Innovative Solution for Addressing Untreated Age Related Hearing Loss in a Primary Care Setting

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Helping My Patients “hear life again”

6-Month Retrospective Assessment

1 Primary Care Physician in a small town

- 767 Screened
- 107 Tested
- 47 Fit with Hearing Aids

- 79% new to hearing aids
- 86% report they would not have purchased, or would have delayed getting, hearing aids due to cost elsewhere
Powers Family Practice

Lake Havasu City, AZ
Population - 52,527

Median Age
- Mojave County: 50.4 years
- Arizona: 37.1 years

Median Income
- Mojave County: $36,499
- Arizona: $46,709

Average Temperatures
- Jan 64⁰, Jul 110⁰, Aug 108⁰, Oct 84⁰

7,656 Active Patient Files
~750 Unique Patient Visits per Year Aged 65+

Patients Demographics
- < 45: 6%
- 45 - 64: 47%
- 65+: 47%
Incorporating Hearing into Primary Care Practice

Rationale

- Allowed for more comprehensive patient care
- Patients not getting help they needed
  - Too costly
  - Not satisfied with solutions available
- Patients trust solutions from PCP

Program Initiated April 2013

- Screening
- Testing
- Hearing Aids
- Referrals
Hearing Screenings
Not Expected or Commonplace*

- 89% did NOT expect to have hearing checked during office visit
- Only 20% had hearing checked within last 2 years

![Pie Chart]

* Retrospective survey results from among patients having the full hearing test (n=53, 50% of those having hearing test)
Hearing Screenings Appreciated by Patients*

89% Glad/Very Glad had hearing checked by PCP

72% Probably/Definitely would NOT have had their hearing checked otherwise

Prior to Screening

- 94% Thought might have hearing loss
- 80% Did not think had hearing loss and needed hearing aids
- 37% but did not need hearing aids
Hearing Test*
Strong Correlation to Screenings

97% of those having their hearing tested would benefit from hearing aids (per audiogram evaluation)

*Pure Tone Air Conduction

Average Age of Patient being tested

61% Probably/Definitely would NOT have had their hearing tested if referred

1/13/2014 Innovative Solution for Addressing Untreated Hearing Loss in PC Setting
86% would not have purchased elsewhere or would have delayed getting hearing aids if PCP did not offer this solution at $1,500 price per pair, due to cost elsewhere.
Hearing Aids
APHAB Survey Results*

* n= 14 patients purchasing hearing aids

**Hearing Aid Experience**
- 79% New to Hearing Aids
- 21% Current Wearer

**Self Reported Loss**
- 43% Mild
- 36% Moderate
- 14% Moderate-Severe
- 7% Severe

**Hours Worn per Day**
- 72% 1 to 4 hours
- 14% 4 to 8 hours
- 14% 8 to 16 hours

**Average Age of Patient Purchasing**
75
# Hearing Aids

Technology is Life Changing for Patients*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Without Hearing Aids</th>
<th>With Hearing Aids</th>
</tr>
</thead>
<tbody>
<tr>
<td>conversation with one of your family at home.</td>
<td>40%</td>
<td>83% √</td>
</tr>
<tr>
<td>when you are having a quiet conversation with a friend.</td>
<td>38%</td>
<td>82% √</td>
</tr>
<tr>
<td>dialogue in a movie or at the theater.</td>
<td>35%</td>
<td>84% √</td>
</tr>
<tr>
<td>speech at the dinner table with several people, when trying to have a conversation with one person.</td>
<td>23%</td>
<td>84% √</td>
</tr>
<tr>
<td>others when an air conditioner or fan is on.</td>
<td>60%</td>
<td>91% √</td>
</tr>
<tr>
<td>what is being said at lectures or church services.</td>
<td>47%</td>
<td>78% √</td>
</tr>
<tr>
<td>a speaker addressing a small group when everyone is listening quietly.</td>
<td>32%</td>
<td>80% √</td>
</tr>
<tr>
<td>a quiet conversation with your doctor in an examination room.</td>
<td>49%</td>
<td>83% √</td>
</tr>
<tr>
<td>dialogue in a theater watching a movie or play, and the people around you are whispering and rustling paper wrappers.</td>
<td>39%</td>
<td>51% √</td>
</tr>
<tr>
<td>conversation in a crowded grocery store, talking with the cashier.</td>
<td>31%</td>
<td>89% √</td>
</tr>
<tr>
<td>even conversation when several people are talking.</td>
<td>20%</td>
<td>84% √</td>
</tr>
</tbody>
</table>

* Summarization of APHAB Survey Results using weighted average of responses, and inverses for negatively worded questions.
Hearing Program Impact on Practice

➢ Staff
  • Assigned primary staff member to hearing program
  • Minimal day-to-day impact to other staff
  • Some MD scheduling disruption, learning curve required
  • Interested and excited by positive impact on patients

➢ Patients
  • Surprised, very grateful and happy

  ➢ “Pleasantly surprised physicians could provide hearing aids.”

  ➢ “I think you’re better off at your physician. I think he is more interested in fixing the problem than selling hearing aids.”

  ➢ “I think its one of the best things that could have happened here in Havasu. There are many people that cannot afford them.”
Summary / Conclusion
Transforming for Practice and Patient

- Rewarding and Gratifying
- Life Changing
- Great Service to Provide
- Great Technology

- Personal Commitment
  - Get involved
  - local/regional/national