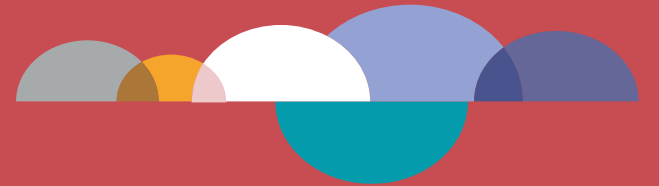


9 November 2022

Understanding Hearing (Loss): Beyond Technology

Ena Nielsen, Associate Director, Ida Institute



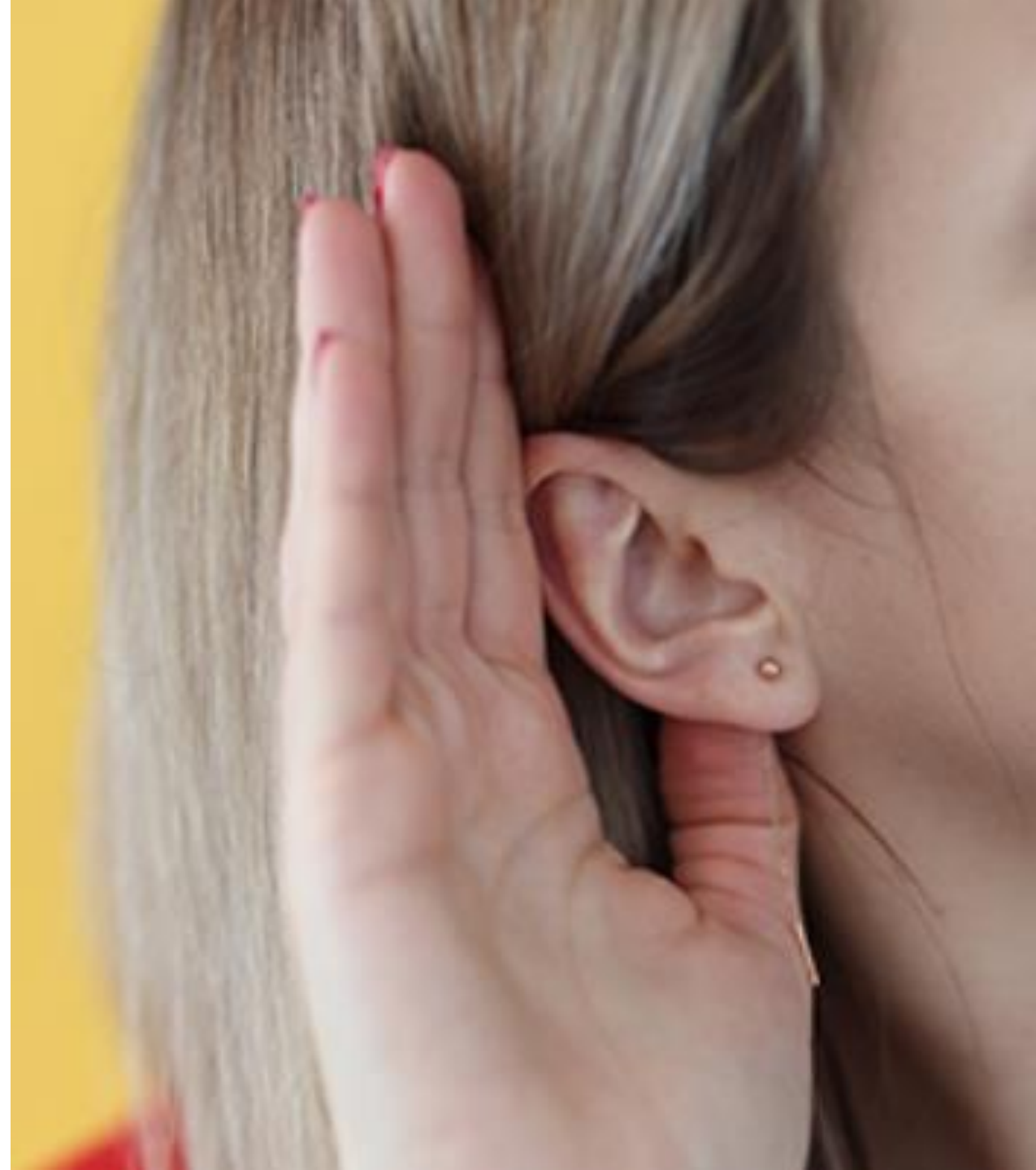
Did you know?

Hearing loss affects 20% of the global population

By 2050:

- 2.5 billion people are projected to have some degree of hearing loss
- At least 700 million will require hearing rehabilitation

WHO 2021



The impact of untreated hearing loss

1 trillion International dollars are lost annually from unaddressed hearing loss*.

People with untreated hearing loss are at risk for:

- Unemployment
- Low salaries
- Poorer career prospects
- Cognitive decline
- Social isolation and loneliness
- Failing grades
- Difficulties accessing schooling
- Bullying and stigmatization

*Intl. Journal of Audiology 2021

'...health systems across the OECD spend around 9% of their GDP on health,it is shocking how little we know about whether health systems are truly delivering what people need'

Source: OECD



Hearing aid use

Hearing aid technology is by now outstanding but uptake lags behind

Study in the UK showed that:

- ***Approximately 20% of adults currently do not use their hearing aids at all***
- 30% use them some of the time
- The remaining 50% use them most of the time

University of Manchester, 2020



The human factor



Ida Institute

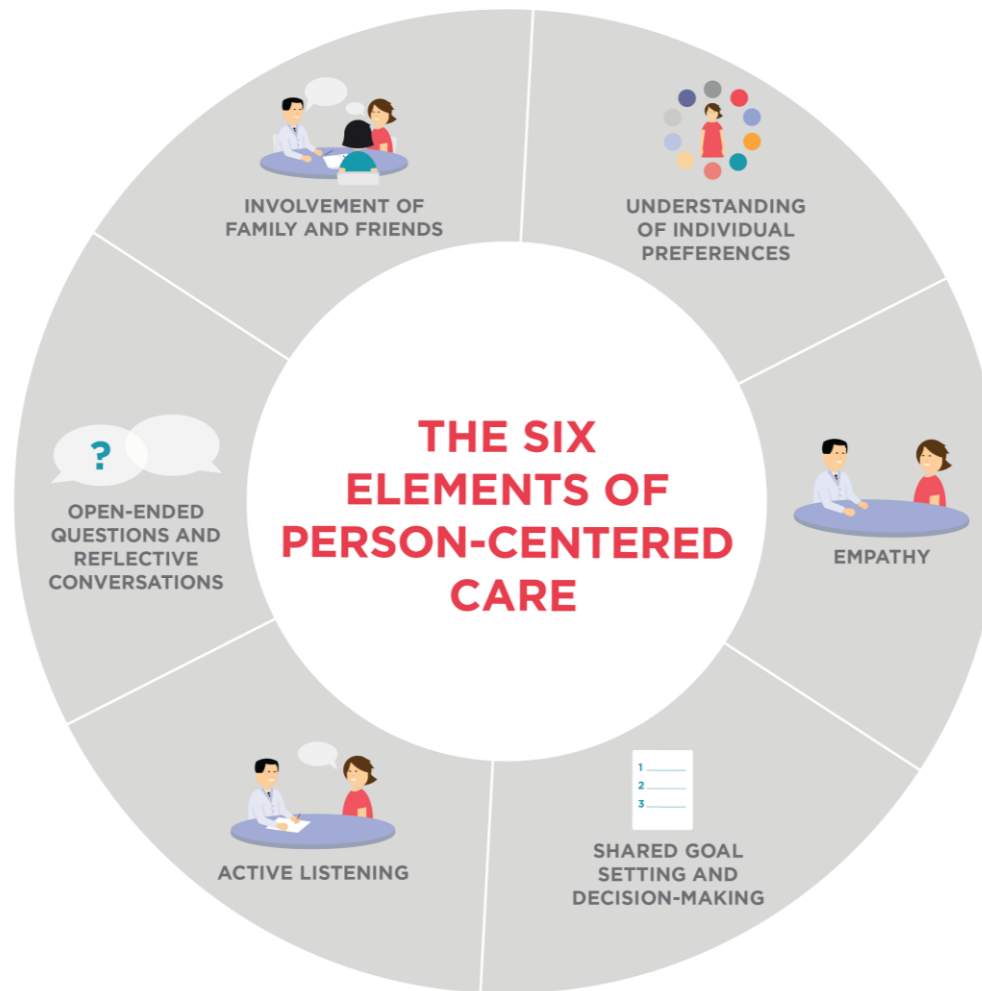
The Ida Institute brings people together to improve hearing care through person-centered principles.

How we do it

- Exploration and innovation
- Global partnerships and networks
- Clinical tools and educational resources



Person-centered care (PCC)



Proven benefits of PCC

1

Increased hearing aid uptake

Source: Factors in Client–Clinician Interaction That Influence Hearing Aid adoption (Poost-Foroosh, L. et al., 2011)

2

Time saved in appointments

Source: A Study of Patient Clues and Physician Responses in Primary Care and Surgical Settings (Levinson et al. 2000)

3

Adherence to HCPs suggestions

Source: Patient-centered care: A review for rehabilitative audiologists. (Caitlin Grenness, et al. 2014)

4

Improved client satisfaction

Source: Patient- and family-centered care interventions for improving the quality of health care: A review of systematic reviews (Bhavisha J. Parmar et al., 2021)

5

Increased staff satisfaction

Source: Patient- and family-centered care interventions for improving the quality of health care: A review of systematic reviews (Park, M. et al., 2018)

6

Better clinical outcomes

Source: Patient-centered strategies for effective communication during the initial audiological consultation sessions (Bellon-Harn Monica L., et al. 2019)

Hearing Journeys report

In 2020, we set out to explore the future state of hearing care. We discovered stark challenges and fabulous opportunities that will impact people with hearing loss, hearing care professionals, educators, and those in the industry. Learn how you can prepare to navigate this future landscape.



Consumer hopes for future hearing care

- Trust, partnership, and shared decision-making between the care provider and receiver
- Personalized, flexible care
- Focus on the emotional and psychological aspects of hearing loss
- Ability to choose between different care models
- Convenience and accessibility
- New technology and AI with “a human face”
- Preventive care with a focus on overall health and well-being
- The home as the center of care with support from the family
- Transparent and fair pricing models

How to Improve Audiology Services: The Patient Perspective

Oosthuizen, Ilze PhD; Manchaiah, Vinaya AuD, MBA, PhD; Launer, Stefan PhD; Swanepoel, De Wet PhD



The Hearing Journal, October 2022

Patients want audiologists to:

- "Serve and guide from a patient-centered and family-centered approach
- Book follow-up appointments to provide the needed information counseling and hands-on training
- Capitalize on the benefit of involving significant others
- Enclose all of this in a trustworthy and sincere manner"

My favorite audiologist

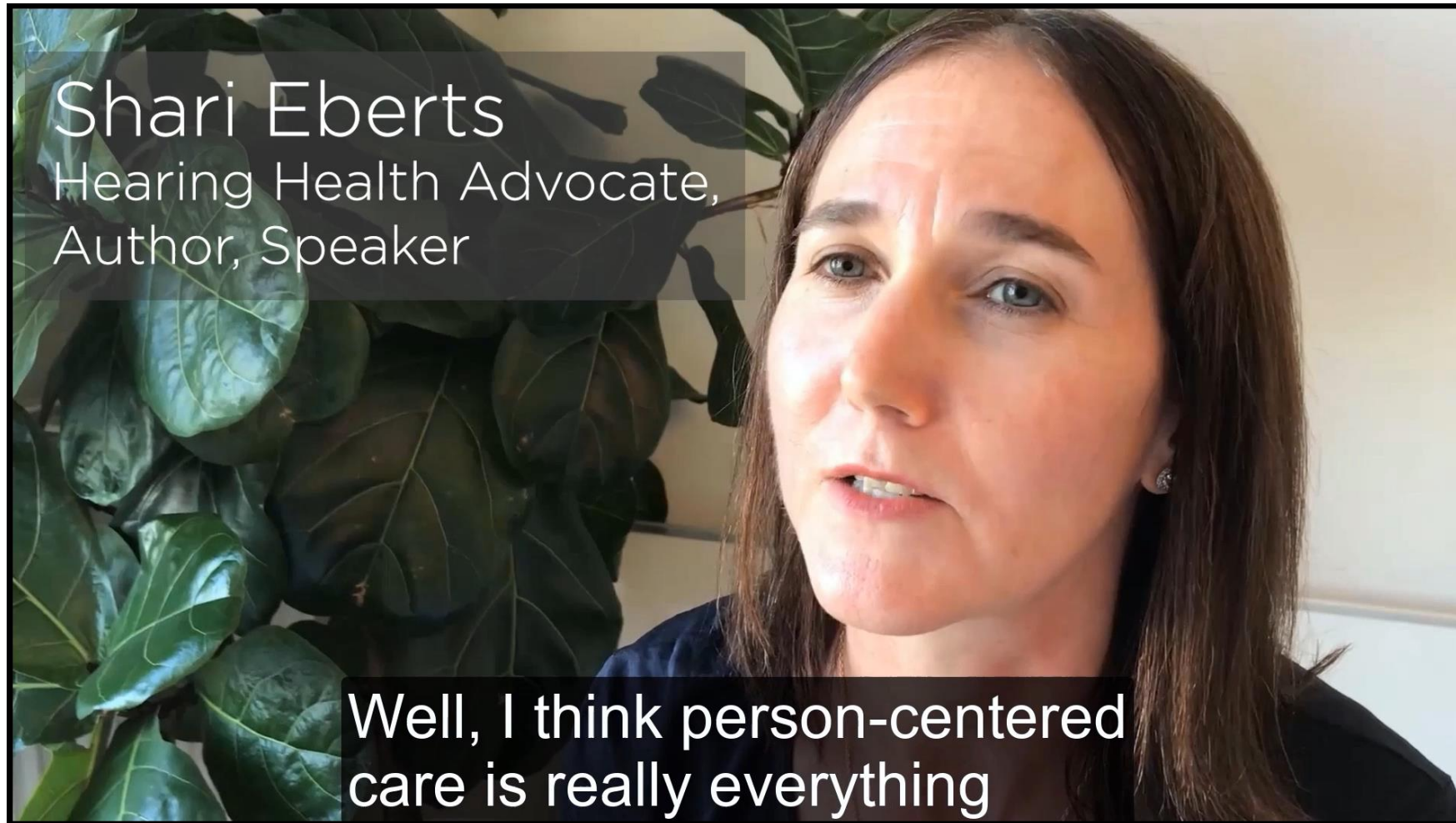
- Seeing accreditations and diplomas
- A professional who is not a slave to what they were taught in audiologist school
- An expert assessor of my hearing ability, who realizes that I'm also an expert
- A hearing professional who can paint the Big Picture
- Someone who uses clear speech and other good communication tactics
- An expert technician who can explain what you're doing
- An innovator who understands the power of peer support
- A clinician who may not specialize in tinnitus, but who wouldn't dare suggest to a client that there is "nothing to be done and you just have to live with it"

"Because you listen to your clients and work with them in partnership, they and the people they recommend you to will be yours for as long as you want."

Gael Hannan



The patient perspective



What is partnership?

- Partnership is when a client and their healthcare professional meet as equals and work together towards
 - identifying needs
 - making decisions
 - treating or managing the condition
- A successful partnership is built on trust, respect, and acknowledgment that both parties are experts



Why are partnerships important?

- Patients and their families offer important perspectives
- Engagement leads to better outcomes
- People with hearing loss still value the “human touch” in consultations



A guide for you and your client

Interactive tool with practical advice for both people with hearing loss and professionals on how to form productive partnerships:

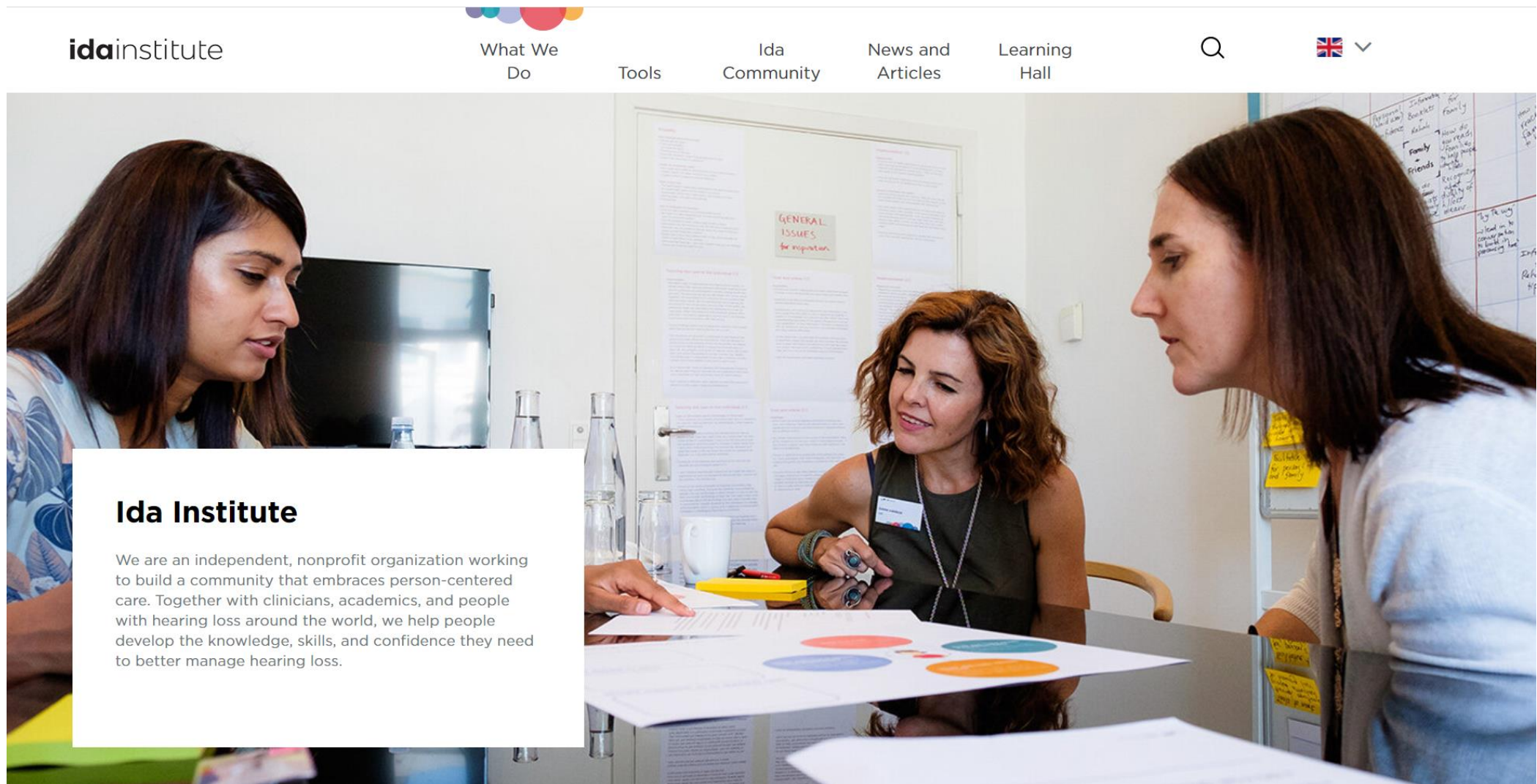
- Animated conversations
- Videos of real-life appointments
- Downloadable tips

Partnering for Great Hearing Care



A guide for people with
hearing loss and professionals

Learn more: www.idainstitute.com



Thank you!



Questions and feedback

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Credits

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