


What can we learn from 3668 users in 7 countries?

Based on the  **anovum** EuroTrak studies in GER, FRA, UK, NO, CH, IT and JapanTrak

Advances in Audiology, Las Vegas

Soren Hougaard, EHIMA



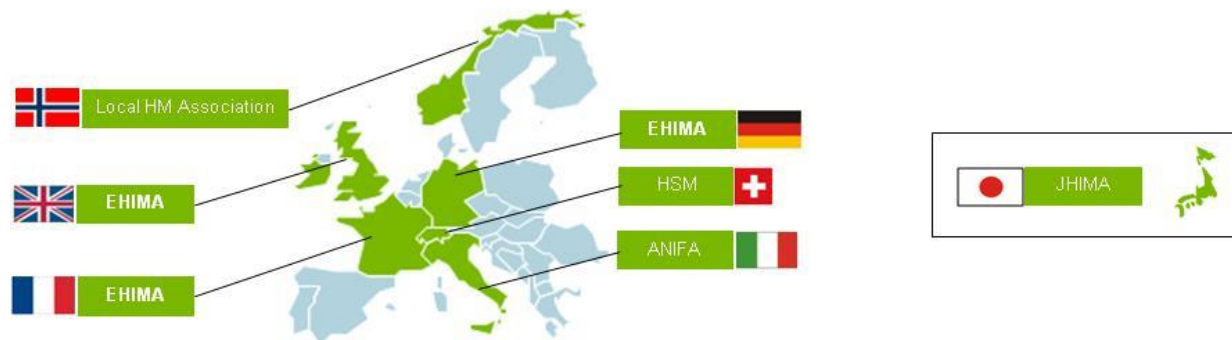
Today's roadmap








1. An overview of the surveyed markets
2. Hearing rehabilitation: Societal and personal benefits
3. Satisfaction with and reasons not to use hearing aids



1. An overview of the surveyed markets

Survey facts



	Short interviews		Long interviews	
	Representative		HA owners	HA non-owners
UK 	14896		501	795
Germany (GER) 	13922		500	864
France (FRA) 	15430		502	809
Norway (NOR) 	14866		691	618
Switzerland (CH) 	14836		514	813
Italy (ITA) 	15536		510	801
JapanTrak (JAP) 	15036		450	898
Total	104'522		3668	5598

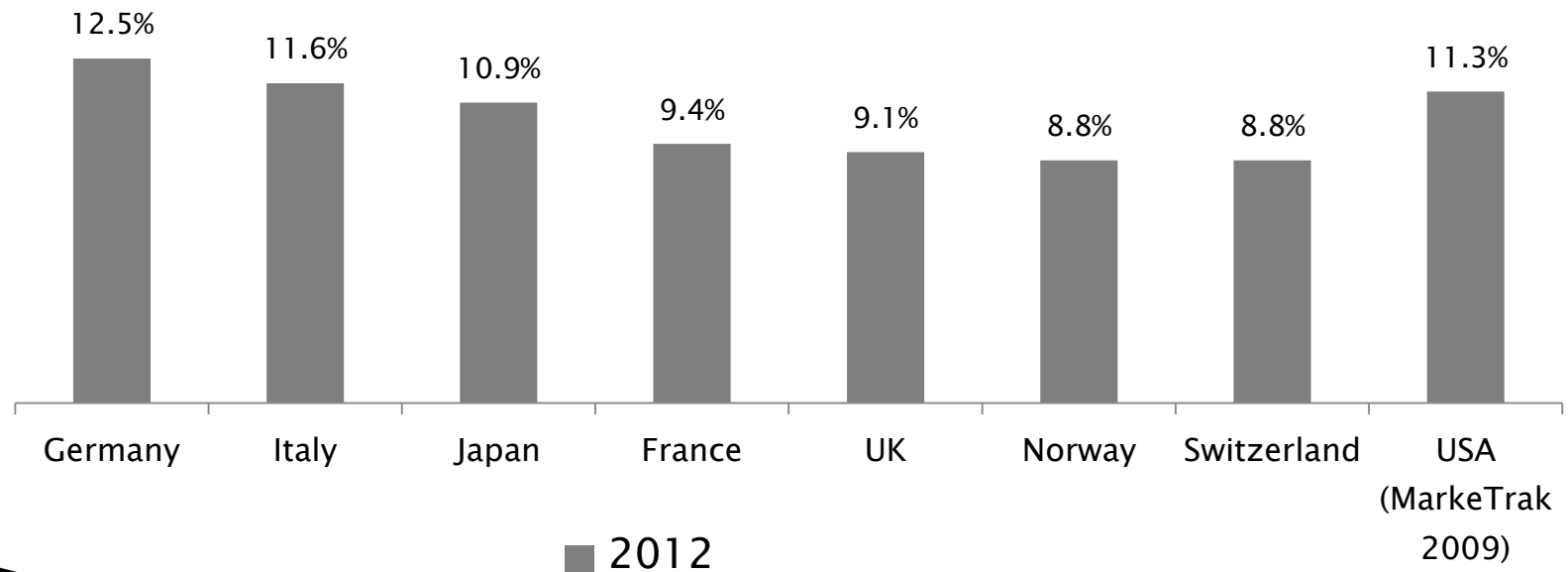
Hearing loss prevalence differs



% self-reported hearing impaired (Base: population)

Differences may be caused by:

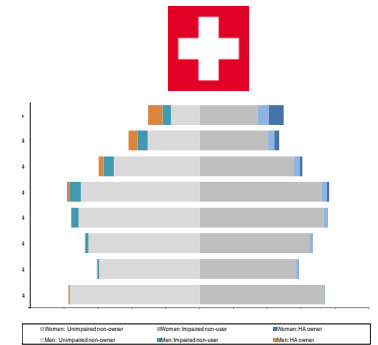
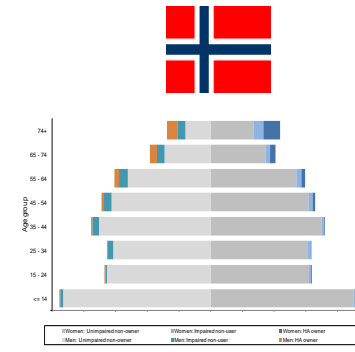
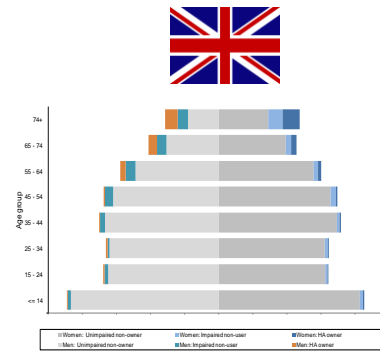
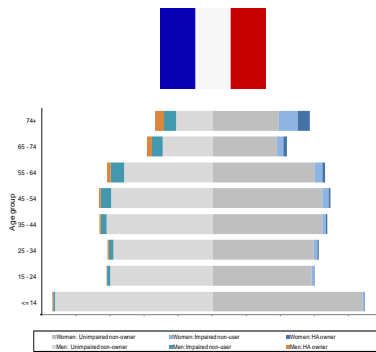
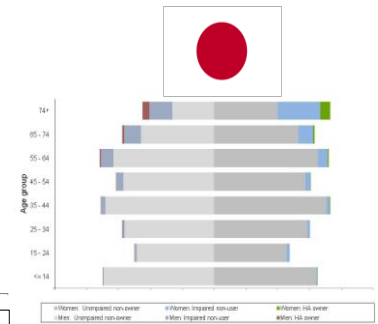
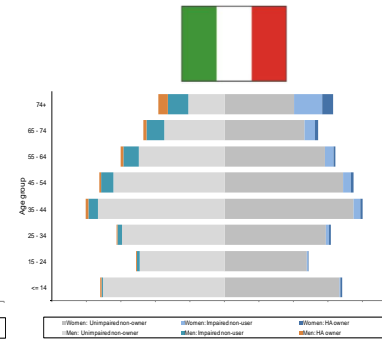
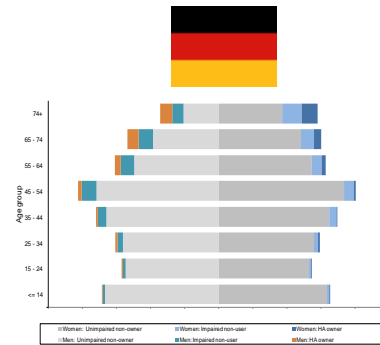
- Age-gender-structure (=age pyramid)
- Awareness: Hearing tests, health care systems etc.
- Prevention / Work situation
- Other factors



Source:  anovum EuroTrak /JapanTrak

Age pyramids differ

“older” populations:



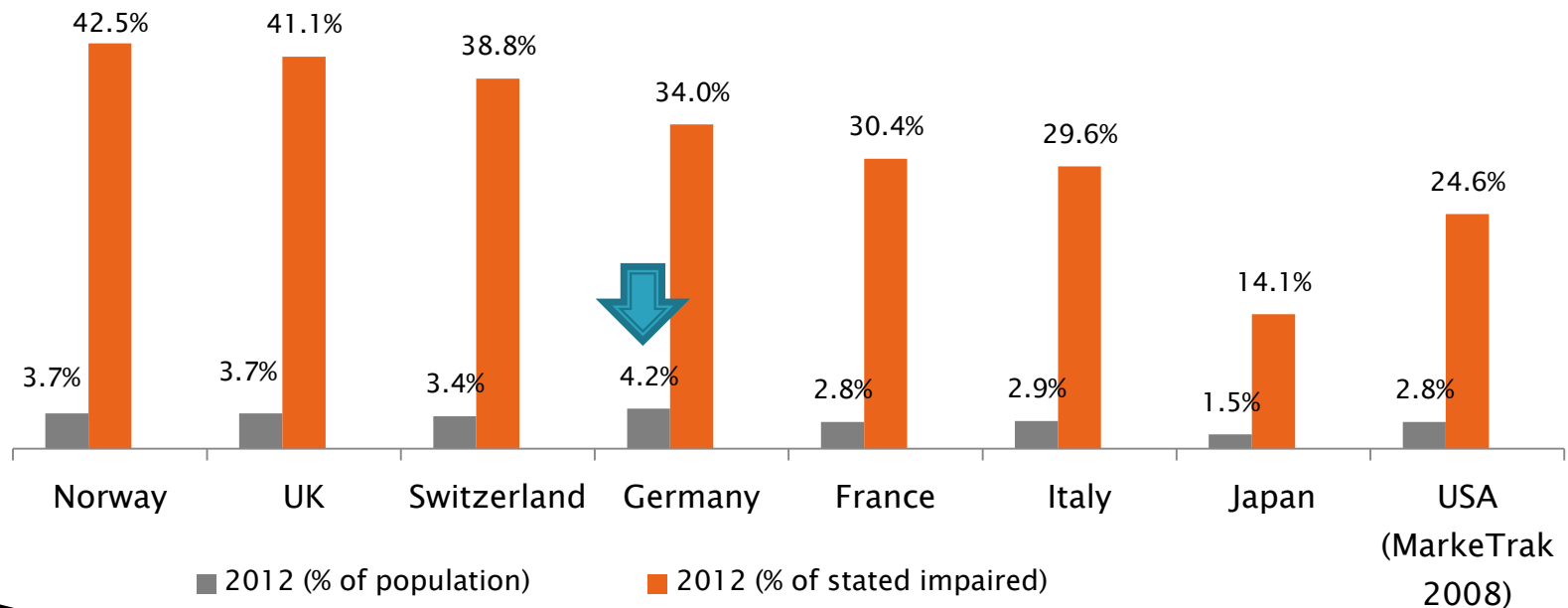
Hearing aid adoption differs



Adoption: Proportion of people with hearing aid (% of population) and adoption rate (% of **stated** impaired)

Differences may be caused by:

- Health care system
- Reimbursement system / income structure
- Market development
- Culture
- Other factors.



Source:  EuroTrak / JapanTrak

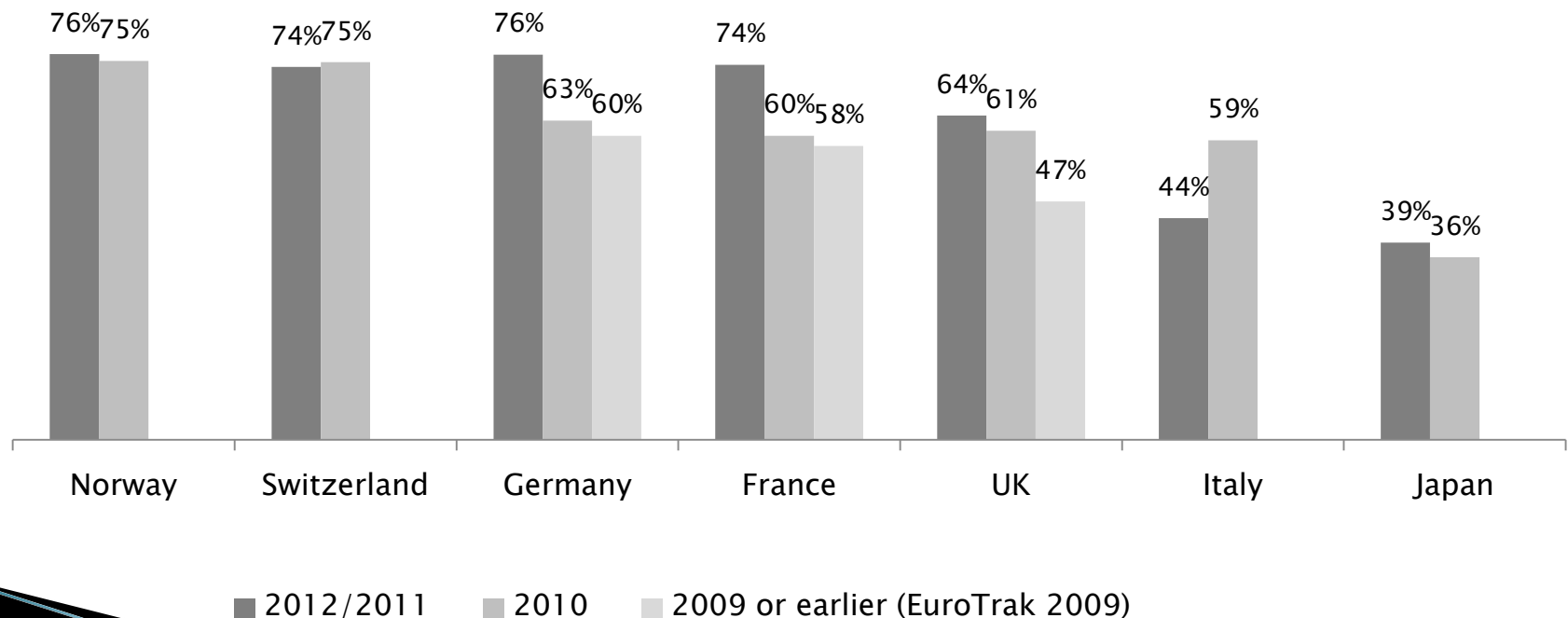
Binaural fitting increasing in most countries



% Binaural fitting

Differences may be caused by:

- Health care system
- Reimbursement system / income structure
- Market development
- Professional “attitude”

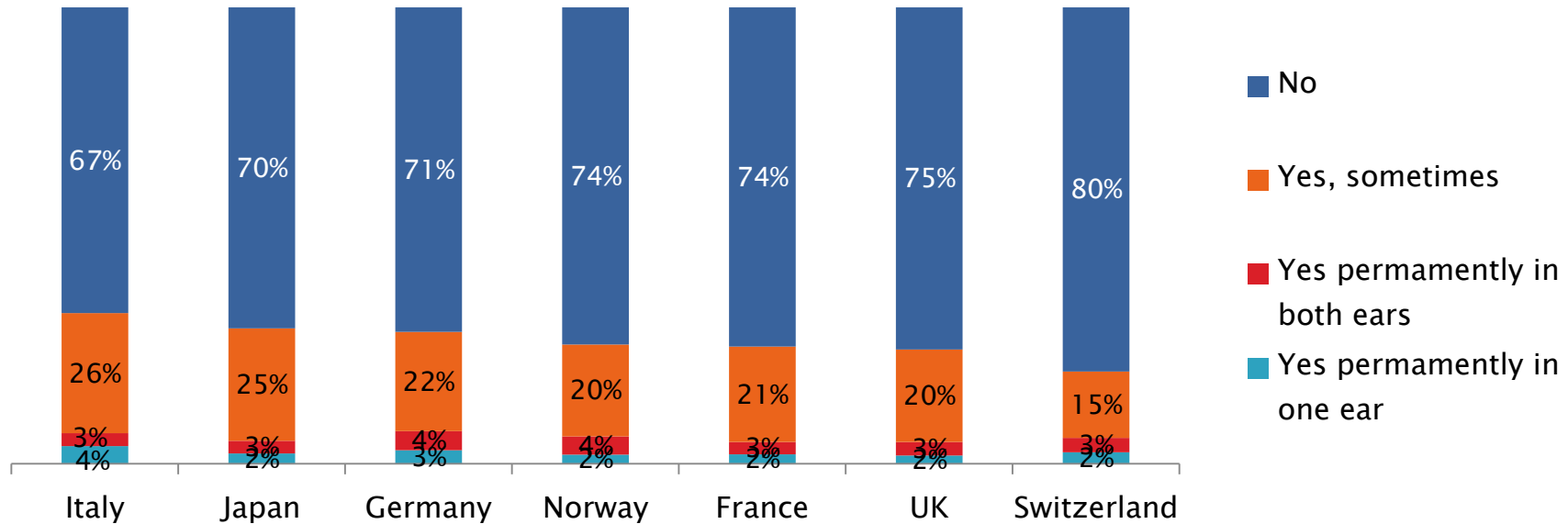


Source: anovum EuroTrak / JapanTrak

Tinnitus prevalence



Do you have tinnitus (ringing or other noises in the ears or head) in one or both ears ?



Source:  EuroTrak / JapanTrak

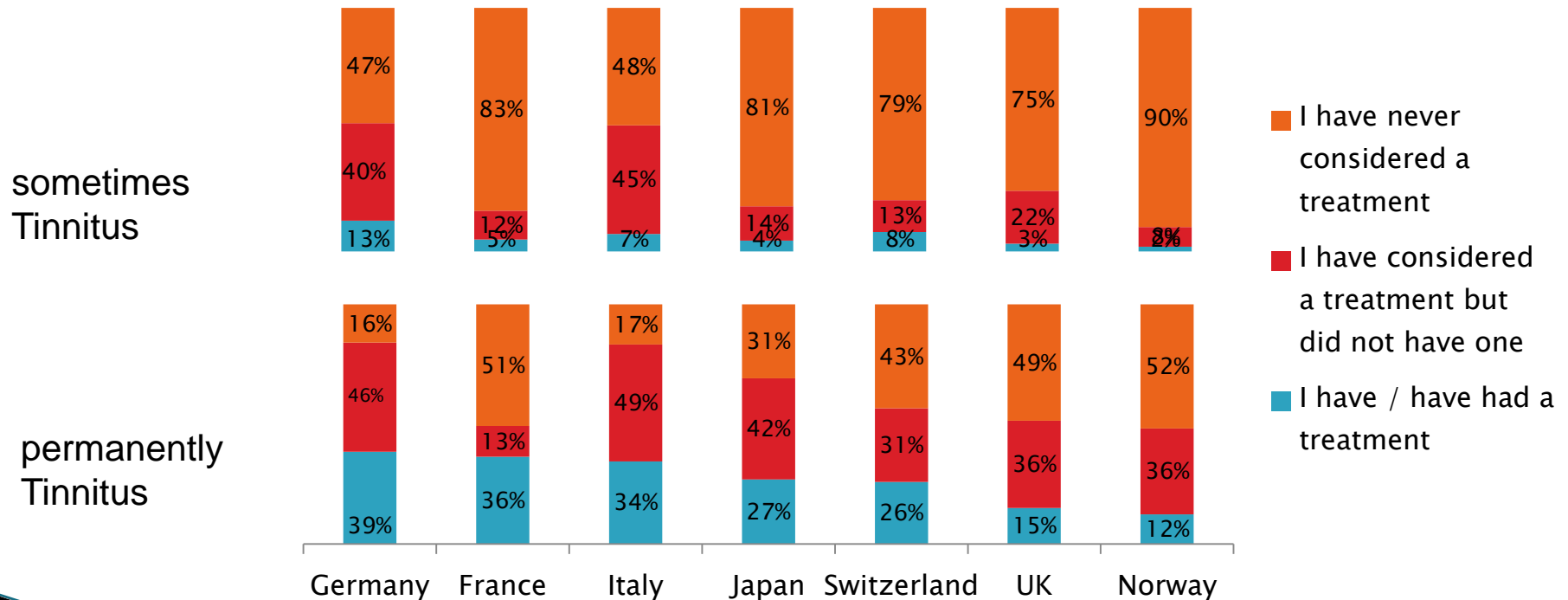
Tinnitus treatment differs



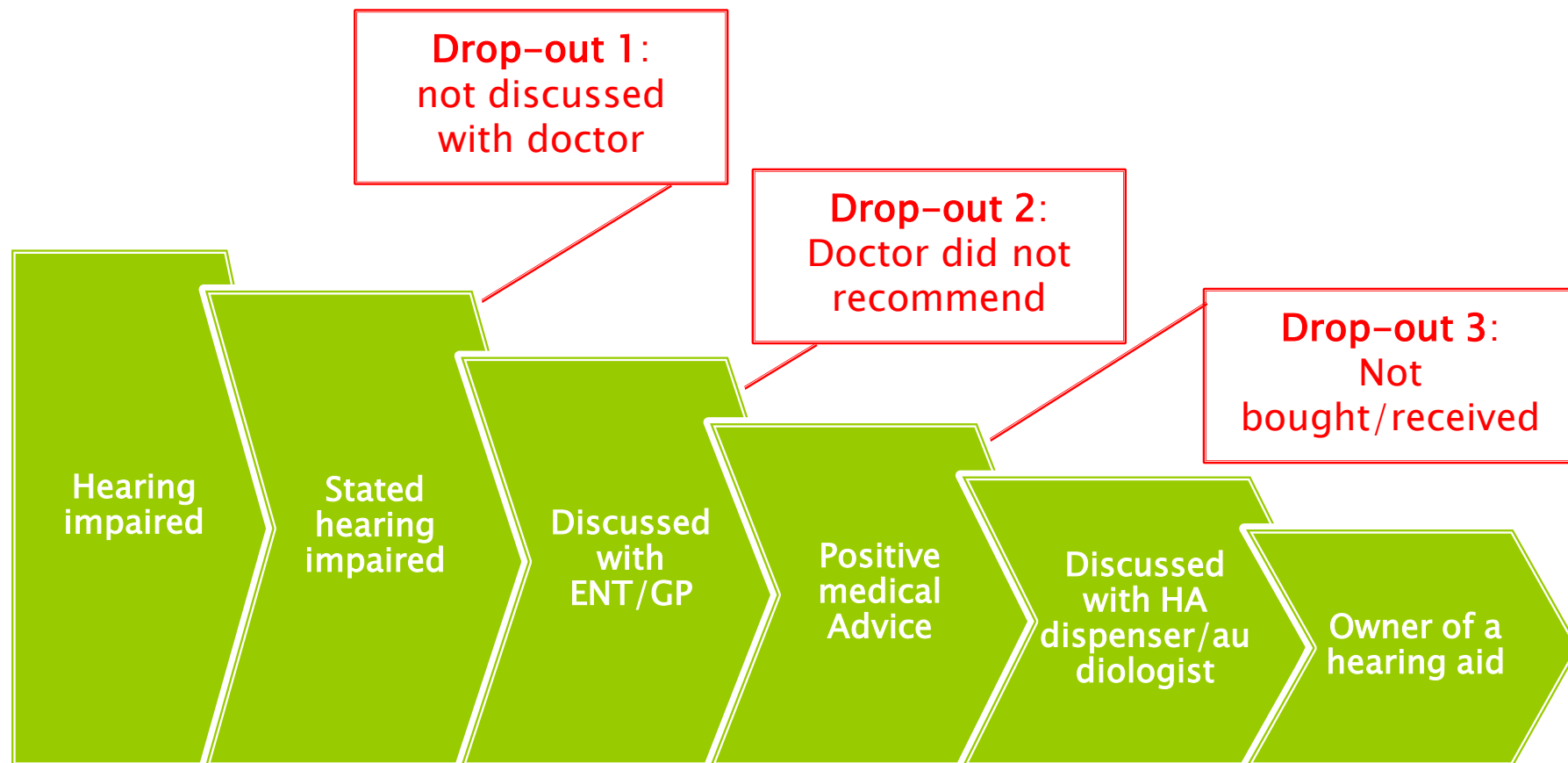
Have you ever thought about a treatment of your tinnitus?

Differences may be caused by:

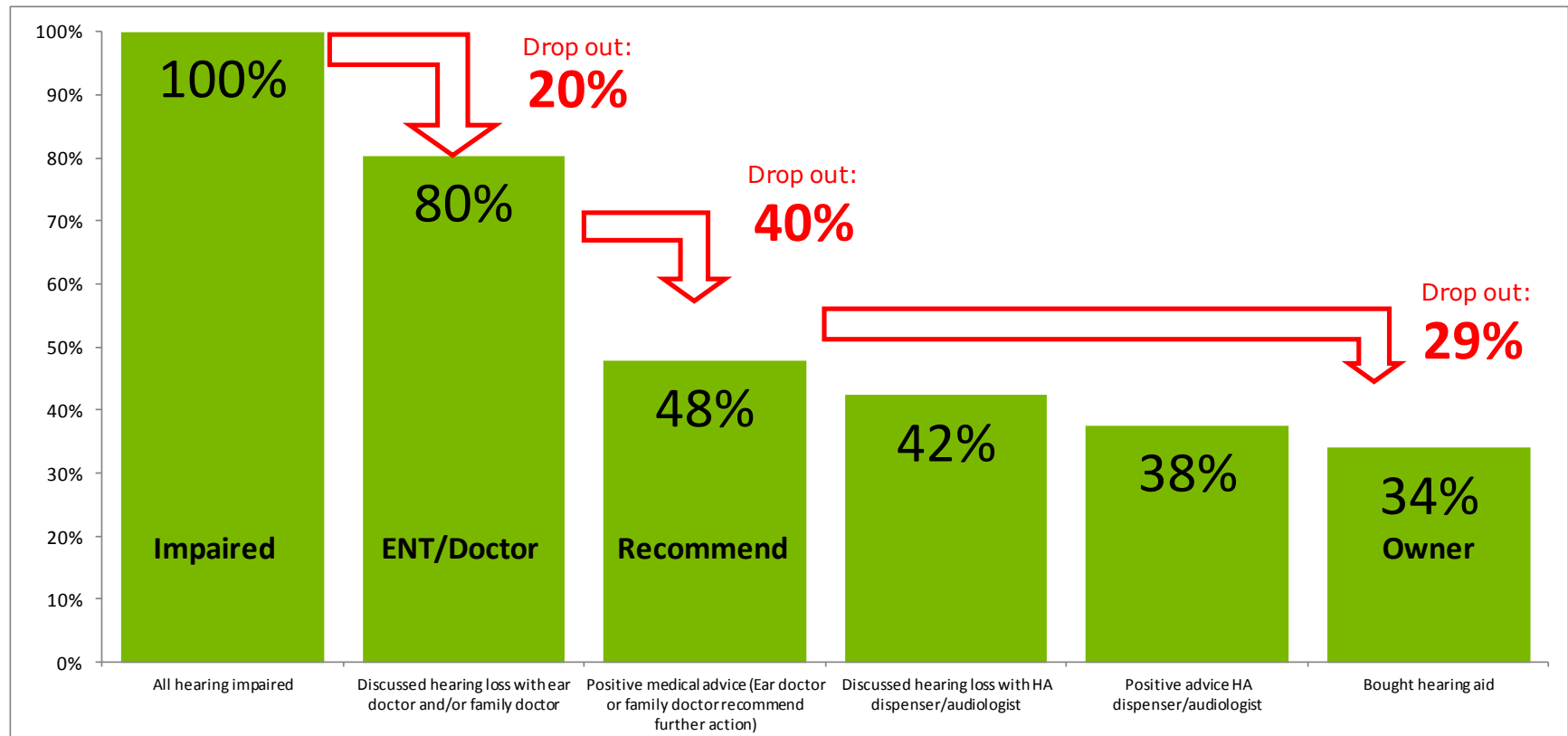
- Health care system / income structure
- Culture
- etc.



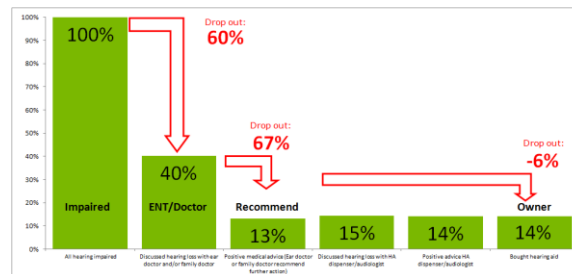
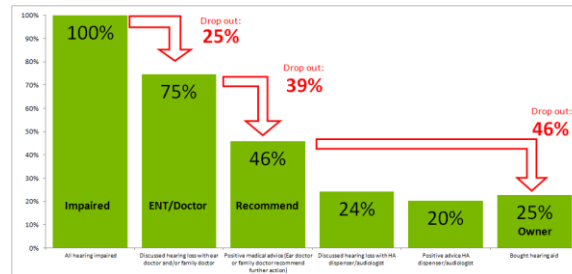
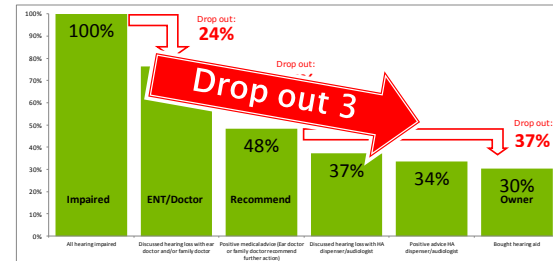
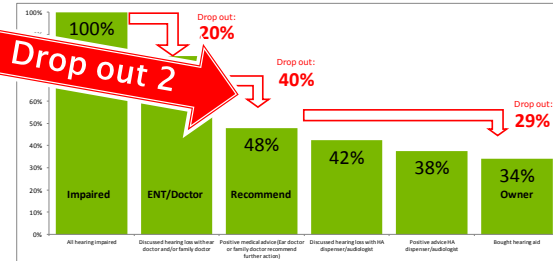
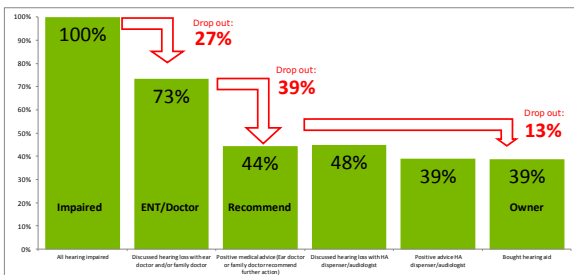
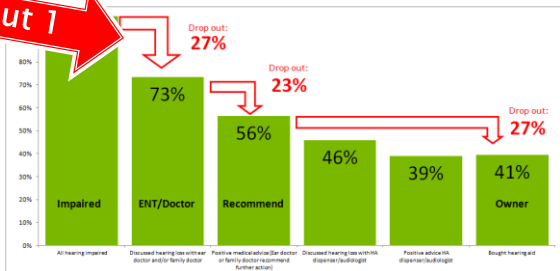
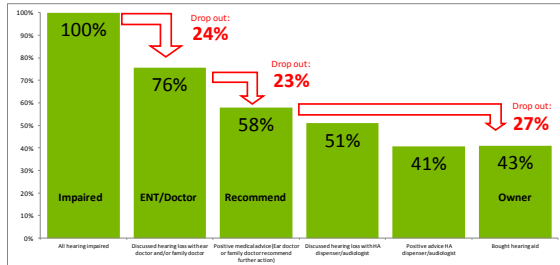
Drop-out rates



Drop-out rates Germany



Drop-out rates differ



Source: Anovum EuroTrak / JapanTrak

In the UK only 10% of the population have had their hearing tested in the last 12 months.

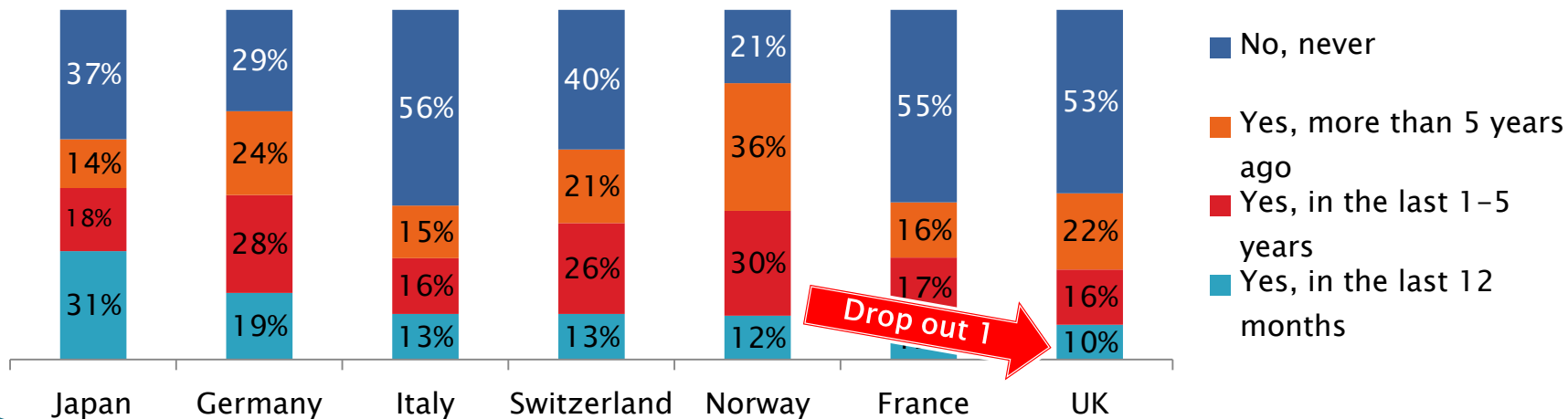
Drop out 1

OECD Data shows:

1. The density of practicing physicians is lower in the UK
2. People in the UK go to the doctors' less often

EuroTrak 2012 shows:
People in the UK rarely take hearing tests

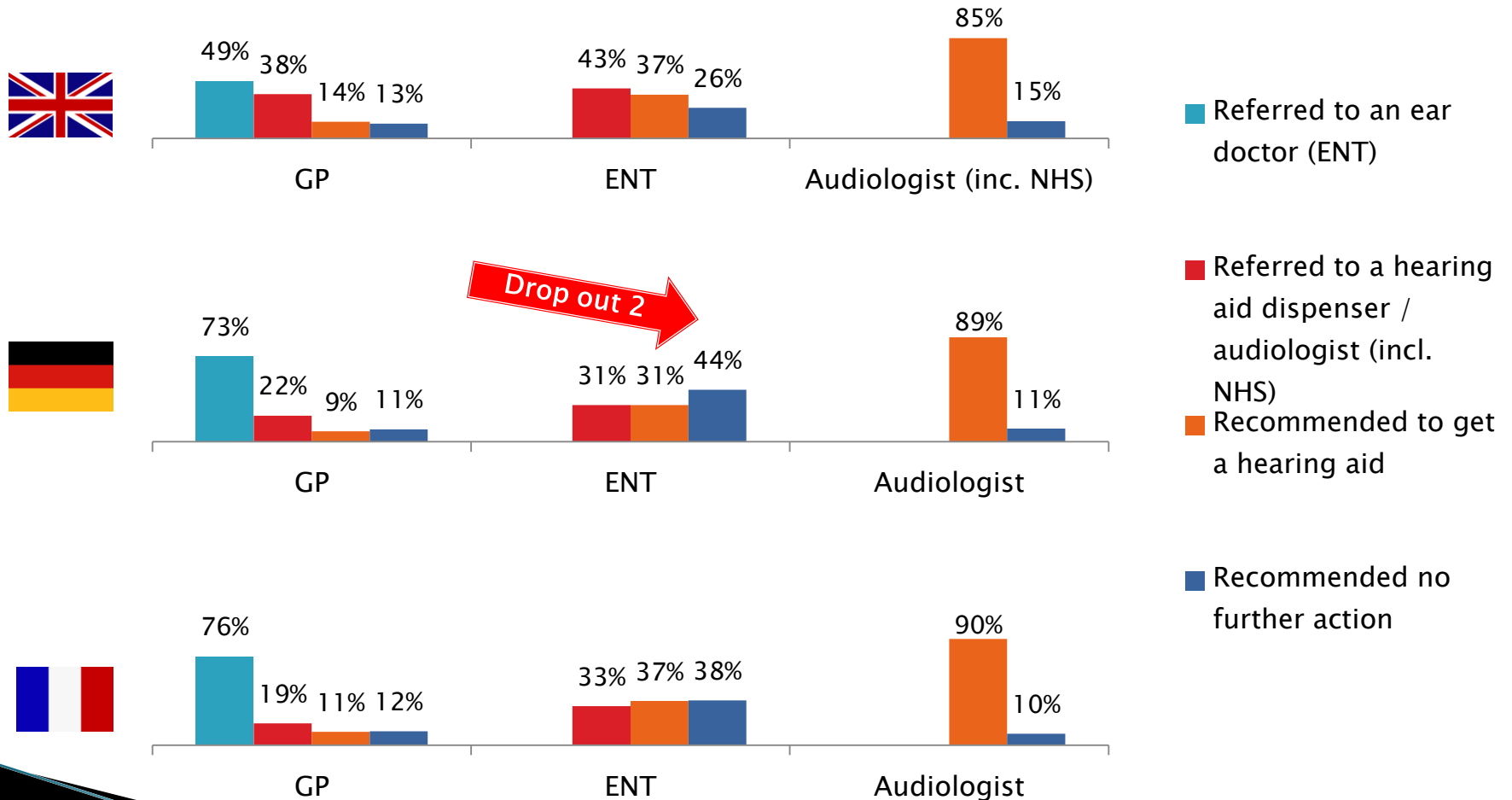
Have you ever had your hearing tested? (Base:population)



In Germany 44% were told by the ENT not to take any action



Recommendations by profession



The French cannot afford hearing aids

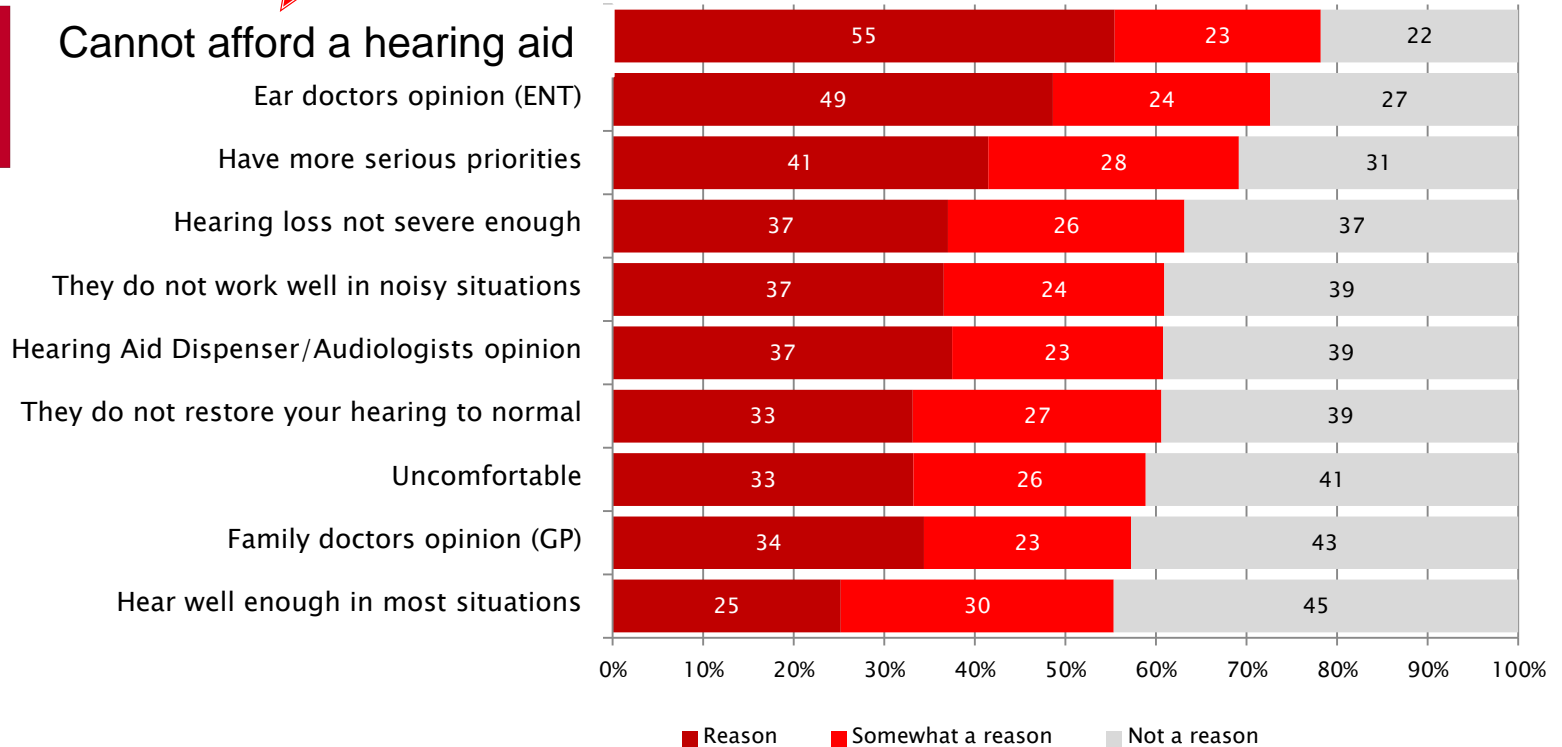


Top 10 reasons for not having a hearing aid



Drop out 3 →

Cannot afford a hearing aid

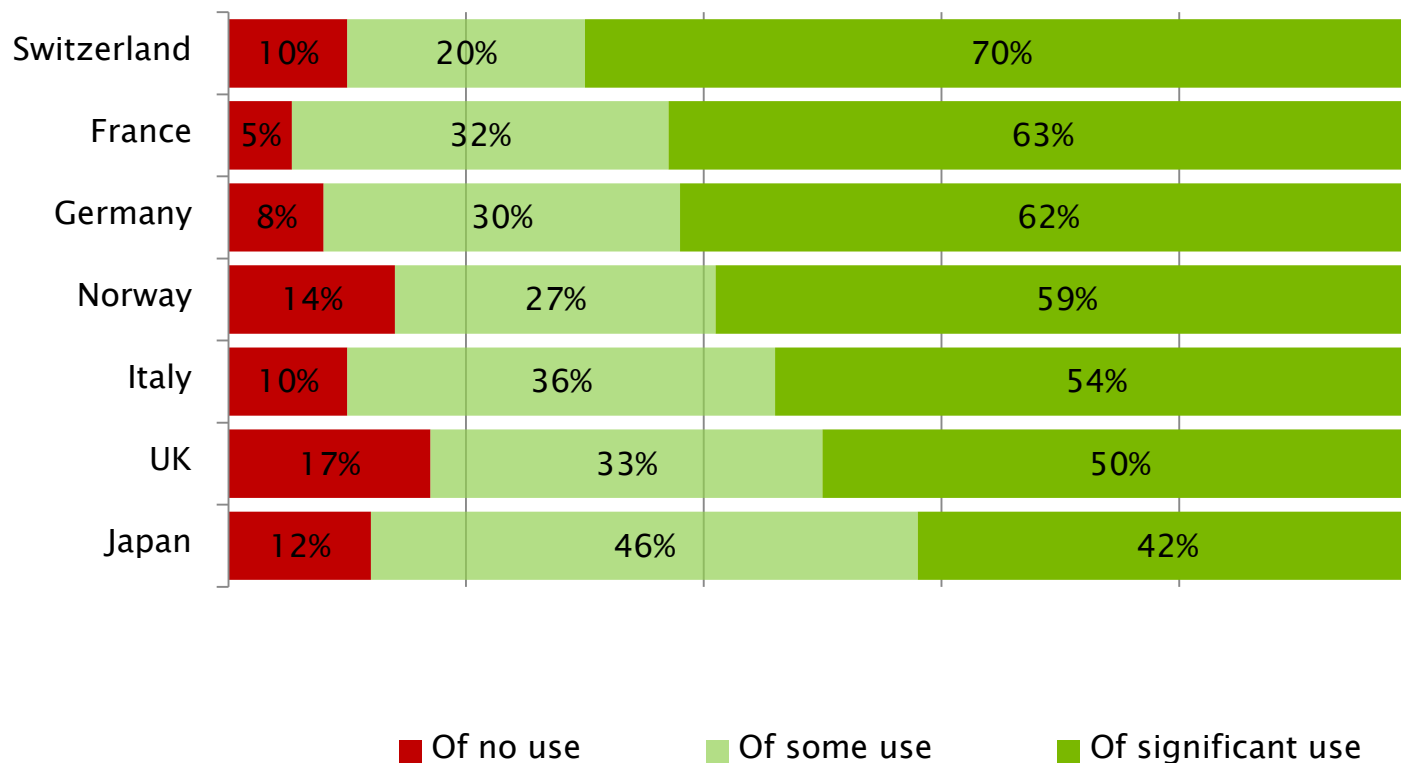


Source: anovum EuroTrak /JapanTrak

2. Hearing rehabilitation: Societal and personal benefits

Hearing aids are useful on the job

How useful are your hearing aids on your job?



Source:  anovum EuroTrak /JapanTrak

Hearing aid owners recognize the positive impact on the chance to get promoted and to get the right job.

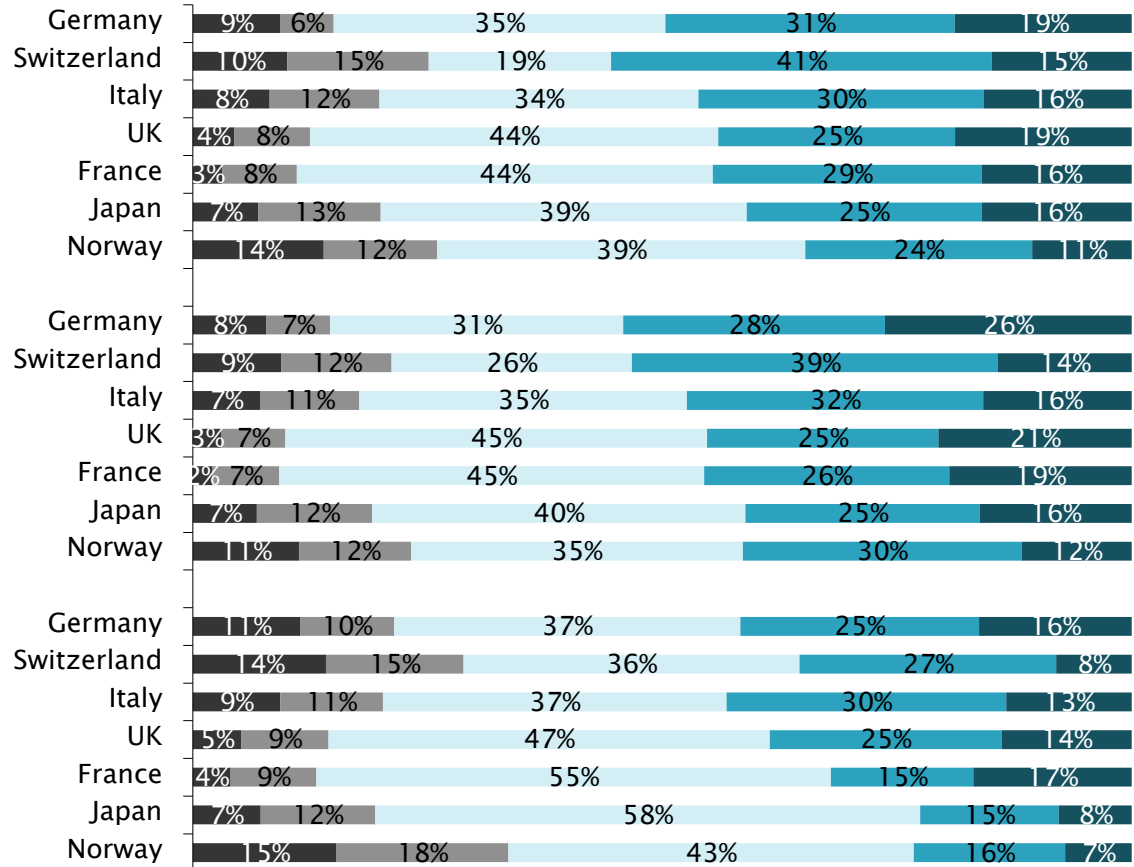


Disagree strongly
 Rather disagree
 Neutral
 Rather agree
 Strongly agree

I think that people with an untreated hearing loss tend to be less promoted in their job

I think that people with an untreated hearing loss tend not to get the job they deserve

I think that people with an untreated hearing loss tend to be under-salaried



Countries are sorted by the average "rather+strongly agree" over the three questions

Base: Hearing aid owners

Source: anovum EuroTrak /JapanTrak

Social costs of mental health problems in General: Example UK



BBC NEWS [Watch](#) **One-Minute World News**

Last Updated: Thursday, 13 December 2007, 05:17 GMT
[E-mail this to a friend](#) [Printable version](#)

Mental health 'costs UK billions'

By Adam Brimelow
BBC News, Health Correspondent

Mental health problems cost British businesses an average of £1,000 a year for every employee, researchers say.



Many employees struggle with depression

The Sainsbury Centre for Mental Health said the overall annual cost to employers, including time off work and lost productivity, is nearly £26bn.

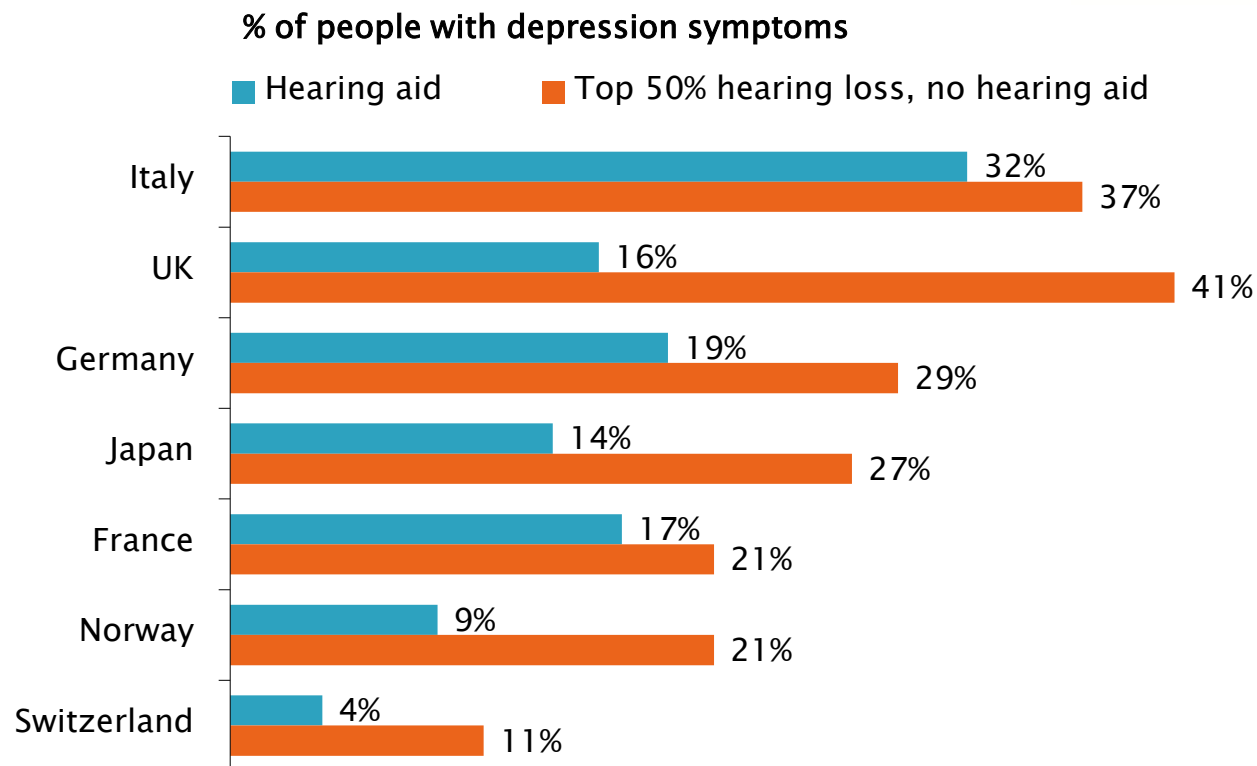
It says most firms vastly underestimate the problem, but they could make big savings with a few simple steps.

The Federation of Small Businesses said it was harder for firms with fewer resources to put policies in place.

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Depression symptoms: Hearing aid owners have a lower risk of being depressed (PHQ-2 Screening)

Depression symptoms: PHQ-2 Screening:
 In the last 2 weeks:
 • Little interest or pleasure
 • Feeling down, depressed, hopeless



Top 50% means six tiles 4-6 with a similar degree of hearing loss as hearing aid owners:
 Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:

- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC - like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

→ People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

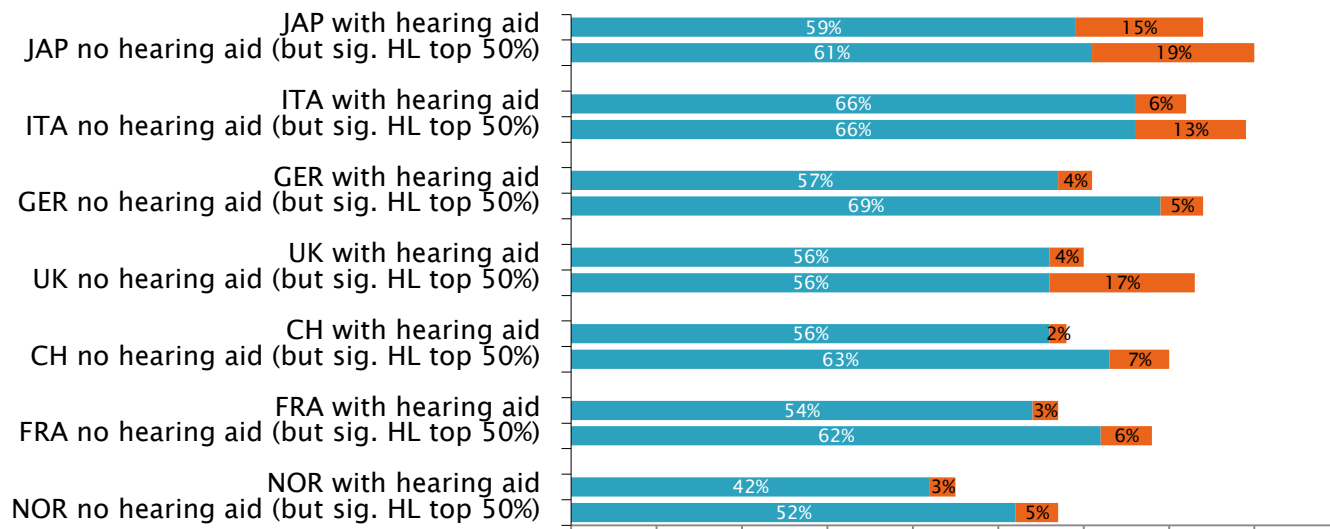
Dementia symptoms: Hearing aid owners have lower risk of being forgetful compared to impaired non-owners with comparable hearing loss



Dementia symptom:
•Getting more forgetful in the last year?

% of people getting more forgetful

■ Yes somewhat more ■ Yes, much more



Base: Hearing aid owners and non owners with top 50% hearing loss

Top 50% means six tiles 4–6 with a similar degree of hearing loss as hearing aid owners:

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Social costs of „Burnouts“ is in the daily press: Example Switzerland



Burnout, Depression, Angstzustände

Die Schweiz ist ausgebrannt

ZÜRICH/BERN - Burnout? Simulant, heisst es bei vielen Arbeitgebern. Tatsache ist: Die Zahl der **psychisch und physisch Erschöpften** steigt und verursacht in der Schweiz jährliche Kosten in Milliardenhöhe.

«Allein in der Schweiz belaufen sich die durch stressbedingte Beschwerden verursachten Kosten auf jährlich 4,2 Milliarden Franken. Die Vermutung liegt nahe, dass Burnout für einen Grossteil dieser Kosten verantwortlich ist», erklärt Psychiater Joe Hättenschwiler vom Zentrum für Angst- und Depressionsbehandlung (ZADZ) in Zürich.

Mentally and physically exhausted people

....

cost CHF 4.2 billions/year in Switzerland

Source: CH-Blick; 13.4.2012

Compared to impaired hearing aid non-owners with significant hearing loss, hearing aid owners feel less exhausted in the evenings



In the evenings I often feel physically exhausted

Hearing aid

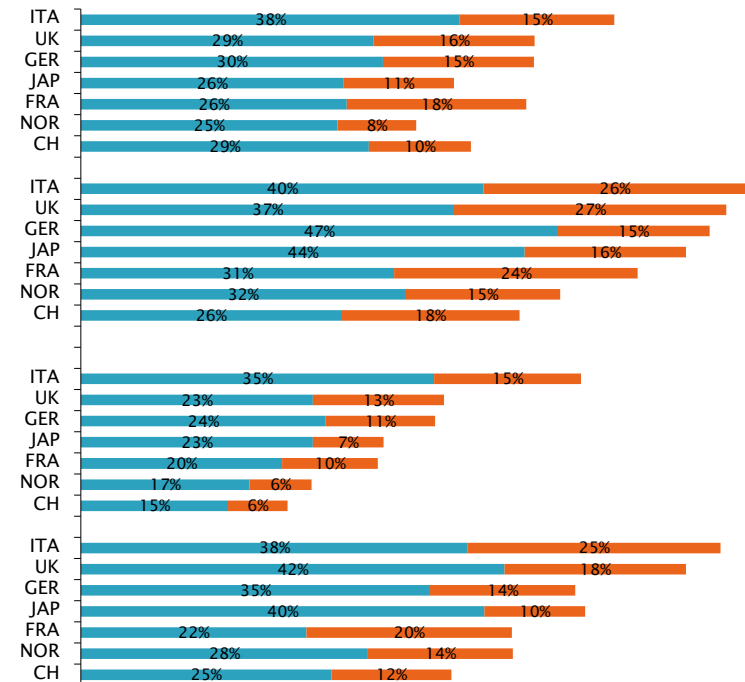
No hearing aid (but significant hearing loss top 50%)

In the evenings I often feel mentally exhausted

Hearing aid

No hearing aid (but significant hearing loss top 50%)

■ Rather agree ■ Strongly agree



Top 50% means six tiles 4-6 with a similar degree of hearing loss as hearing aid owners:
 Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:

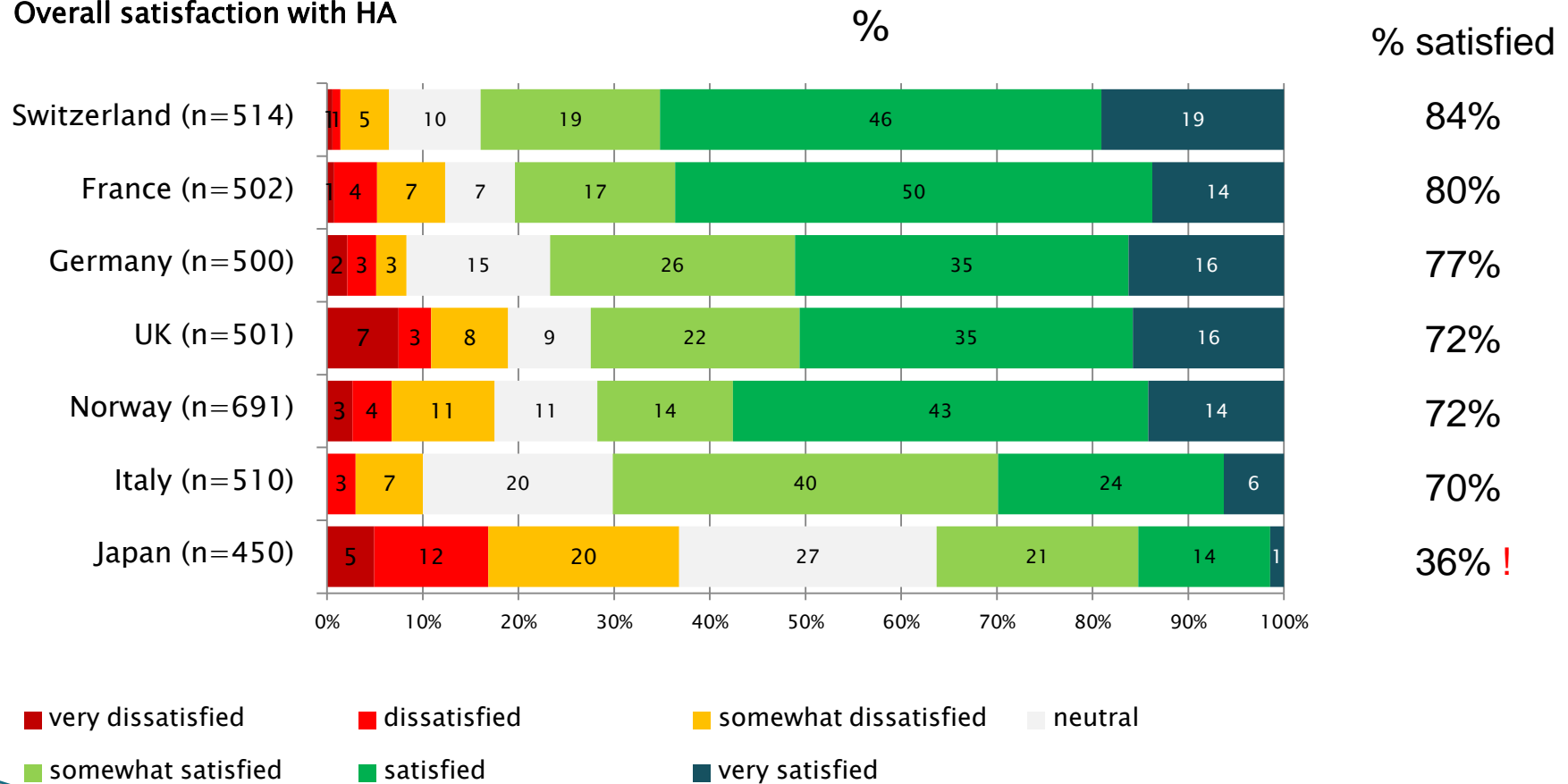
- Number of ears impaired (one or two)
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- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

→ People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

3. Satisfaction with and reasons not to use hearing aids

The majority are satisfied with their hearing aids

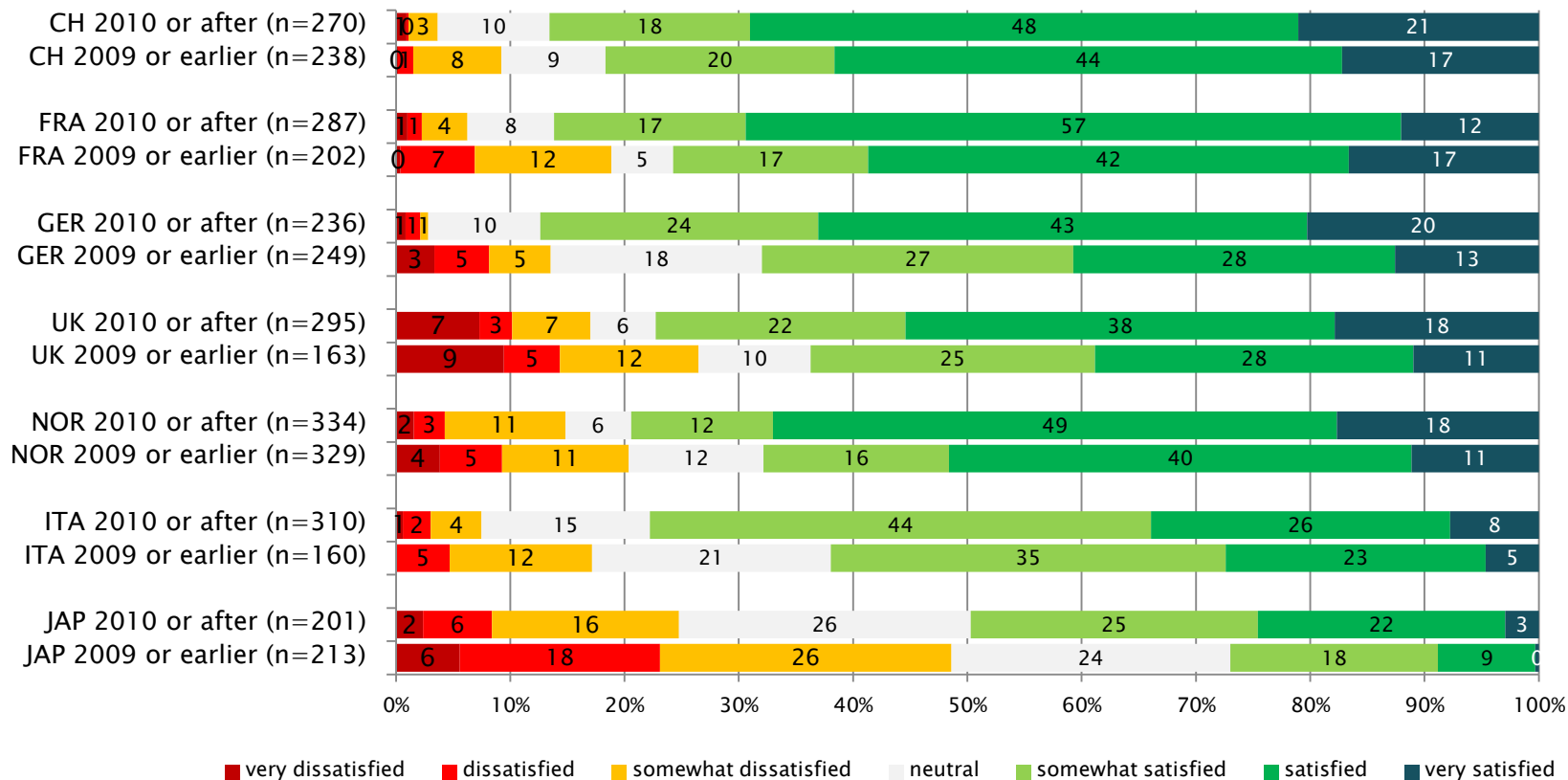
Overall satisfaction with HA



Customers with newer hearing aids are more satisfied – in every measured country



Overall satisfaction with HA

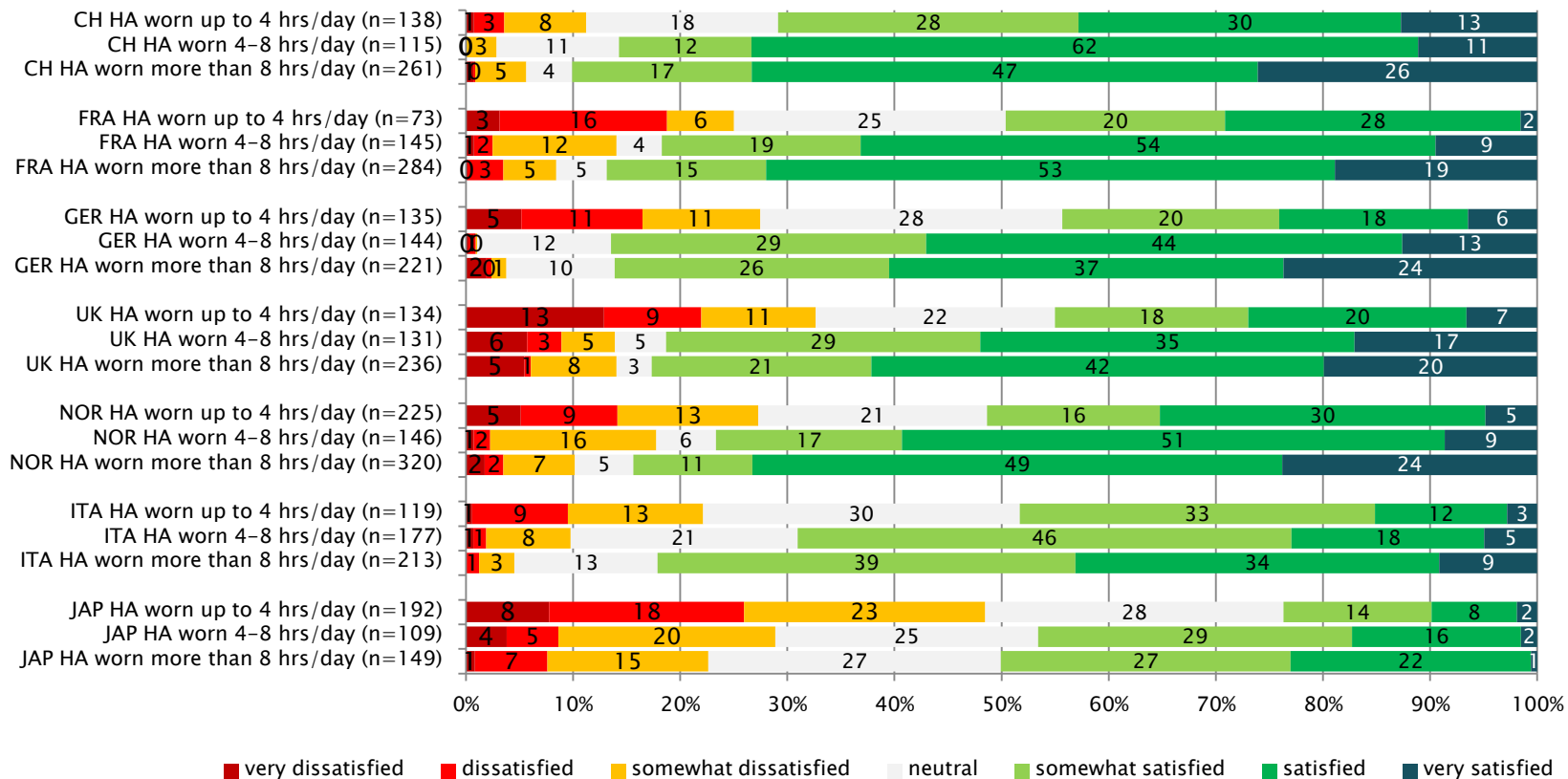


Source:  EuroTrak / JapanTrak

The longer hearing aids are worn – the more satisfied customers are



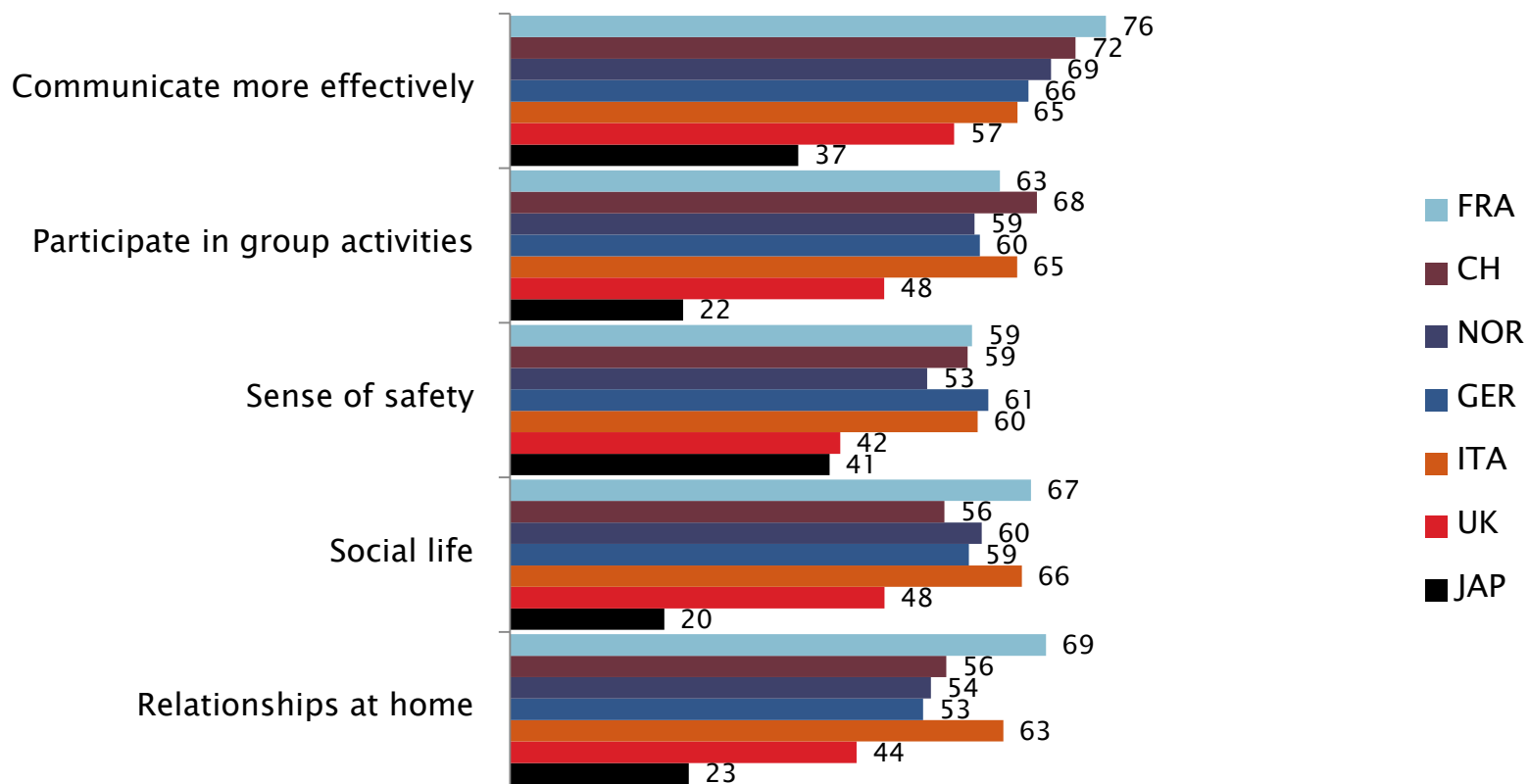
Overall satisfaction with HA



Significant positive impact of HAs on different aspects – especially communication has improved



% better + a lot better

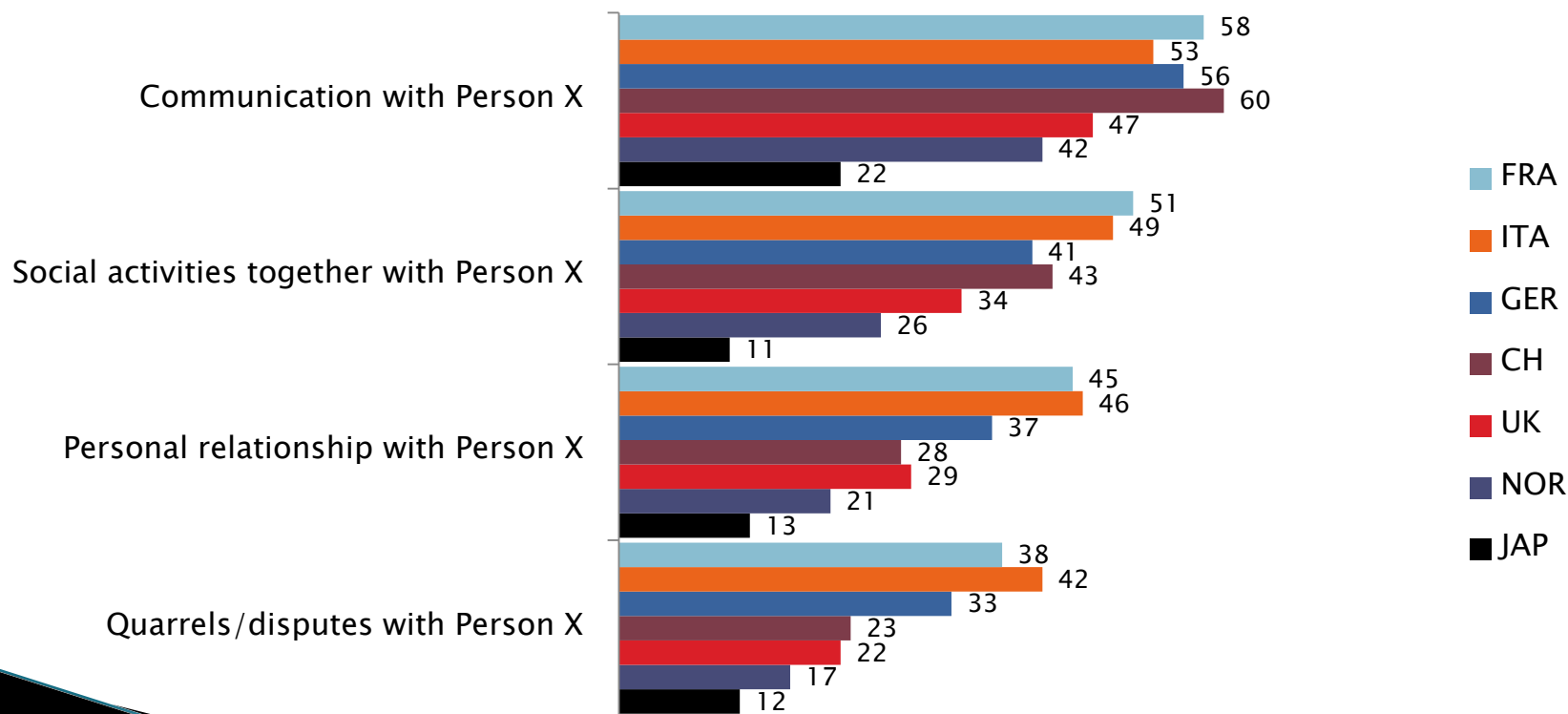


Source:  EuroTrak /JapanTrak

For the significant others, the situation has improved, since person in household/parent is wearing hearing aids

How did the following aspects change since person X is wearing hearing aids?

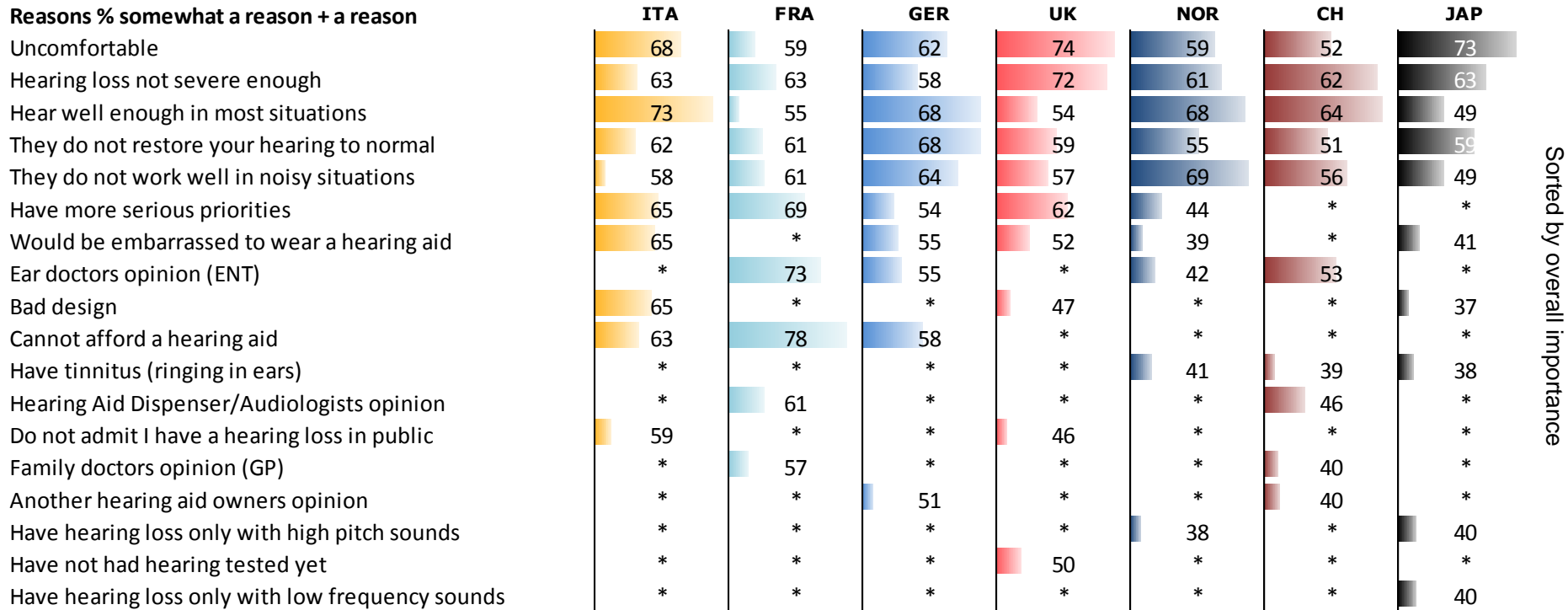
% better + a lot better



Top 10 reasons for not having a hearing aid



Bars represent importance within each country (individual scale size per country)



* not within the Top10 reasons for this country

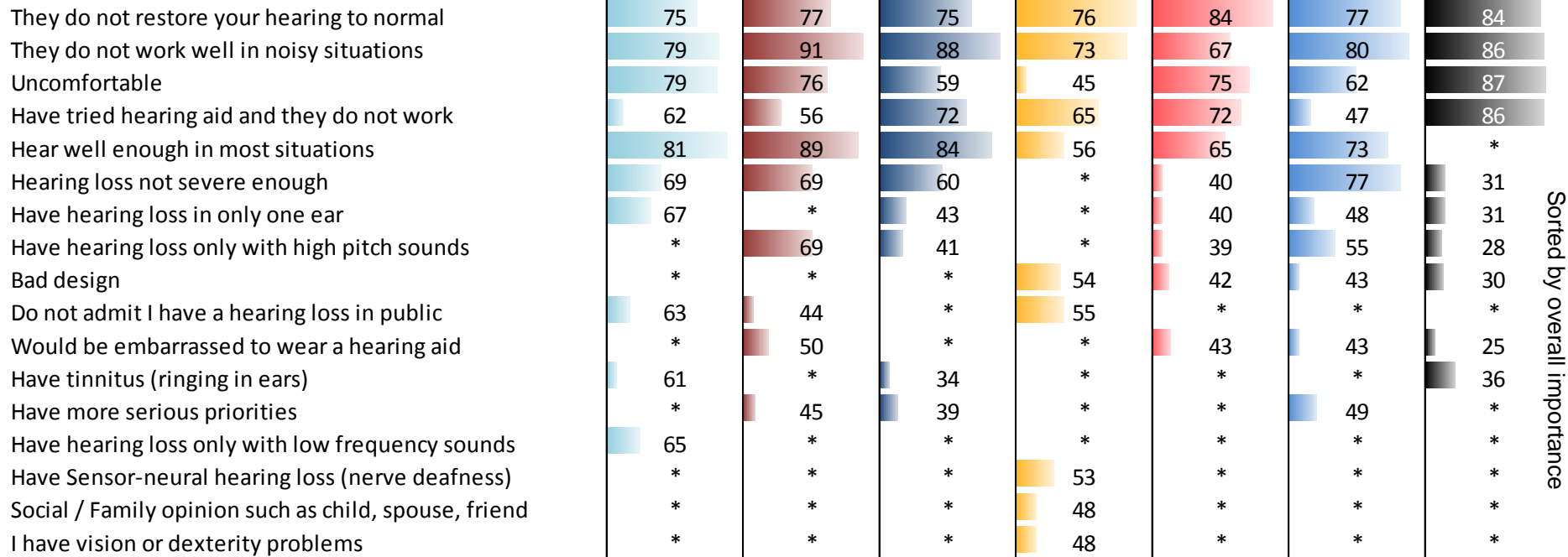
Base: non owners Top 50% HL

Top 10 reasons for HA owners NOT using them



Bars represent importance within each country (individual scale size per country)

Reasons % somewhat a reason + a reason



* not within the Top10 reasons for this country

Owners who don't use, **low sample sizes!**

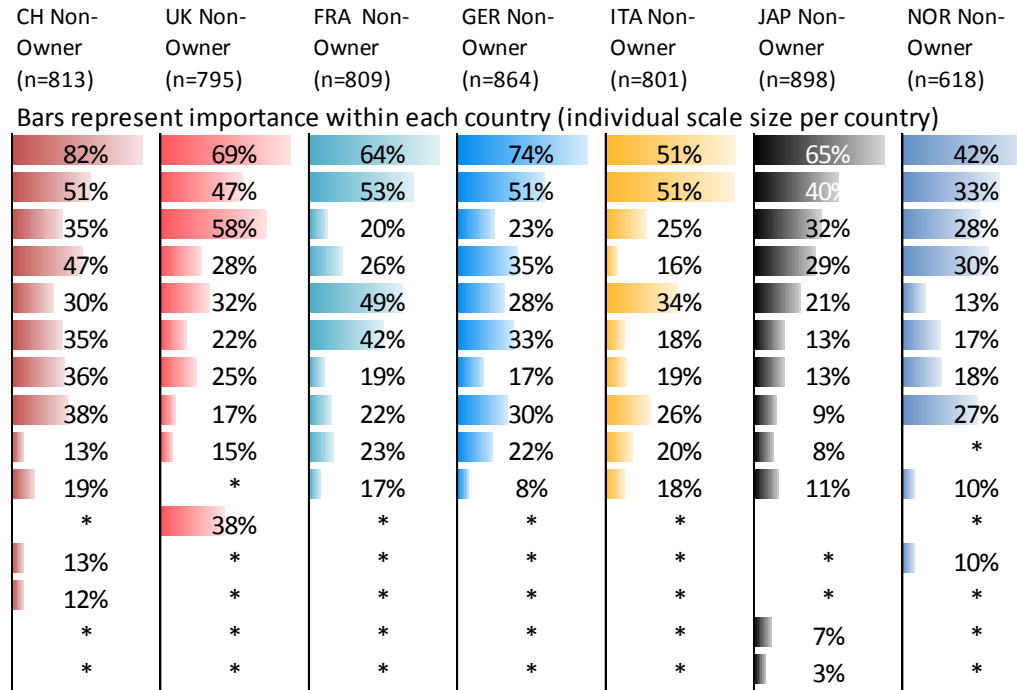
Influencing factors



Non-owner: Think about the option to obtain / purchase a hearing aid.
 What do you think would influence you to obtain / purchase a hearing aid ?

Influencing factors non-owners

- Hearing loss got worse
- ENT/ Ear Doctor
- GP /Family doctor
- Spouse, relative, child, friend
- Price of hearing aid
- Free (Insurance, hearing aid free of charge)
- Another hearing aid owner (word of mouth)
- Hearing aid dispenser / Audiologist / Akustiker
- Financial Situation improved
- Safety concerns
- Audiologist (NHS)
- Information/advice about hearing loss from consumer organisation or charity
- Co-worker or boss
- Hearing loss article or literature
- Newspaper advertisement



Sorted by overall importance

Some conclusions

- ▶ We need to educate ENT doctors better
- ▶ We need to inform the hearing impaired better about reimbursement possibilities
- ▶ We should advocate adult screening programs (NB: diabetes!)
- ▶ We should "educate" politicians about the social cost issues (labor market, burn-outs, depression, dementia,)
- ▶ Channel more info to tinnitus patients re treatment options?



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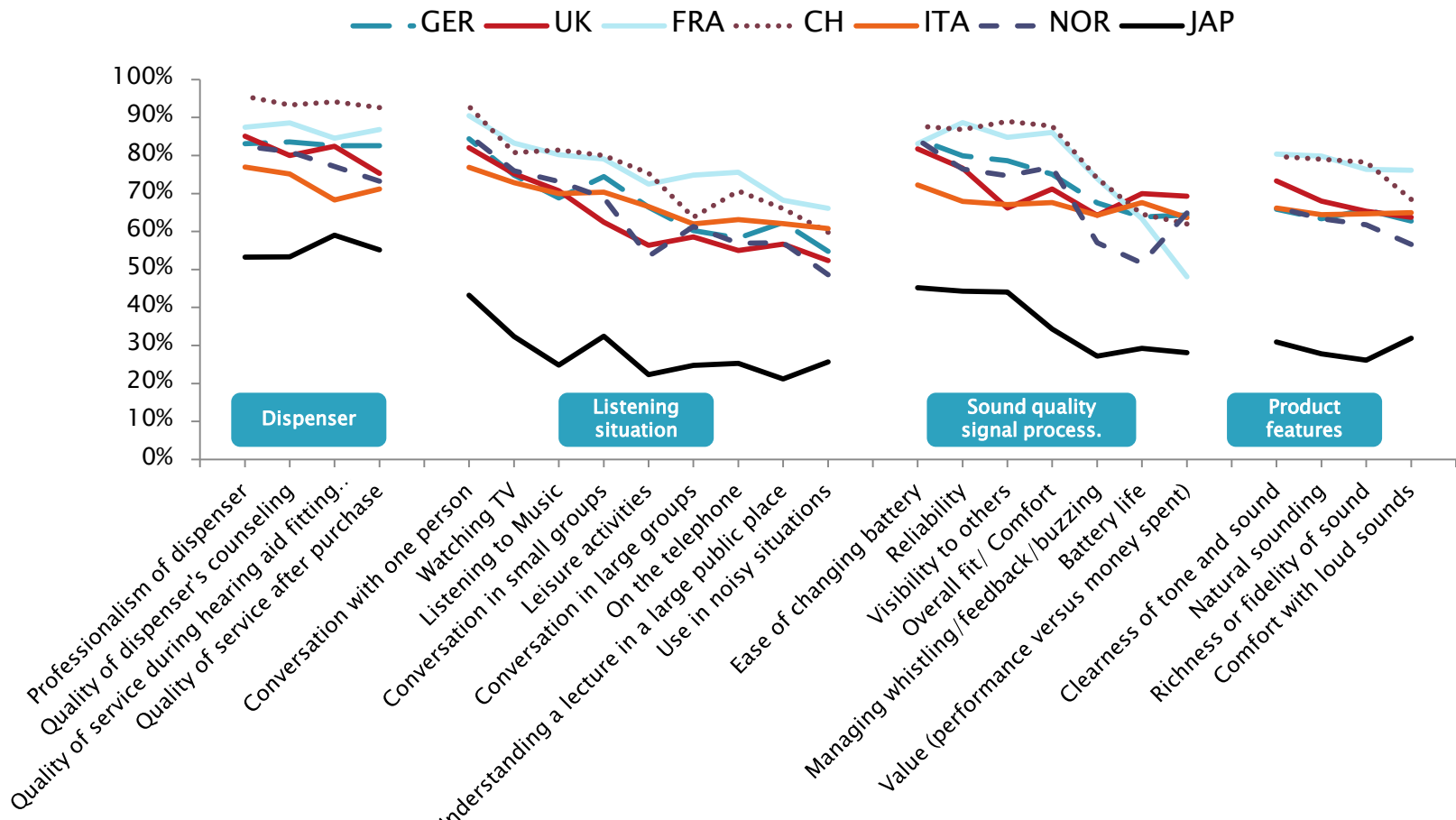


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Annex



Satisfaction with current hearing aid



%satisfied = % somewhat satisfied + % satisfied + % very satisfied

HA-owners

Source: anovum EuroTrak / JapanTrak