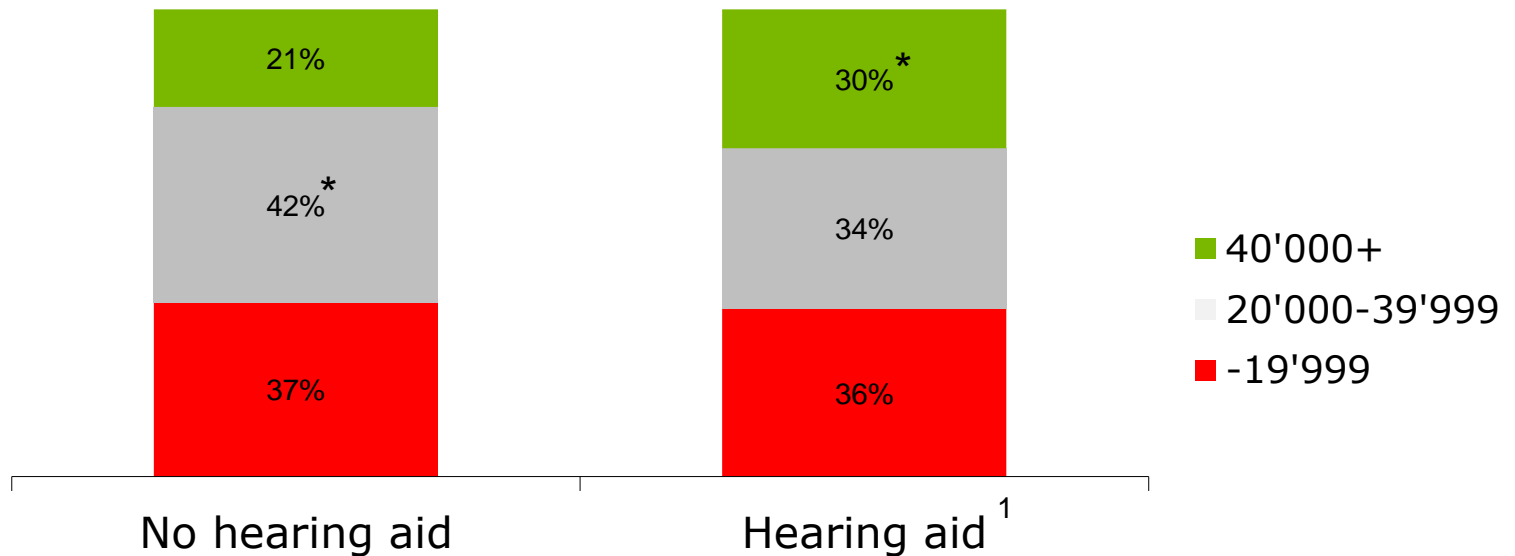
¹ refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

n=1060

Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015 fulltime or part time employed

Employed HA users more often earn a higher salary

What is your annual PERSONAL income before tax etc ?
EUR/£



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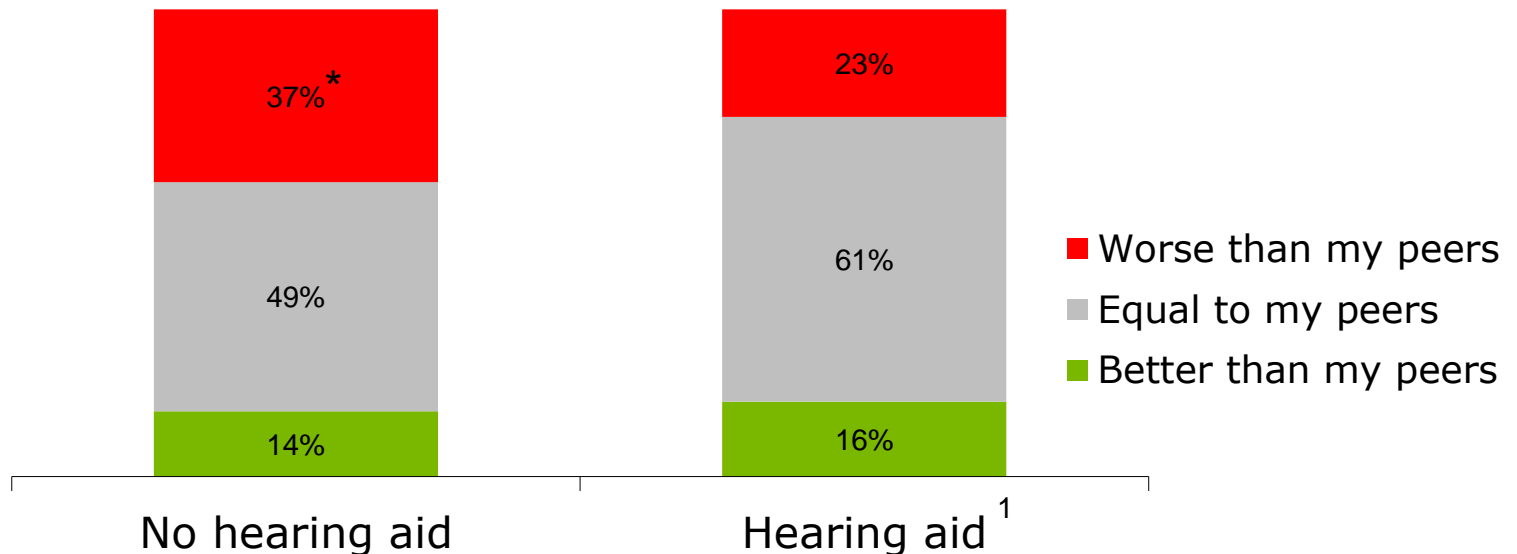
Hearing aid n=1615

No hearing aid n=949

Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015 fulltime or part time employed

Employed HA users less often feel under-salaried

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



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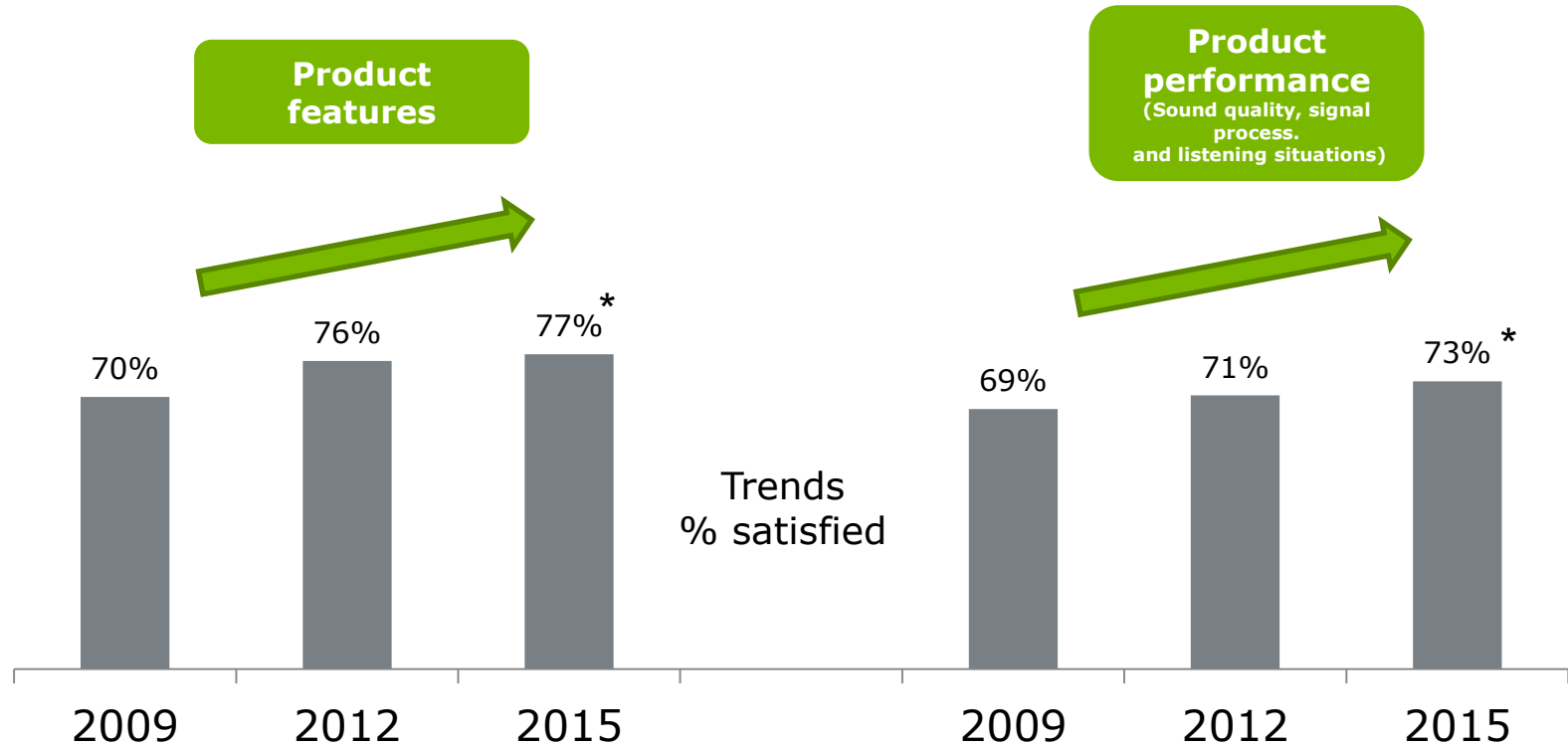
¹ refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

Hearing aid n=1591

No hearing aid n=951

Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015 fulltime or part time employed

Satisfaction with HA features and performance increased



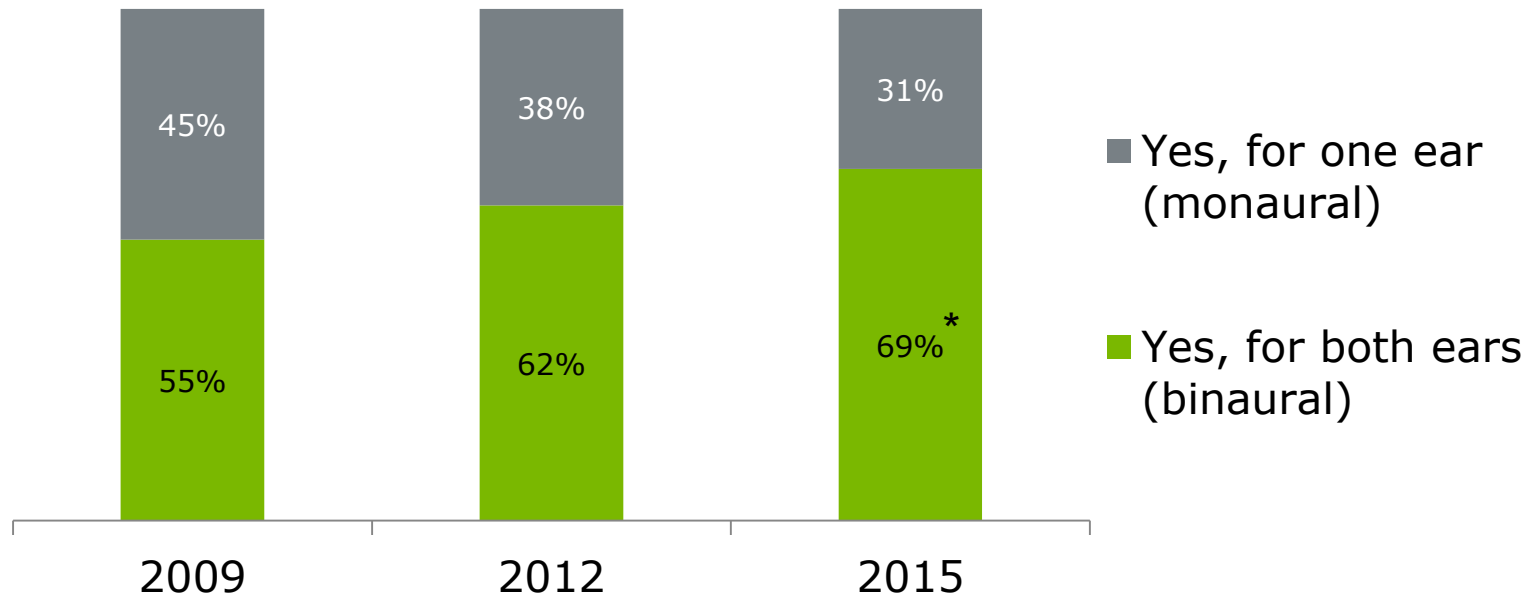
* Differences are statistically significant (95%)

2009 n=1483
2012 n=1488
2015 n=1593

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

Binaural fitting rate increased

Do you own or use a hearing aid?



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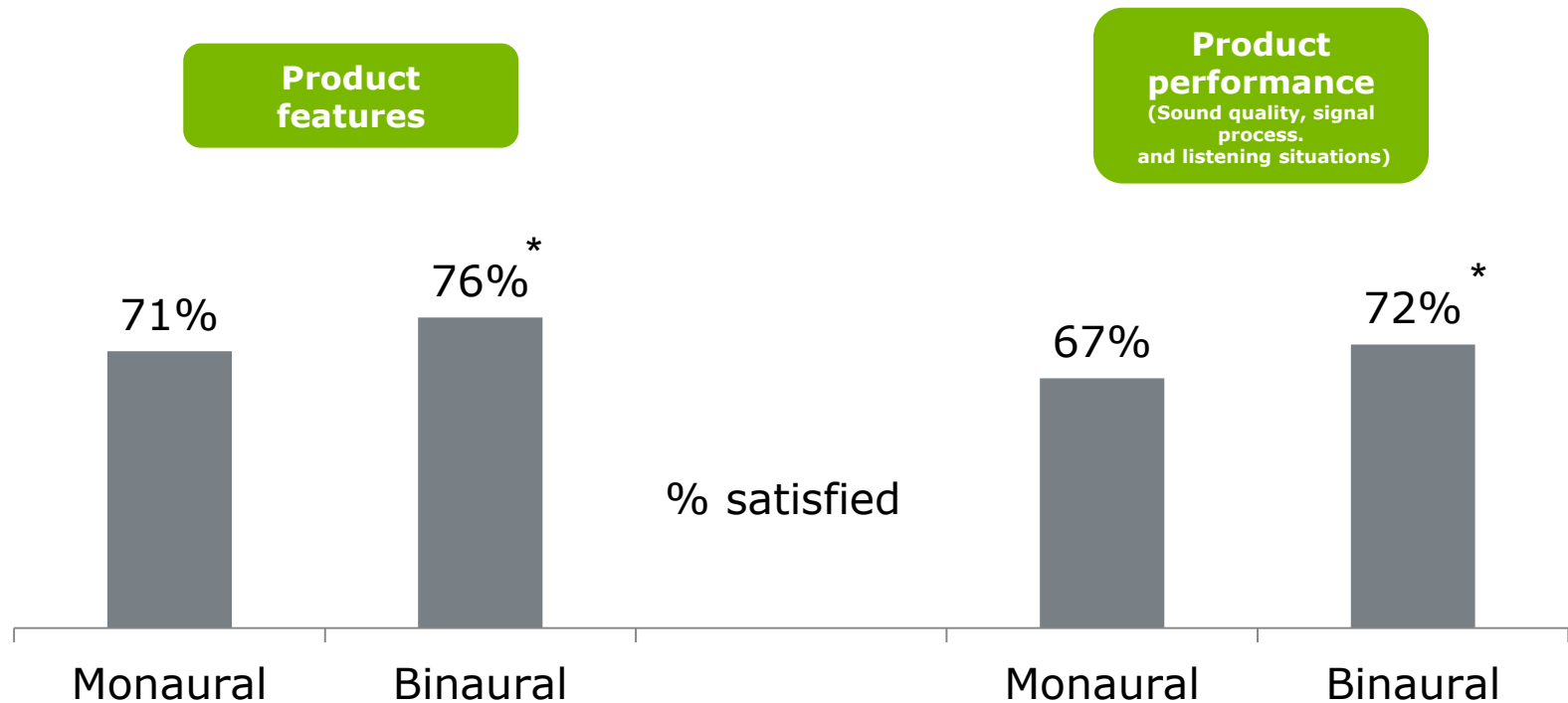
2009 n=1744

2012 n=1719

2015 n=1826

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

Binaurally fitted users are more satisfied



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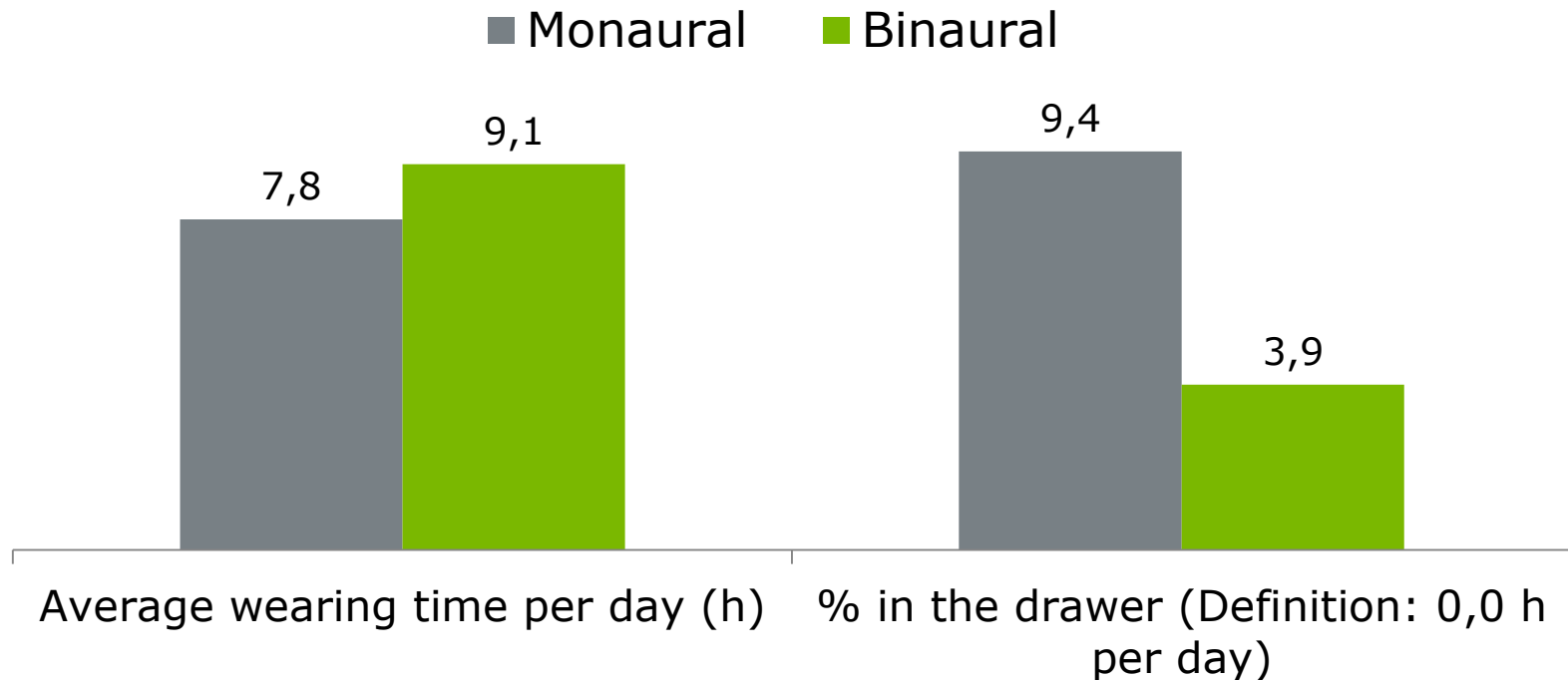
Monaural n=1304

Binaural n=3212

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

Binaurally fitted use their hearing aids more

Approximately how many hours a day do you wear your hearing aids?



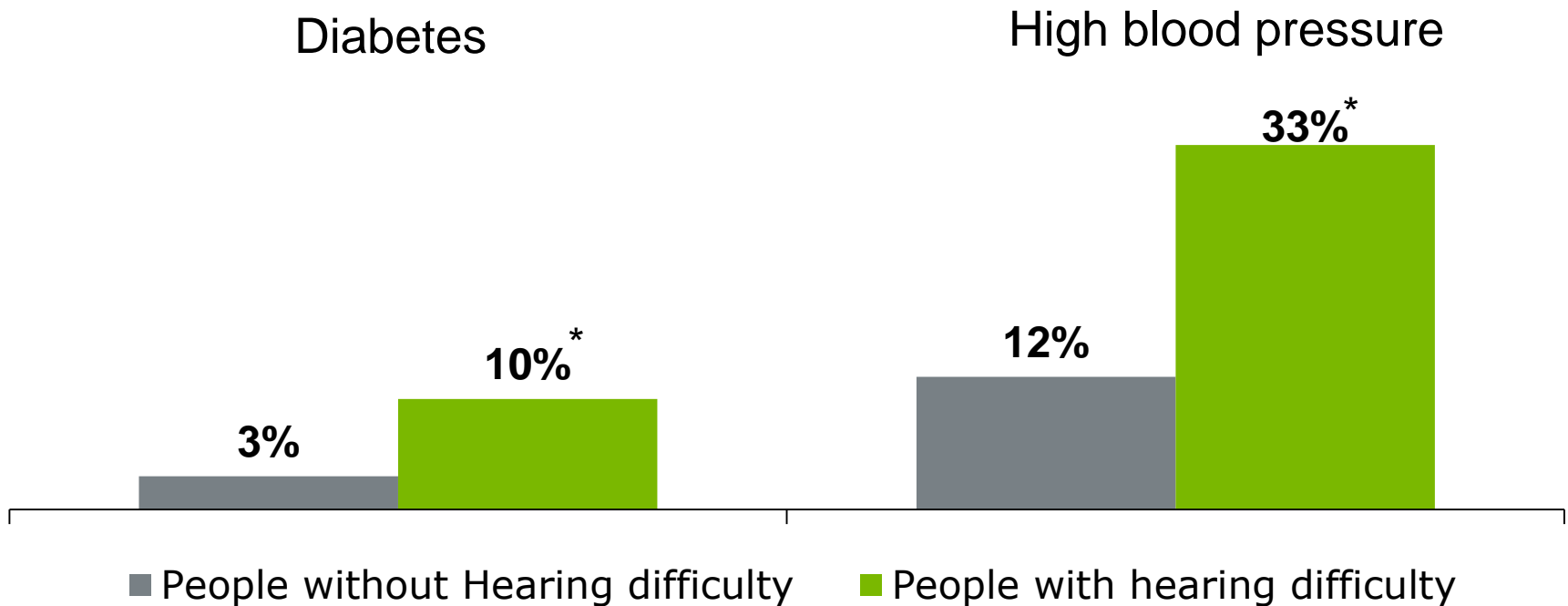
Monaural n=525

Binaural n=2713

Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015 Hearing aid owners with binaural hearing difficulty

People with hearing difficulty more often have high blood pressure and diabetes

Which of the following apply to you?

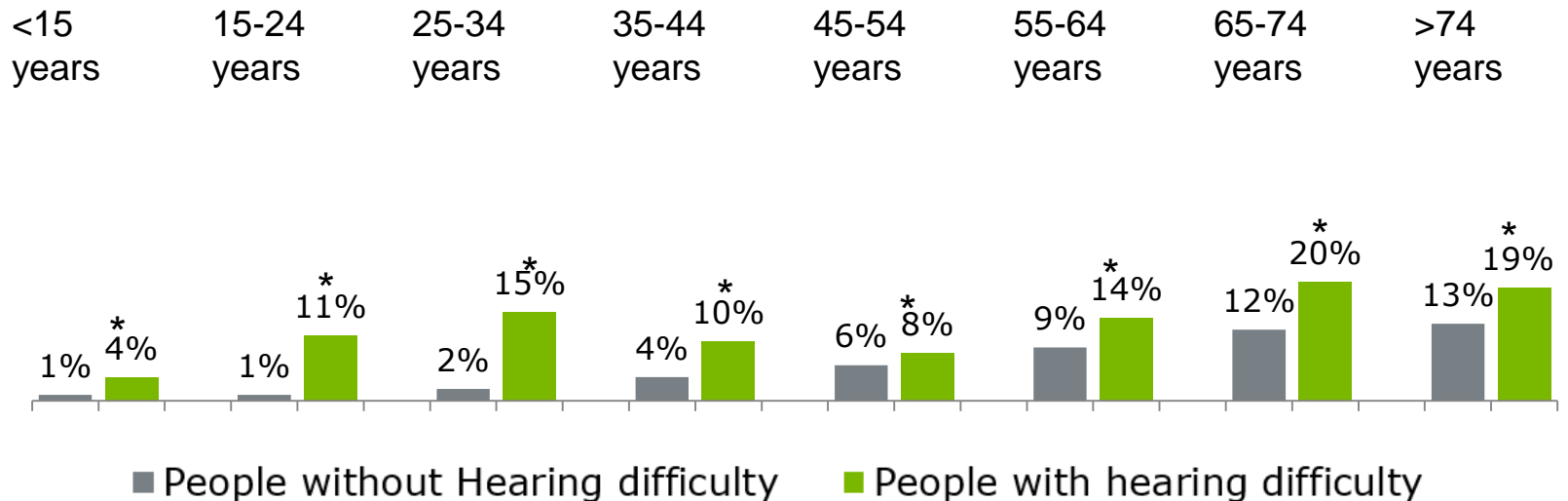


* Differences are statistically significant (95%)

People with Hearing difficulty n=15211
 People without hearing difficulty n=116817
 Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015

People with hearing difficulty more often have diabetes – across all age groups

Which of the following apply to you? “**Diabetes**” by Age group



* Differences are statistically significant (95%)

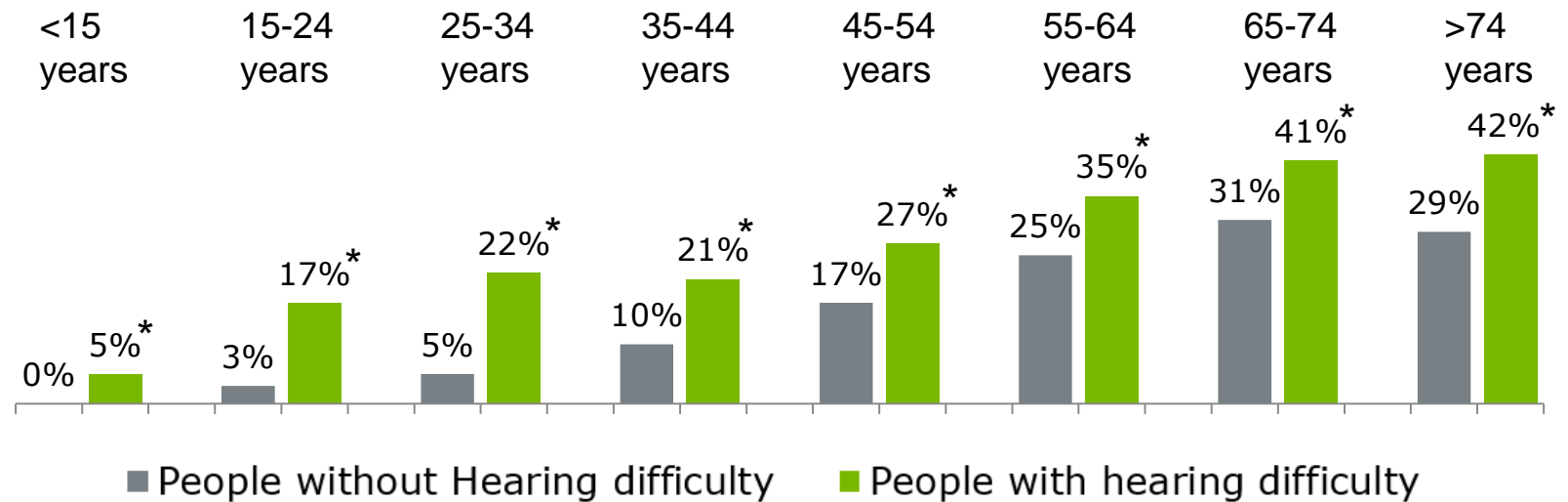
People without Hearing difficulty n=15211

People with hearing difficulty n=116817

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

People with hearing difficulty more often have high blood pressure – across all age groups

Which of the following apply to you? “**High blood pressure**” by Age group



* Differences are statistically significant (95%)

People without Hearing difficulty n=15211

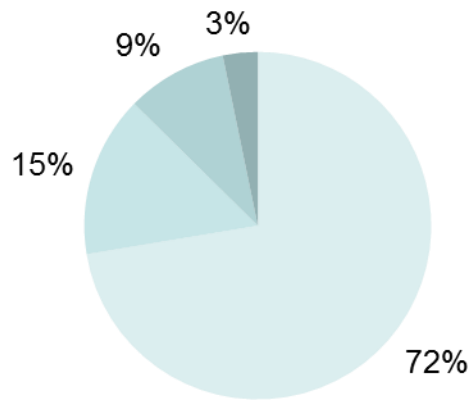
People with hearing difficulty n=116817

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

87% of all users do not feel they're made fun of.
 Non-users often feel made fun of (36%)

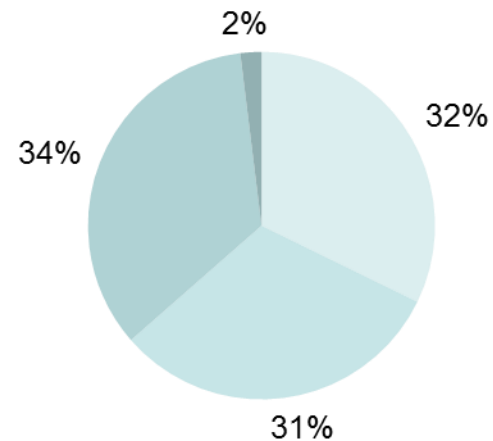
HA users:

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



Non-users:

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

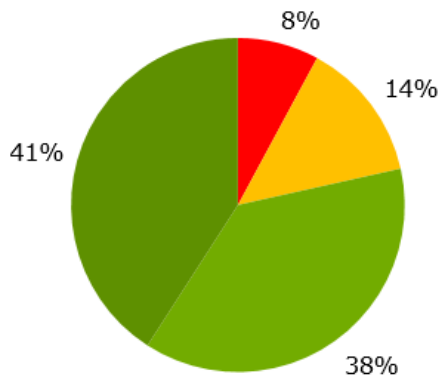


Base: N=501

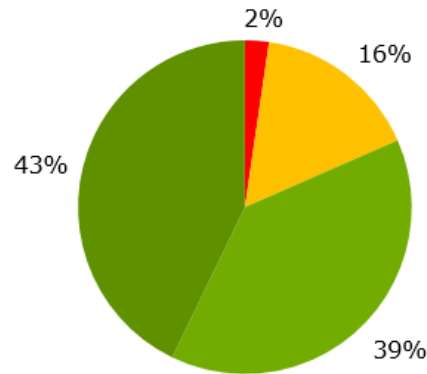
Base: Top 50% hearing loss, no hearing aid N=219

Vast majority declare that their hearing aids improve their quality of life

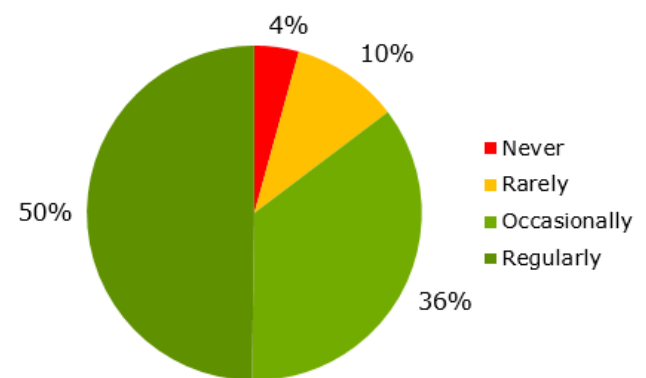
How often do your hearing aids improve your quality of life?



Base: N=605



Base: N=505



Base: N=501

- Never
- Rarely
- Occasionally
- Regularly

Thanks for your attention!



Take good care of yourselves!