

Hearing Loss

A Consumer Perspective

Katherine Bouton

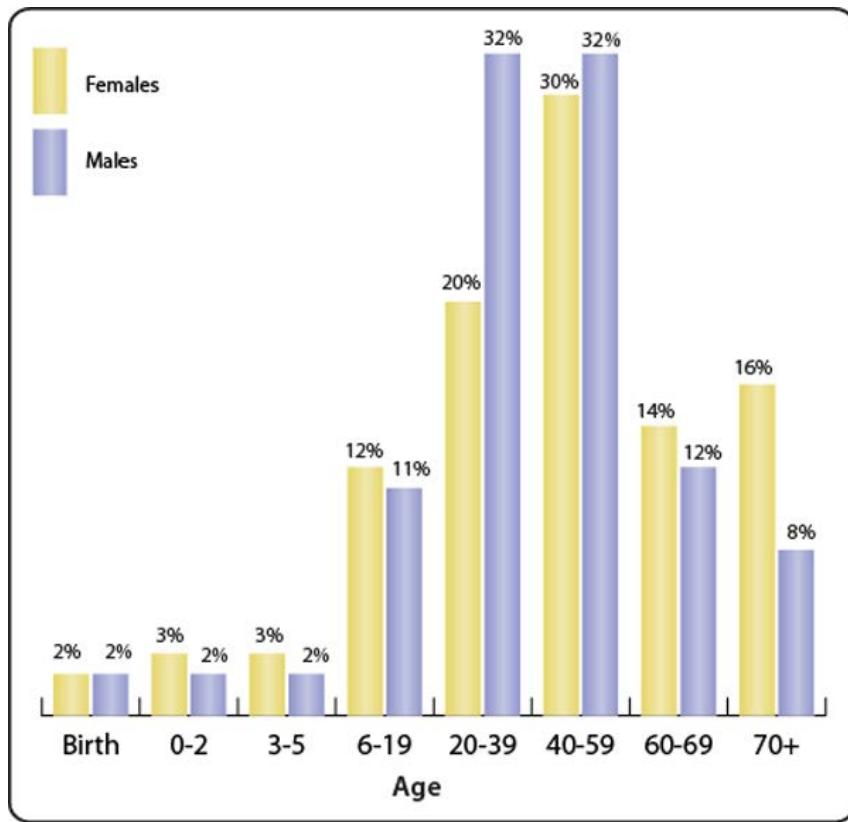
Hearing Loss and Healthy Aging:
An IOM-NRC Workshop

January 13-14, 2014

We've come a long way.
But that doesn't mean there isn't room for
improvement.



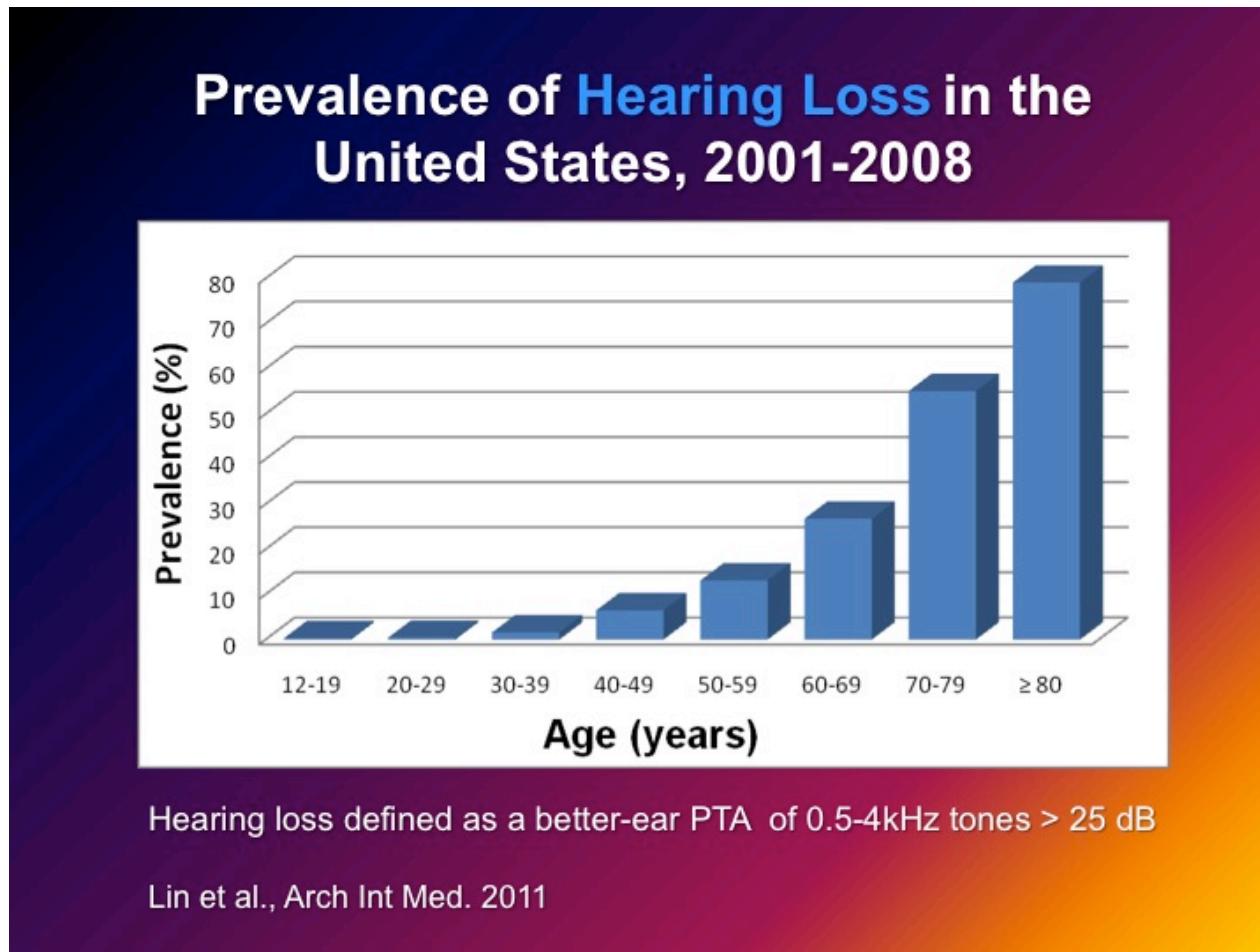
Age of Onset of Hearing Loss



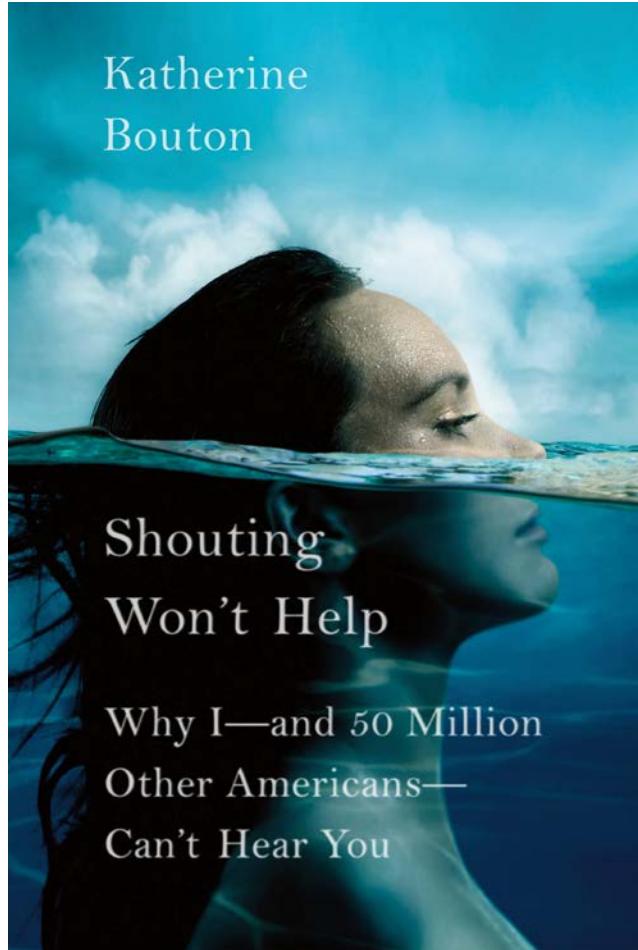
- Percentage distribution by sex and age, based on subjects' report of any permanent hearing loss (National Health Interview Survey, 2007).

	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
- Source: National Health Interview Survey, 2007. Chart created by the NIDCD Epidemiology and Statistics Program. Updated in November 2012.

Eighty percent of those 80 and over have hearing loss.



What Hearing Loss Sounds Like



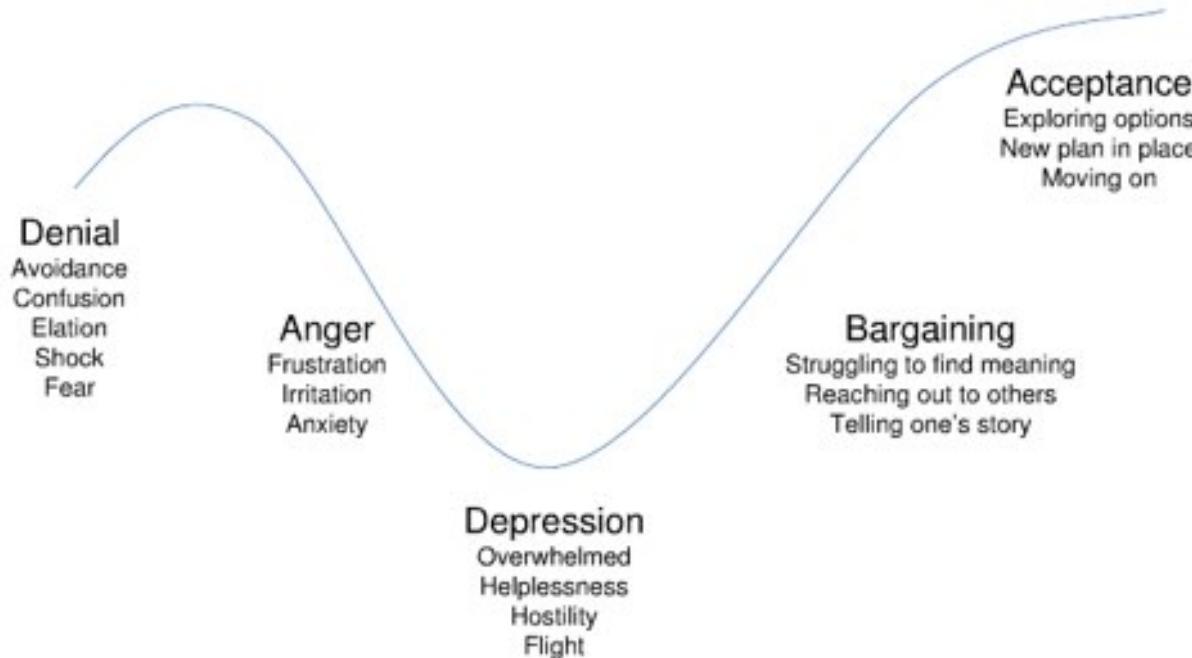
- This is what my hearing loss sounds like uncorrected.

With Hearing Aids and Implant



Reaction to Hearing Loss Follows a Familiar Pattern

Kübler-Ross Grief Cycle



Information and
Communication

Emotional Support

Guidance and
Direction

Hearing Aids

So many choices.

And so expensive.



Competitor Price Comparison*

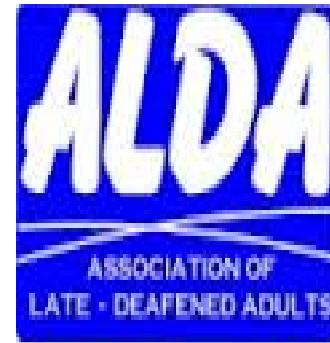
	National Franchises	Local Clinics	"Club Marts"	CLEAR HEARING EXPERTS
Premium Hearing Aids	\$7000 to \$8000	\$3500 to \$3800	N/A	\$3200 to \$4000
Advanced Hearing Aids	\$5000 to \$6000	\$3500 to \$4500	\$3000 to \$4000	\$2000 to \$3000
Basic Hearing Aids	\$3000 to \$4000	\$2500 to \$3500	\$2000 to \$3000	\$1000 to \$2000
Entry Level Hearing Aids	\$2000 to \$3000	\$1500 to \$2500	\$1000 to \$2000	\$500 to \$1000

Why would you go anywhere else?



*Based on competitor sources and industry 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

should be as **common**,
as **effective**, as
affordable, and as
unremarkable as glasses.

