Hearing Loss
A Consumer Perspective

Katherine Bouton

Hearing Loss and Healthy Aging:
An IOM-NRC Workshop
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We’ve come a long way. But that doesn’t mean there isn’t room for improvement.
Age of Onset of Hearing Loss

- Percentage distribution by sex and age, based on subjects' report of any permanent hearing loss (National Health Interview Survey, 2007).

- | Age Group | Female | Male |
- |-----------|--------|------|
- | Birth     | 2      | 2    |
- | 0–2 years | 3      | 2    |
- | 3–5 years | 3      | 2    |
- | 6–19 years| 12     | 11   |
- | 20–39 years| 20   | 32   |
- | 40–59 years| 30   | 32   |
- | 60–69 years| 14   | 12   |
- | 70+ years | 16     | 8    |

Eighty percent of those 80 and over have hearing loss.

**Prevalence of Hearing Loss in the United States, 2001-2008**

Hearing loss defined as a better-ear PTA of 0.5-4kHz tones > 25 dB

Lin et al., Arch Int Med. 2011
What Hearing Loss Sounds Like

• This is what my hearing loss sounds like uncorrected.
With Hearing Aids and Implant
Reaction to Hearing Loss Follows a Familiar Pattern

Kübler-Ross Grief Cycle

Denial
- Avoidance
- Confusion
- Elation
- Shock
- Fear

Anger
- Frustration
- Irritation
- Anxiety

Bargaining
- Struggling to find meaning
- Reaching out to others
- Telling one’s story

Depression
- Overwhelmed
- Helplessness
- Hostility
- Flight

Acceptance
- Exploring options
- New plan in place
- Moving on

Information and Communication
Emotional Support
Guidance and Direction
# Hearing Aids

So many choices.  And so expensive.

## Competitor Price Comparison

<table>
<thead>
<tr>
<th>Type</th>
<th>National Franchise</th>
<th>Local Clinics</th>
<th>&quot;Club Marts&quot;</th>
<th>CLEAR Hearing Express</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Hearing Aids</td>
<td>$7000 - $8000</td>
<td>$5500 - $6500</td>
<td>N/A</td>
<td>$3200 to $4000</td>
</tr>
<tr>
<td>Advanced Hearing Aids</td>
<td>$5000 - $6000</td>
<td>$3500 - $4500</td>
<td>$3000</td>
<td>$2000 to $3000</td>
</tr>
<tr>
<td>Basic Hearing Aids</td>
<td>$3000 - $4000</td>
<td>$2500 - $3500</td>
<td>$2000</td>
<td>$1000 to $2000</td>
</tr>
<tr>
<td>Entry Level Hearing Aids</td>
<td>$2000 - $3000</td>
<td>$1500 - $2300</td>
<td>$1000</td>
<td>$500 to $1000</td>
</tr>
</tbody>
</table>

*Why would you go anywhere else?*

(These estimates based on previous surveys)
Support and Advocacy
The telephone!

It might as well be this....

Without this.
Phonak SmartLink+
FM Transmitter

The speaker wears this transmitter around his neck or puts it on a podium.

On the left is the rear view, where the settings for sound direction are.

On the right is front view, with the settings for volume and program, as well as for answering the phone.

Why are these on the speaker’s device when it is the listener who may need to use them?
Traveling With Chargers

My chargers need a suitcase of their own.

Adapter and Power Strip.

Left to Right
SmartLink charger
MyLink charger
MacBook Air charger
Cochlear Implant battery charger
iPhone (camera) charger.
No room for the Nook or for my regular camera chargers.
Let’s Loop America

These signs should be clearly posted inside and outside the venue.

• Loop sign Version 1
• Loop sign Version 2

Hearing Loop
Switch hearing aid to T-coil
Looping may need to be supplemented by CART.
Hearing is Good
HEARING AIDS

could be as common, as effective, as affordable, and as unremarkable as glasses.