

Outcomes measurement: the Pilot Study of EARtrak in Germany

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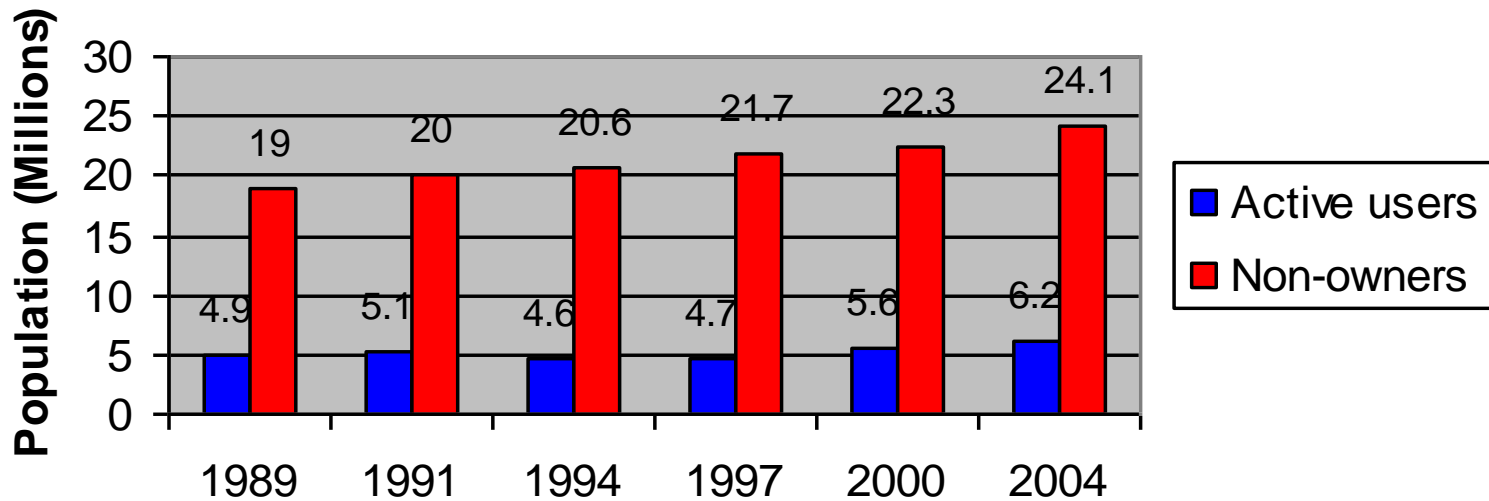
EUHA

Nuremberg, Germany

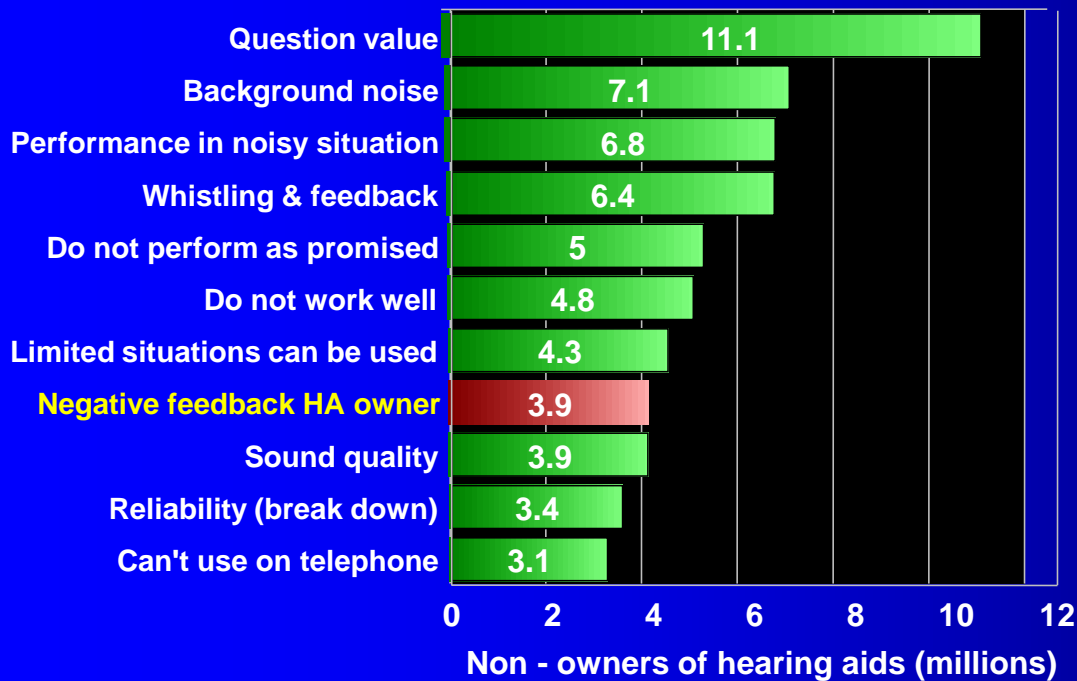
October 2005

Poor market penetration

**"Active" Users compared to non-owners of
Hearing Instruments
(US data, MarkeTrak VII 2005)**



Why people DON'T buy hearing aids

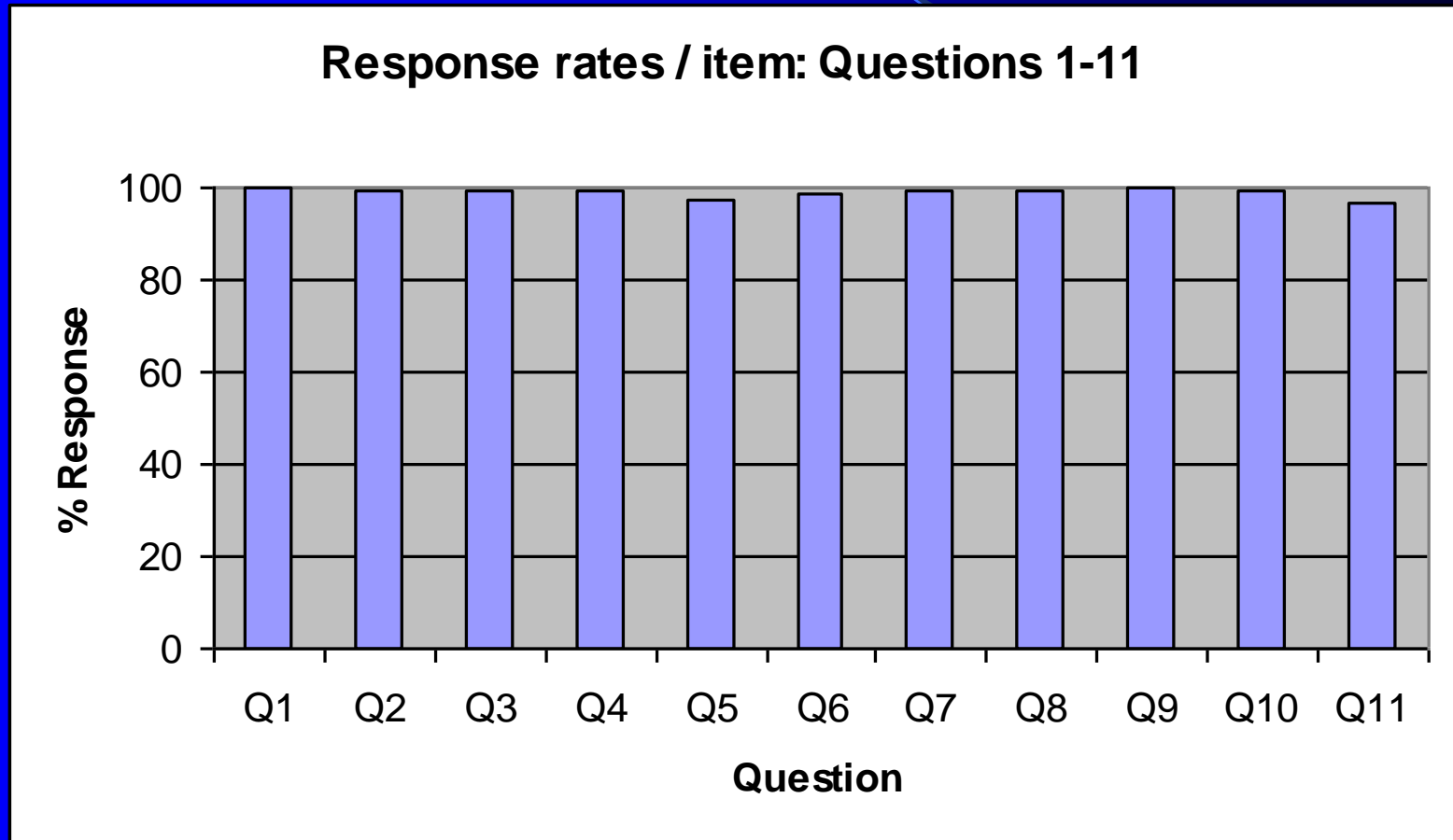


Source: Kochkin, 1993, MarkeTrak III, USA

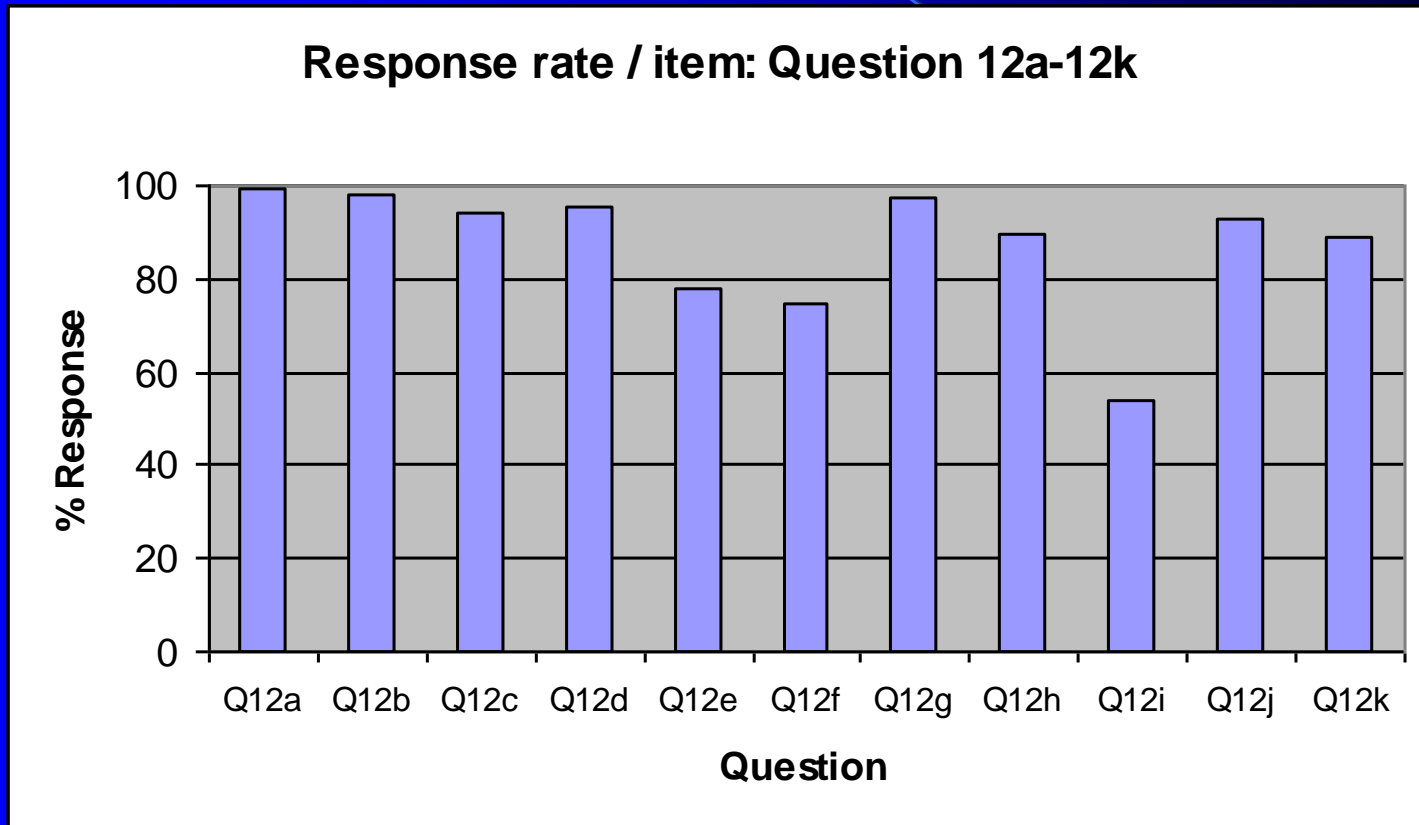
EARtrak Pilot study in Germany

Preliminary results...

Individual item response rate

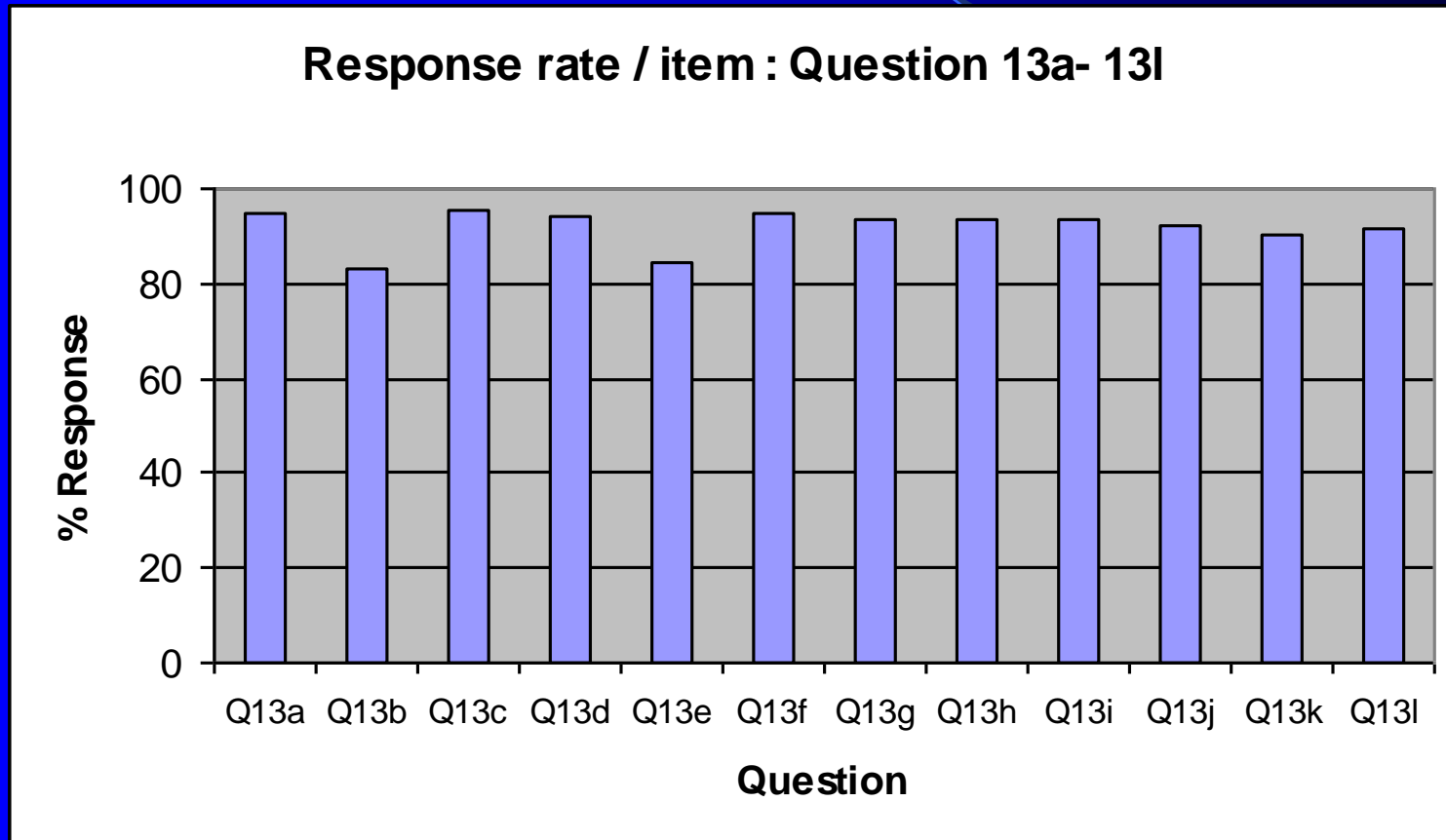


Individual item response rate



Q12e - concert/movie
Q12f - church/lectures
Q12i - workplace

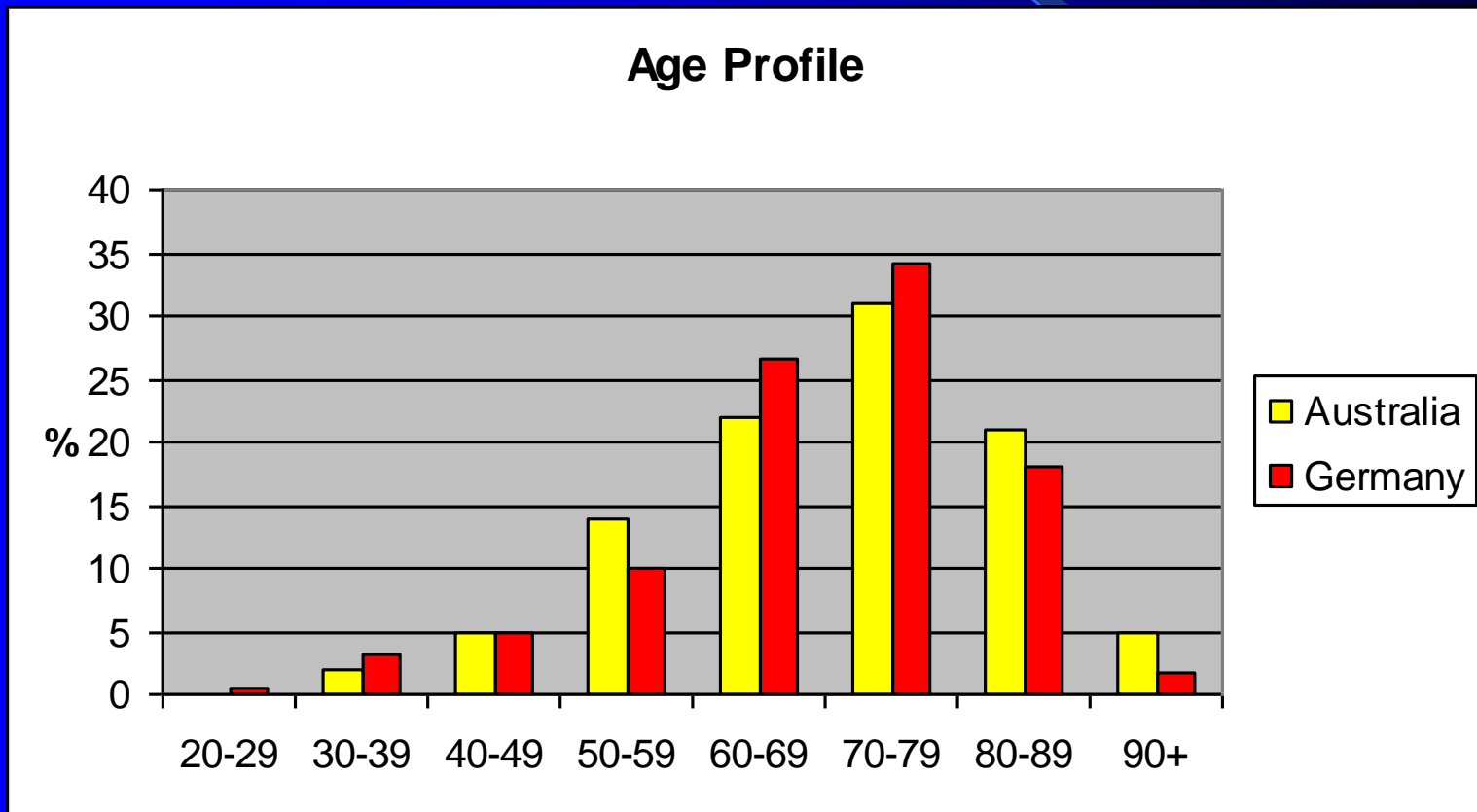
Individual item response rate



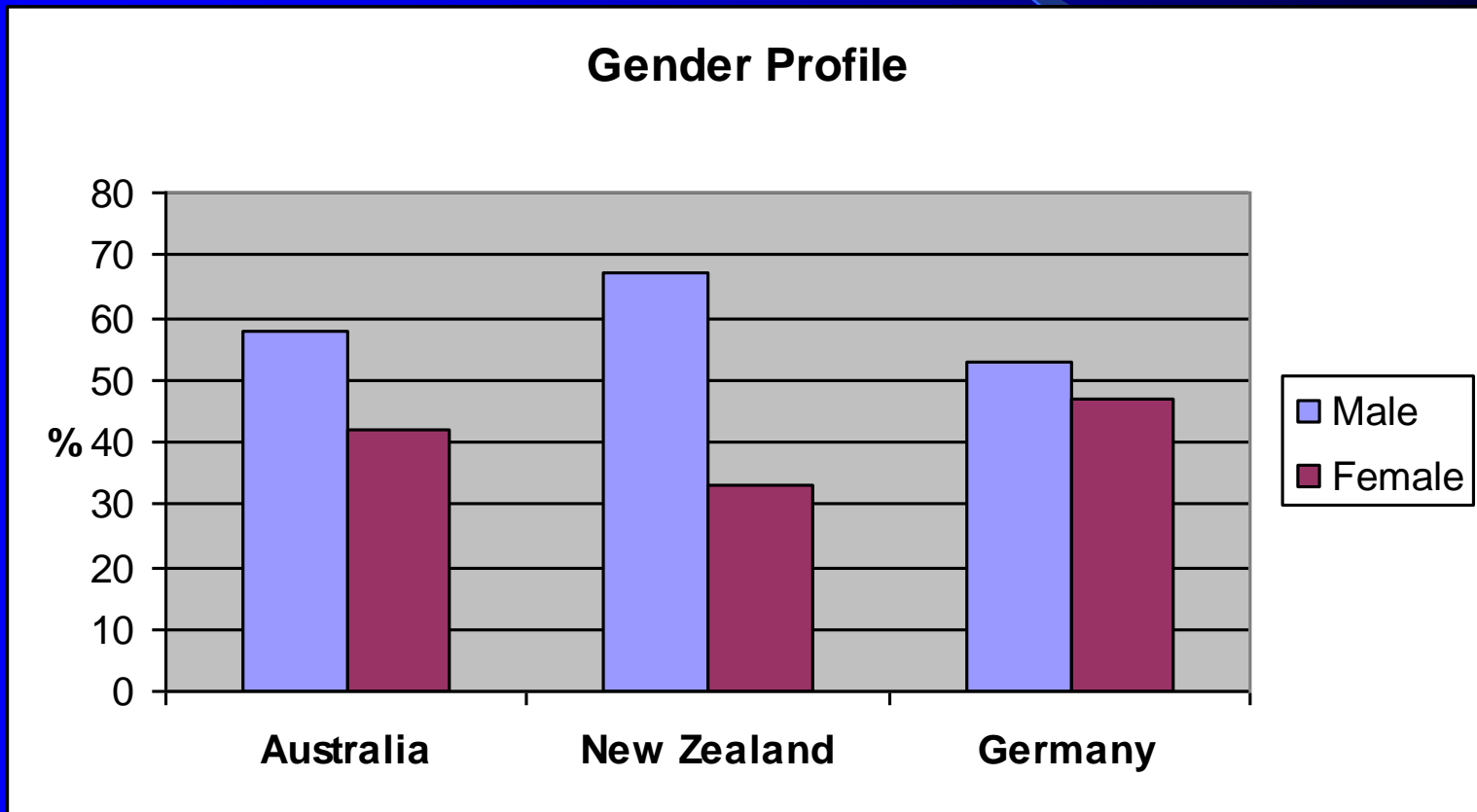
Q13b - ease of adjusting volume

Q13e - on-going expense (batteries)

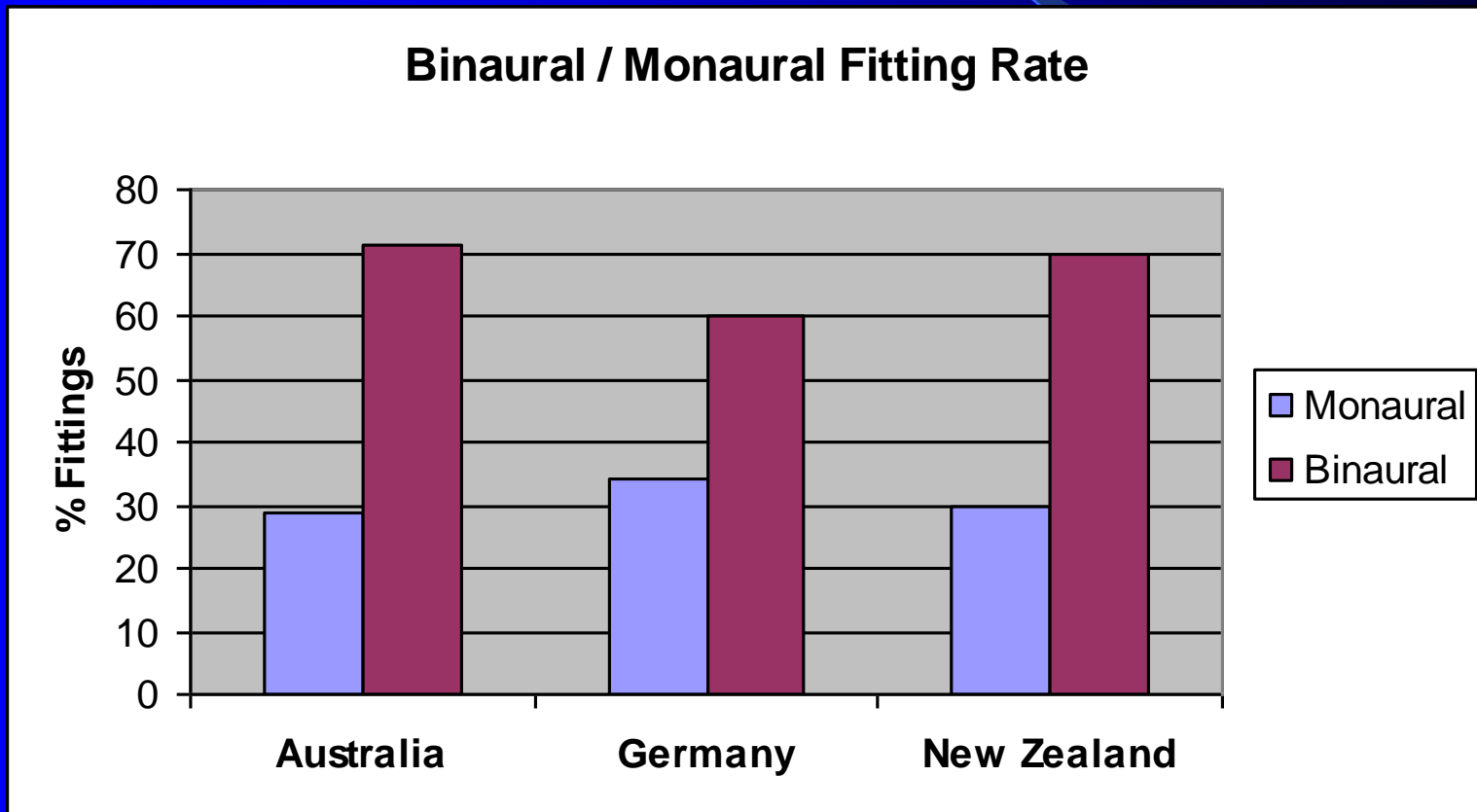
Demographic data - Age



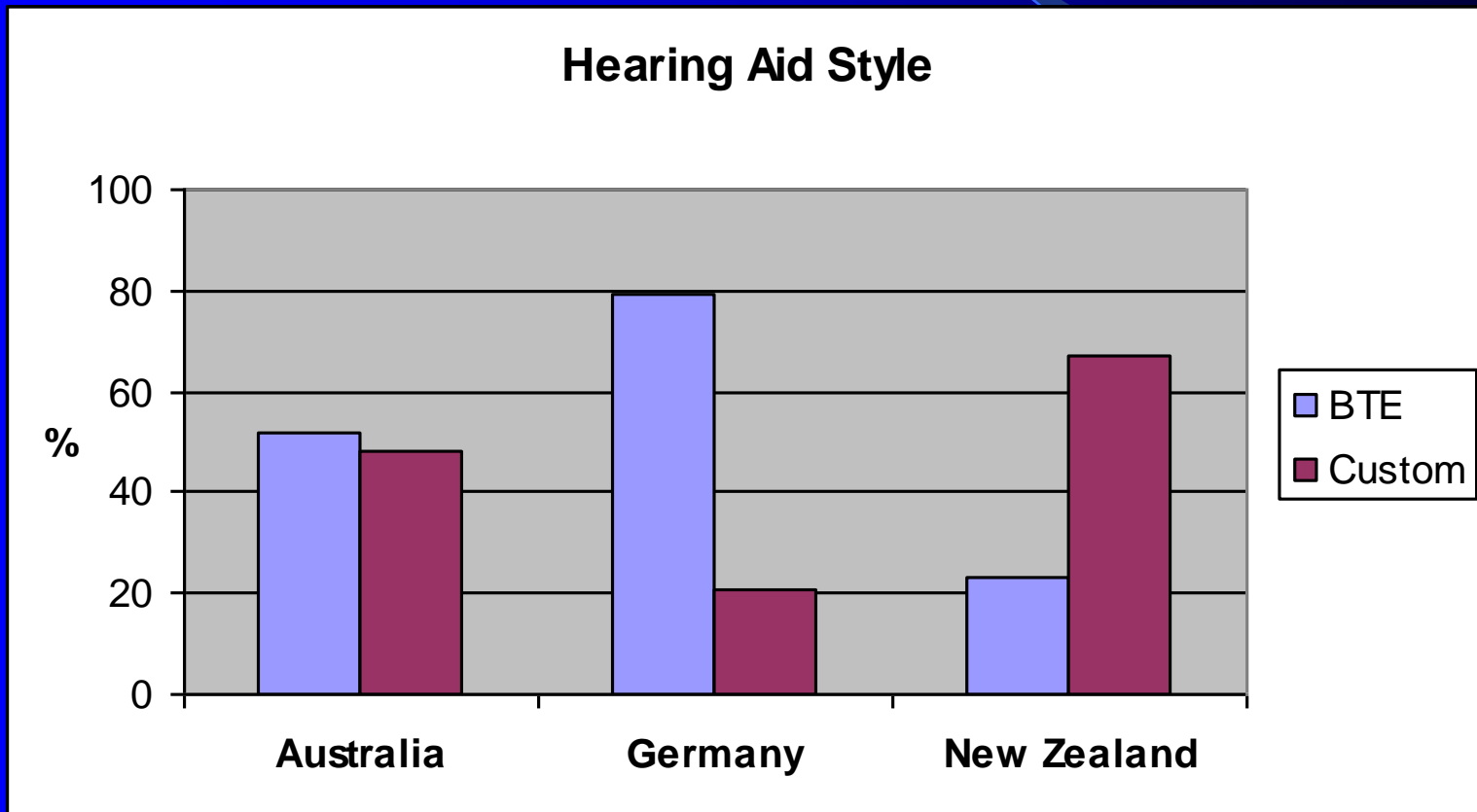
Demographic data - Gender



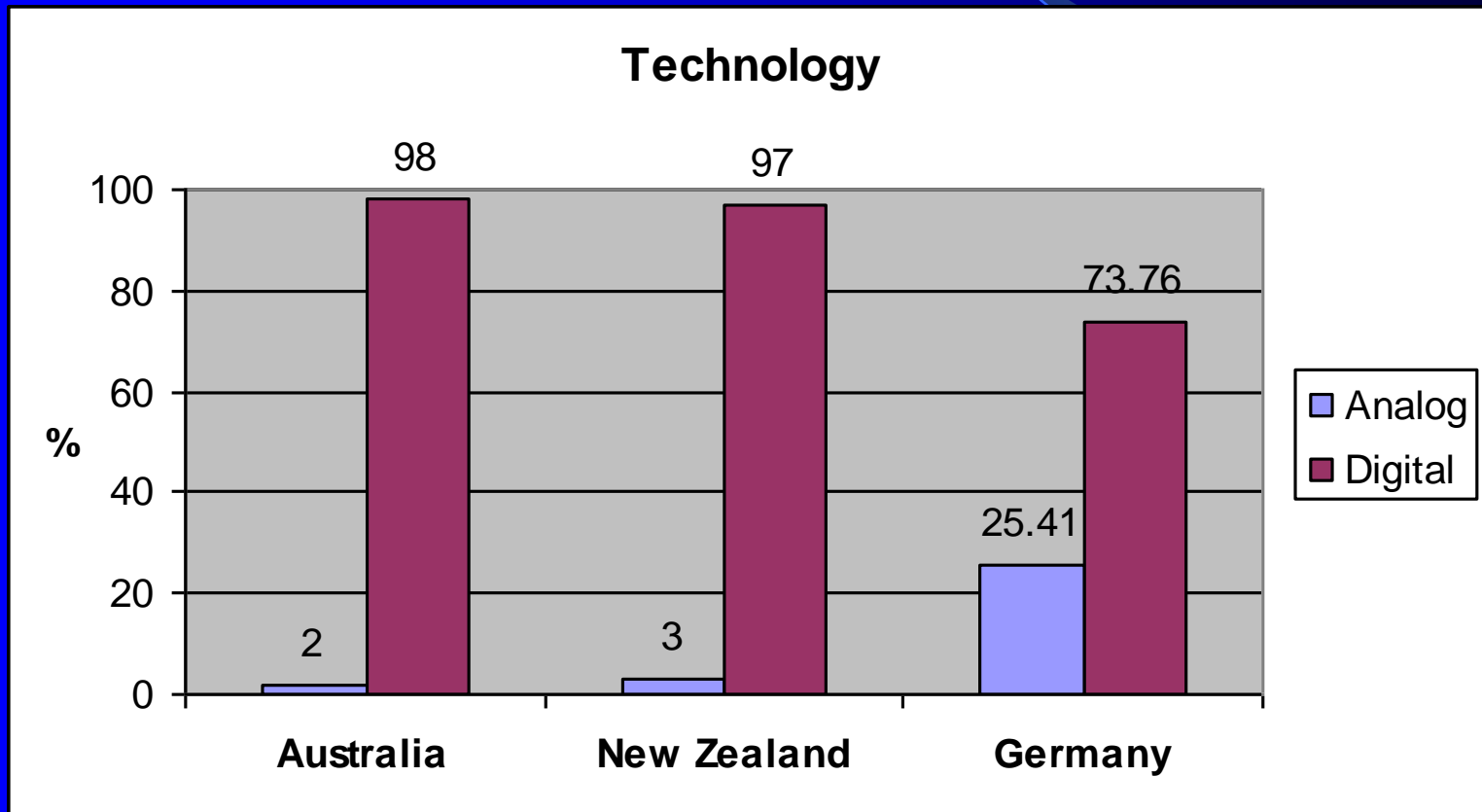
Fitting data



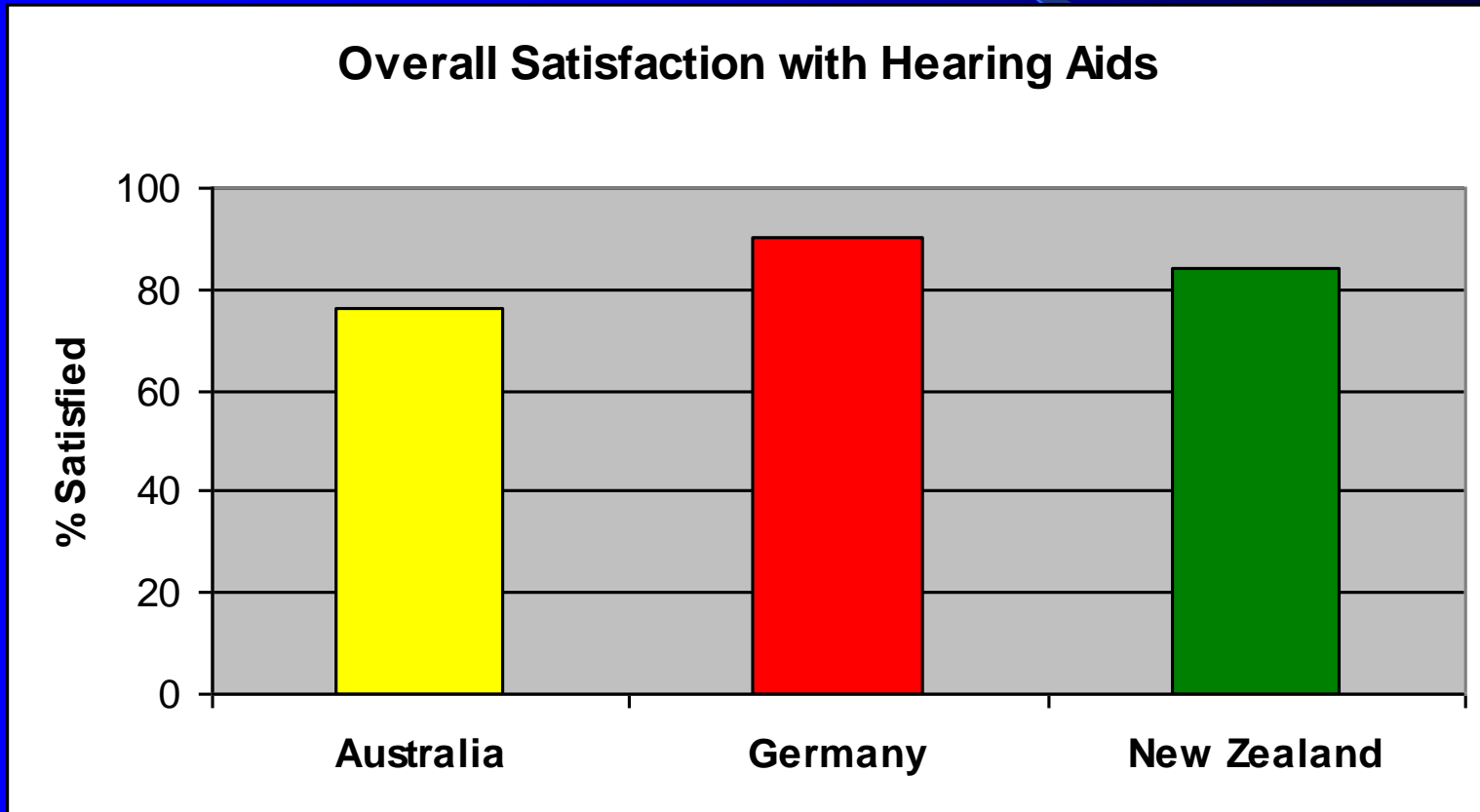
Fitting data



Fitting data

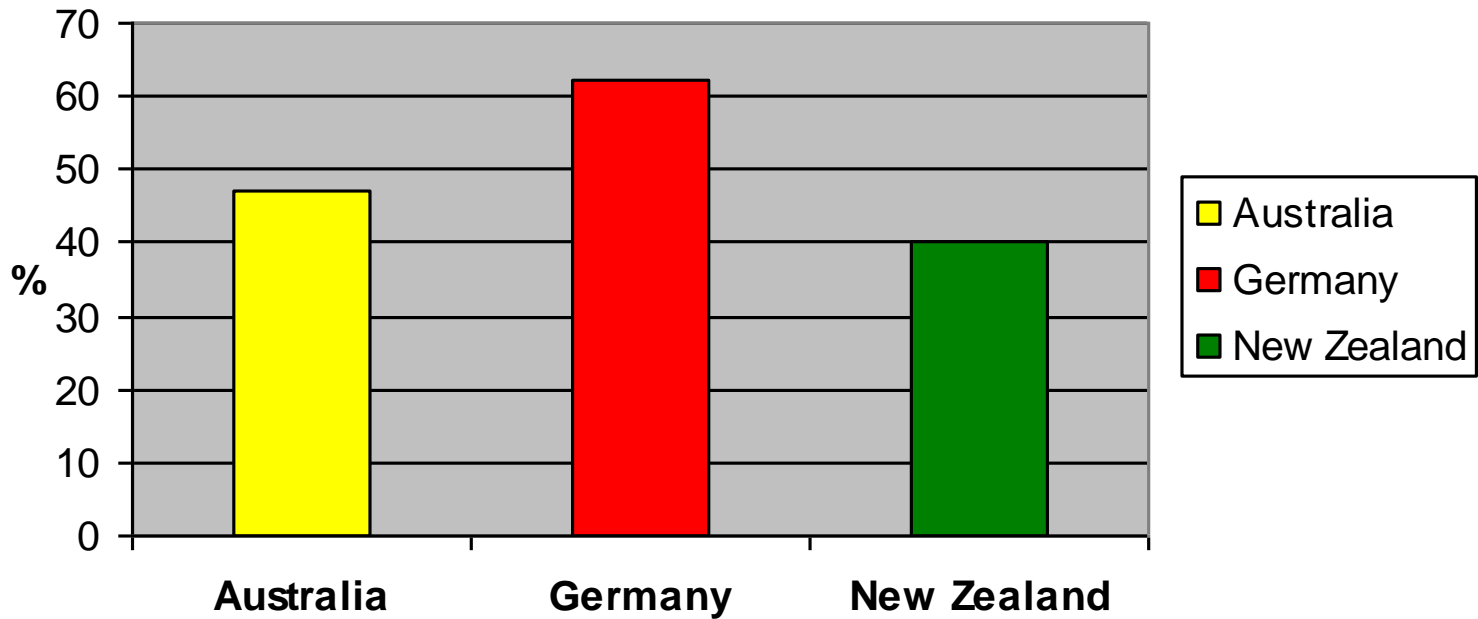


Client outcomes data



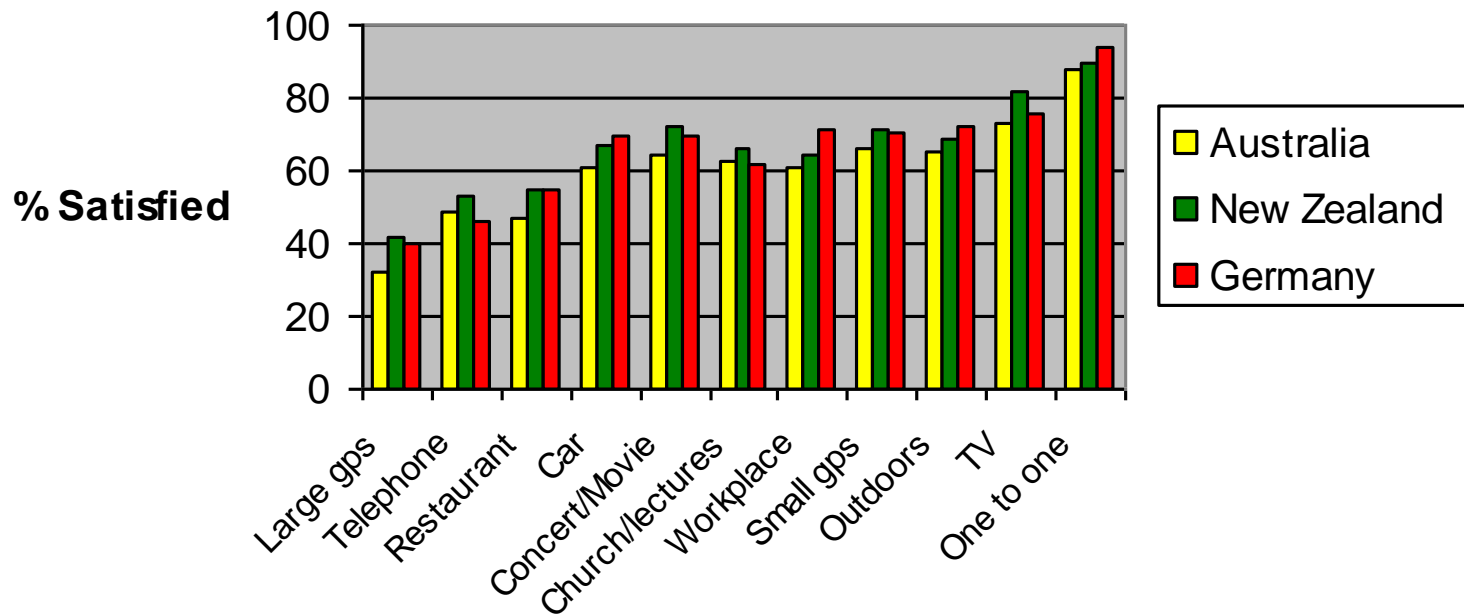
Client outcomes data

Hearing aids used 8+ hours/day



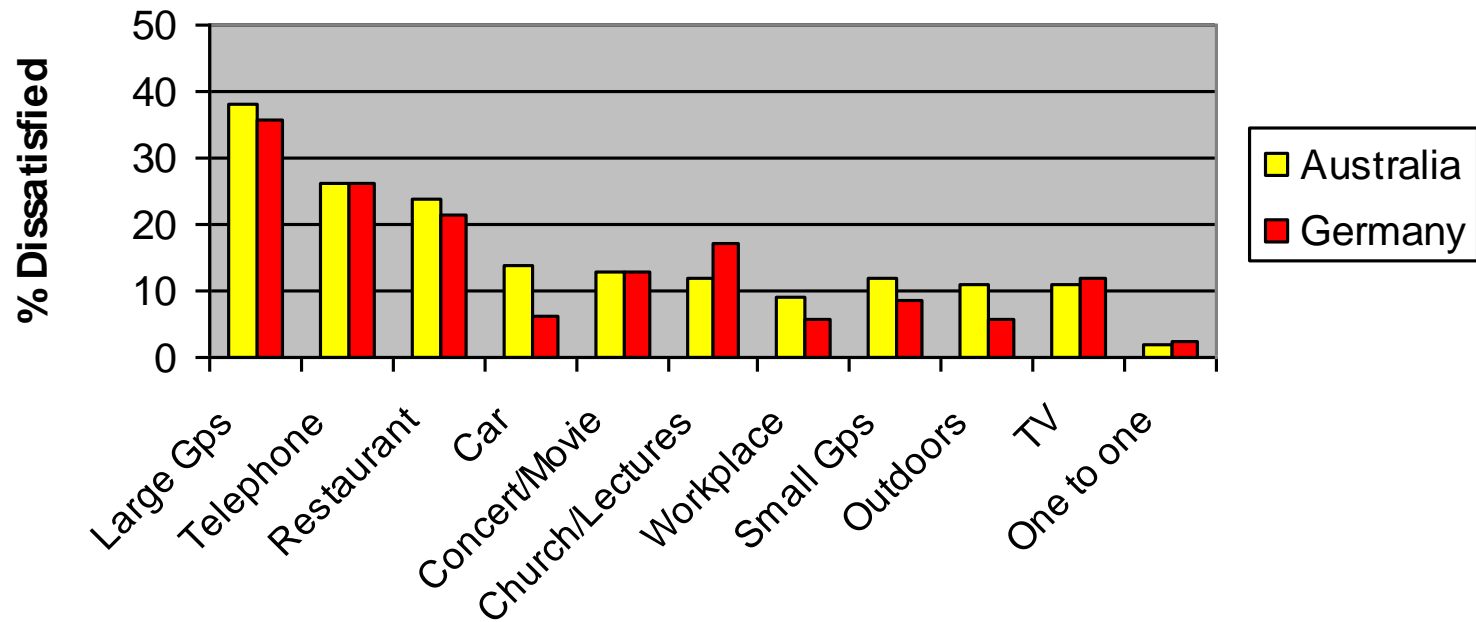
Client outcomes data

Listening Situations - Satisfaction



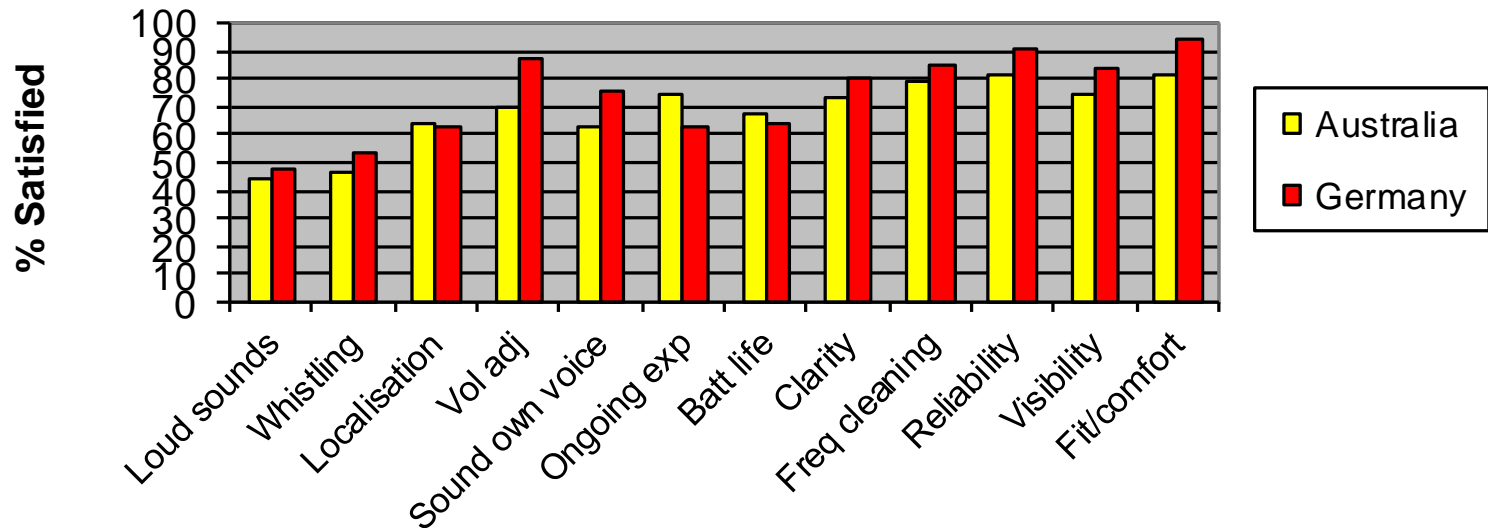
Client outcomes data

Listening Situations - Dissatisfaction



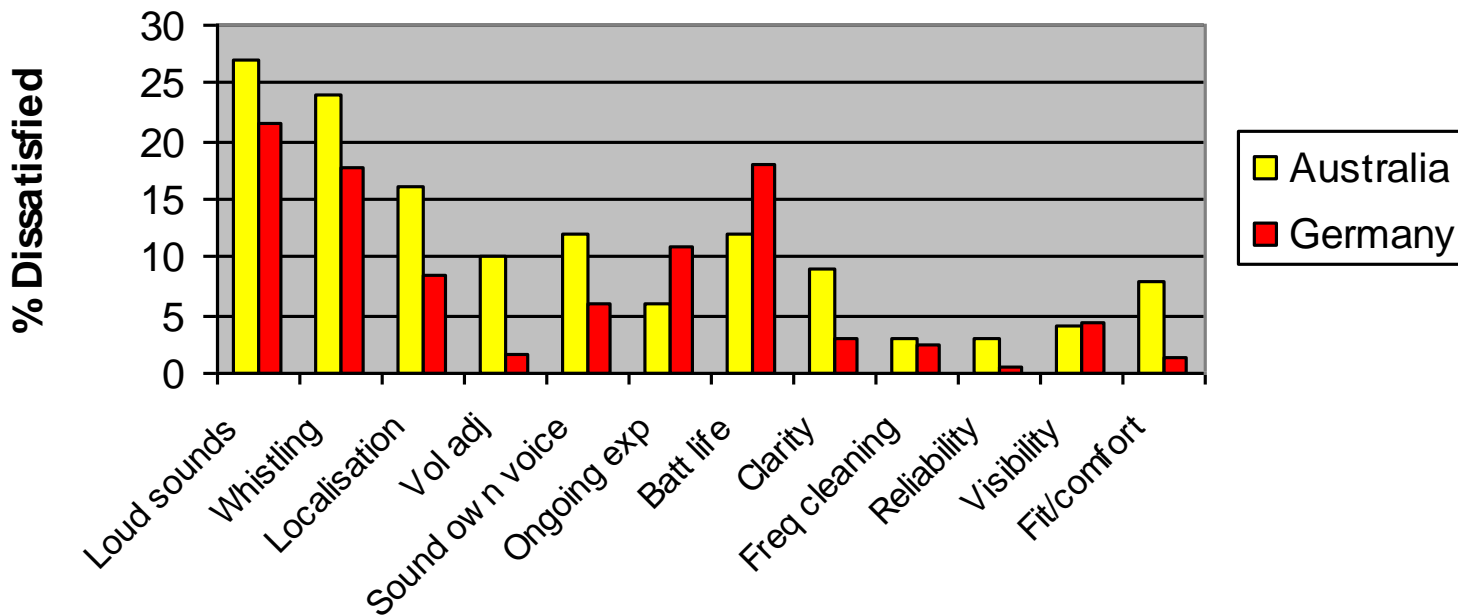
Client outcomes data

Hearing aid features - Satisfaction



Client outcomes data

Hearing aid features - Dissatisfaction



“Hearing aids do work!”

And they are (mostly) working better in Germany than Australia...

Thank you and congratulations to our pilot group!

Any questions?