

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

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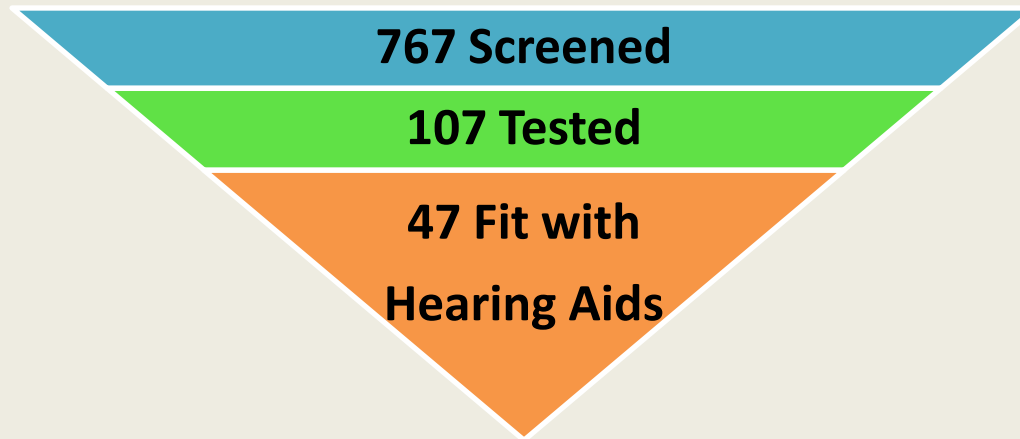
Family Physician

Lake Havasu City, Arizona

Helping My Patients “hear life again”

6-Month Retrospective Assessment

1 Primary Care Physician in a small town



- 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 64°, Jul 110°, Aug 108°, Oct 84°

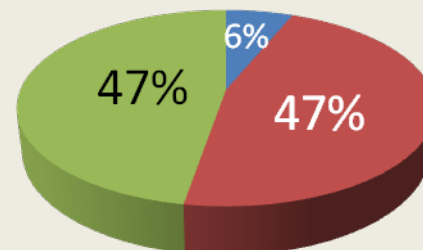


7,656 Active Patient Files

~750 Unique Patient
Visits per Year Aged 65+

Patients Demographics

■ < 45 ■ 45 - 64 ■ 65+





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

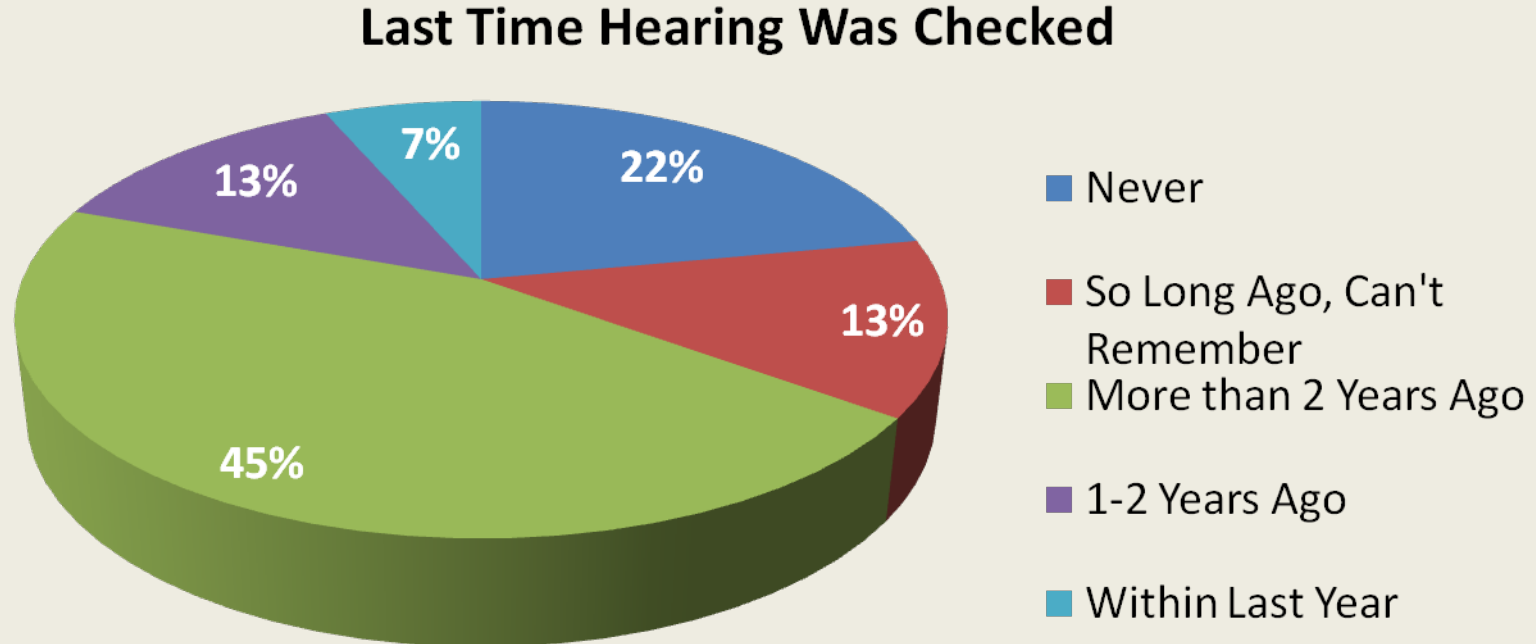
- Screening
- Testing
- Hearing Aids
- Referrals



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**

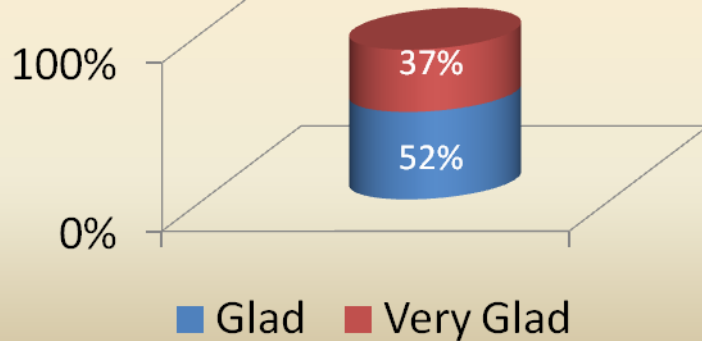


*** Retrospective survey results from among patients having the full hearing test
(n=53, 50% of those having hearing test)**

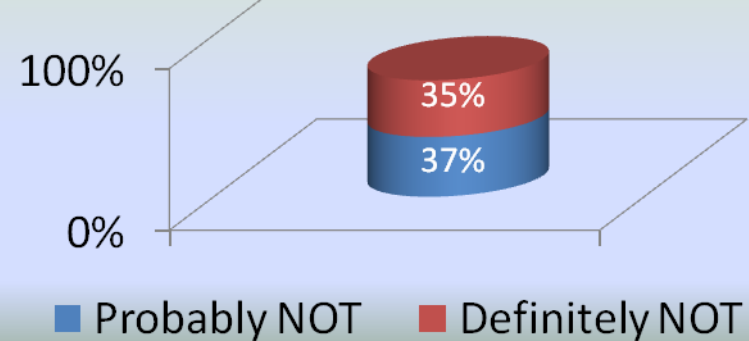
Hearing Screenings Appreciated by Patients*



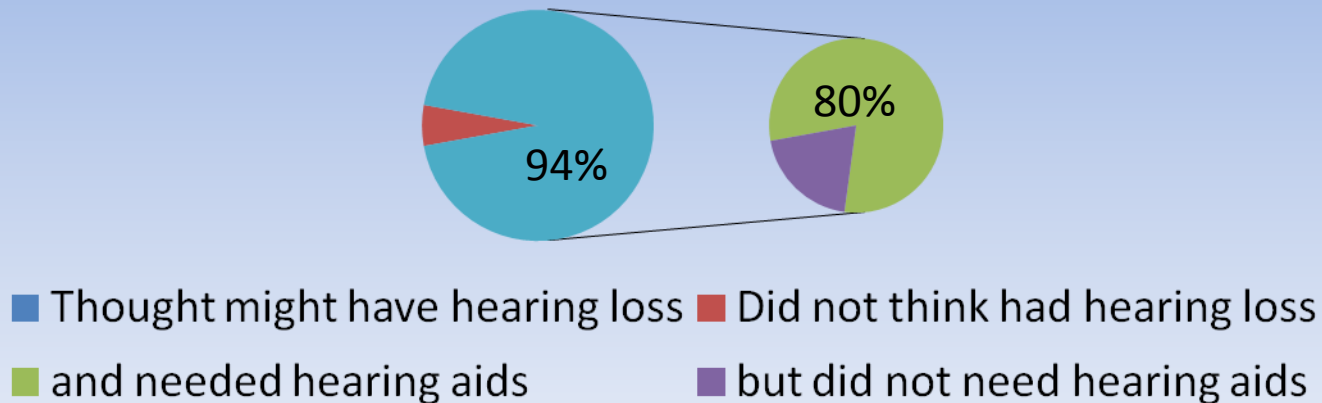
89% Glad/Very Glad
had hearing checked by PCP



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



Prior to Screening

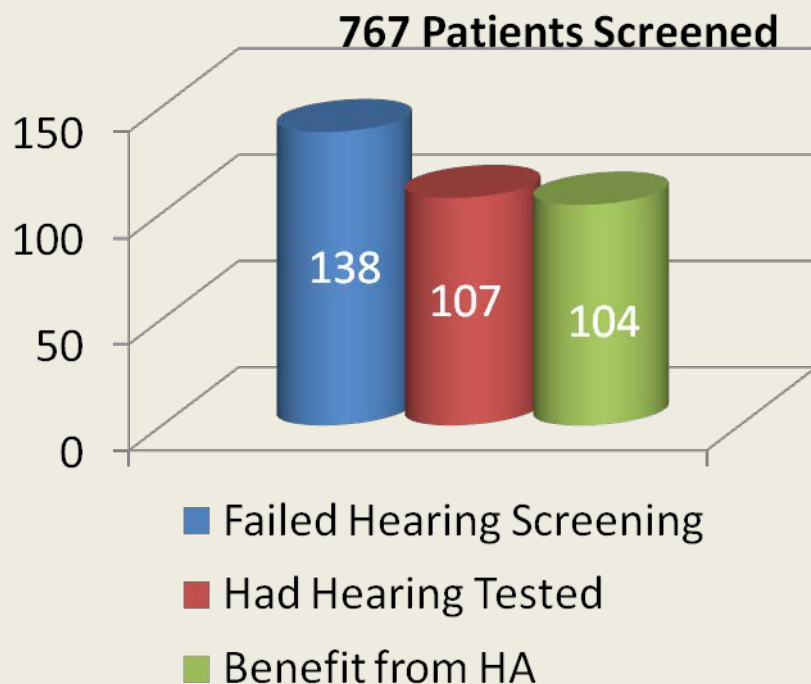


Hearing Test*

Strong Correlation to Screenings

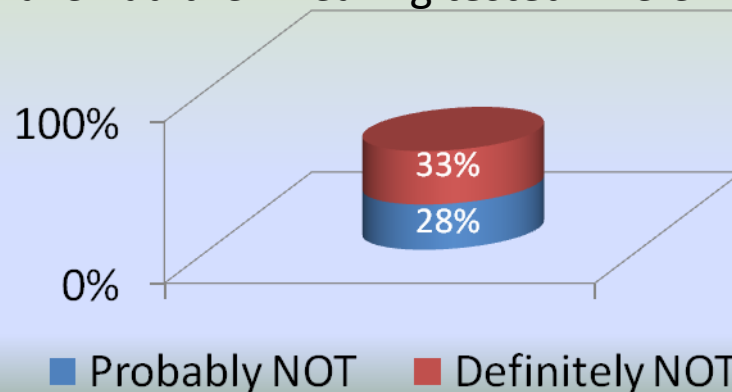


97% of those having their hearing tested would benefit from hearing aids (per audiogram evaluation)



81
Average Age of Patient
being tested

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

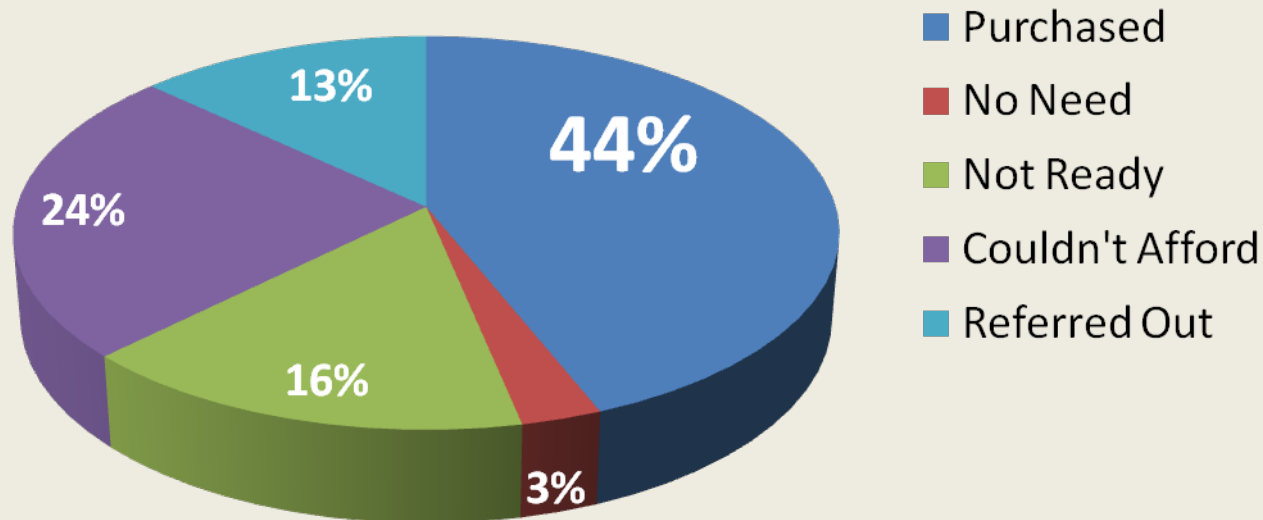


*Pure Tone Air Conduction

Hearing Aids

PCPs Can Successfully Dispense Innovative HA Solution

Patient Outcome After Testing



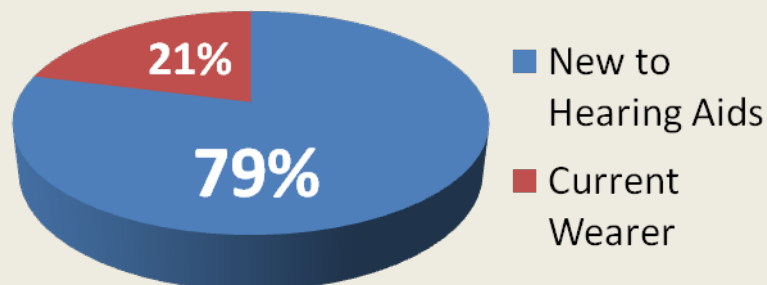
- **86%** would not have purchased elsewhere or would have delayed getting hearing aids if PCP did not offer this solution at \$1,500 price per pair, due to cost elsewhere

Hearing Aids

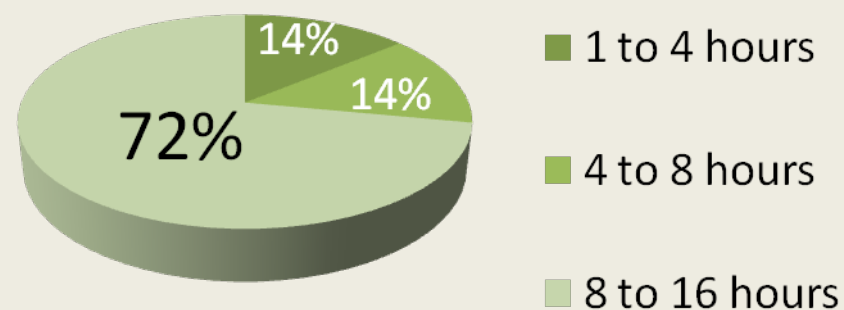
APHAB Survey Results*



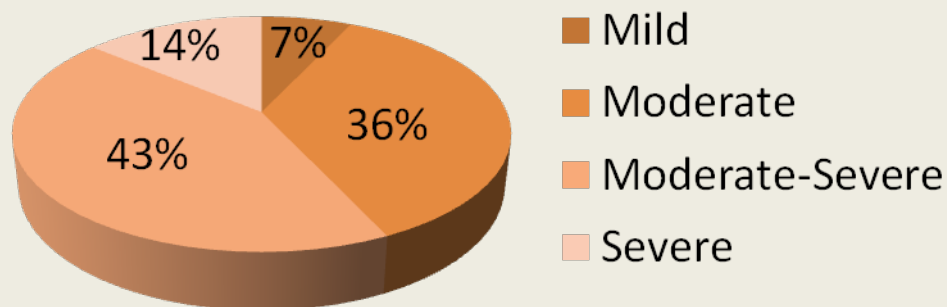
Hearing Aid Experience



Hours Worn per Day



Self Reported Loss



75
Average Age of
Patient Purchasing

* n= 14 patients purchasing hearing aids



Hearing Aids

Technology is Life Changing for Patients*

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

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

