

A SPOTLIGHT ON HEARING LOSS IN THE USA

1 in 3

Adults **65+** are affected by disabling hearing loss¹

3 in 5

People have a close family member with moderate to profound hearing loss²

PEOPLE BELIEVE HEARING LOSS CAN...

86%

Affect relationships²



66%

Lead to withdrawal and exclusion from society²

88%

Impact on communication with loved ones²



Reduce job prospects²

HEARING LOSS; SOUNDS INEVITABLE?

95%

Think hearing is important to overall quality of life²

But,

69%

Think hearing loss is an unavoidable part of ageing²

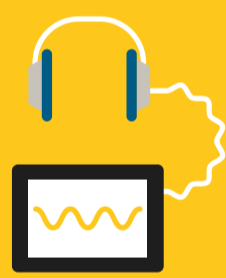


...which can lead to delays in prevention, monitoring and treatment.

YET, HEARING LOSS CAN OFTEN BE PREVENTED AND TREATED

7 in 10

Know where to get their hearing tested²

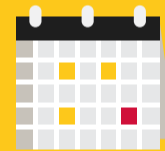


Yet...

Fewer than

4 in 10

have had their hearing tested in the last two years²



Getting a hearing test could be the first step towards better hearing and stronger social connections^{3,4,5,6,7}

SO HOW DO WE COMPARE?



Australia

Strongest belief that hearing loss can affect relationships²



USA

People in the USA rated workplace facilities higher than any other country²



UK

People are least likely to have had a hearing test in the last two years²



Germany

People are most likely to know where to get their hearing tested²



Japan

Strongest belief additional education is needed in their country around preventing and treating hearing loss²

References

¹ World Health Organization. Deafness & Hearing Loss Factsheet. Available at <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss> [Last accessed Feb 2019]

² The State of Hearing Report, conducted by Edelman for Cochlear, December 2018

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⁴ Crowson MG, Semenov YR, Tucci DL, Niparko JK. Quality of life and cost-effectiveness of cochlear implants: A narrative review. Audiol Neurotol. 2017, 22: 236 - 258.

⁵ Völter C, Götze L, Dazert S, Falkenstein M, Thomas JP. Can cochlear implantation improve neurocognition in the aging population? Clin Interv Aging. 2018, 13: 701-712.

⁶ Mosnier I, Bebear JP, Marx M, Fraysse B, Truy E, Lina-Granade G, Mondain M, Sterkers-Artières F, Bordure P, Robier A, Godey B, Meyer B, Frchet B, Poncet-Wallet C, Bouccara D, Sterkers O. Improvement of cognitive function after cochlear implantation in elderly patients. JAMA Otolaryngol Head Neck Surg. 2015, 141; (5):442-50.

⁷ Mosnier I, Vanier A, Bonnard D, Lina-Granade G, Truy E, Bordure P, Godey B, Marx M, Lescanne E, Venail F, Poncet C, Sterkers O, Belmin J. Long-term cognitive prognosis of profoundly deaf older adults after hearing rehabilitation using cochlear implants. J Am Geriatr Soc. 2018, 66; (8): 1553-1561.

Please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors which could affect your outcome. Always read the instructions for use. Not all products are available in all countries. Please contact your local Cochlear representative for product information.

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