

Hearing loss? Yes

Hearing aids? **NO!!**

Susan Clutterbuck

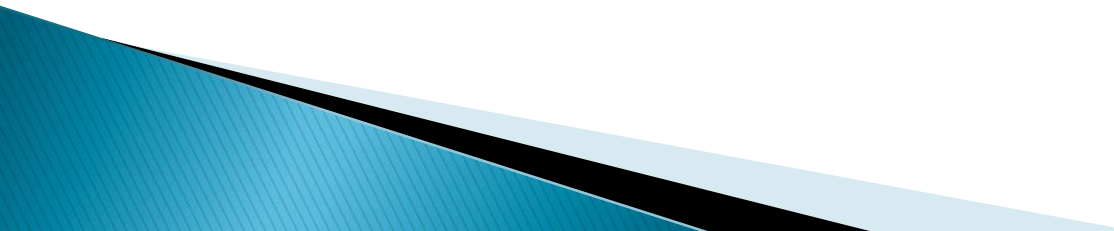
Audiology Australia  
XVIII National Conference  
Canberra 2008

# Facts

- ▶ Nearly 80% people with significant hearing impairment choose not to use hearing aids as part of the solution to their hearing problems. MarkeTrak VII 2007
- ▶ This percentage has not changed in over 20 years despite significant improvements in hearing science, education and technology.

# Reasons for non-adoption of hearing aids

MarkeTrak VII 2007

- ▶ Stigma (32%)
  - ▶ Cost (60%)
  - ▶ Hearing loss “not bad enough” (53%)
  - ▶ Negative attitudes towards hearing aids (52%)
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# Negative attitudes towards hearing aids

- ▶ “Poor benefit”
- ▶ “Difficult to handle”
- ▶ “Don’t fit well”
- ▶ “Don’t work in noise”
- ▶ “Too much hassle”
- ▶ “Whistle”
- ▶ “Make everything too loud”

MarkeTrak VII 2007.

How are these negative attitudes formed?

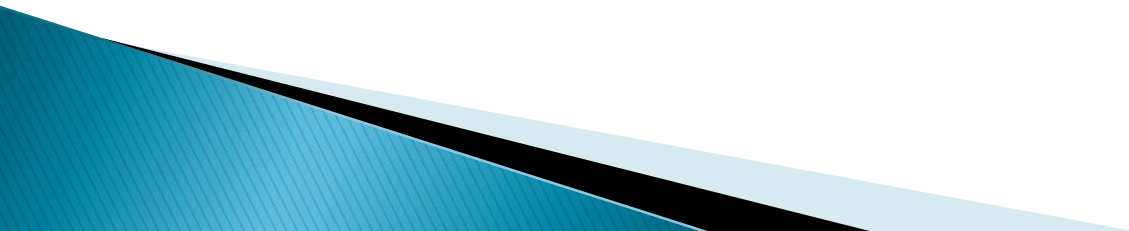
Experience with hearing aid users?!

What do hearing aid users say?

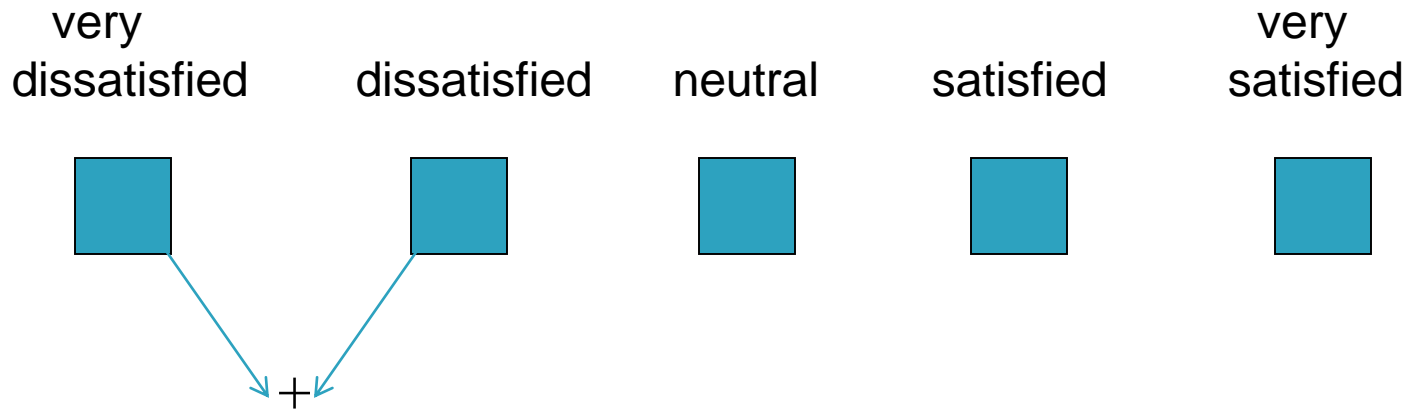
# Method (EARtrak process)

- ▶ Clients surveyed 6 months after fitting
  - ▶ Clients return surveys to independent consultant
  - ▶ Survey period January 2006 – July 2007
  - ▶ Response rate 62%
  - ▶ Client outcomes from 4555 surveys  
(Australia, New Zealand & Germany)
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# Survey results - (from one question...)



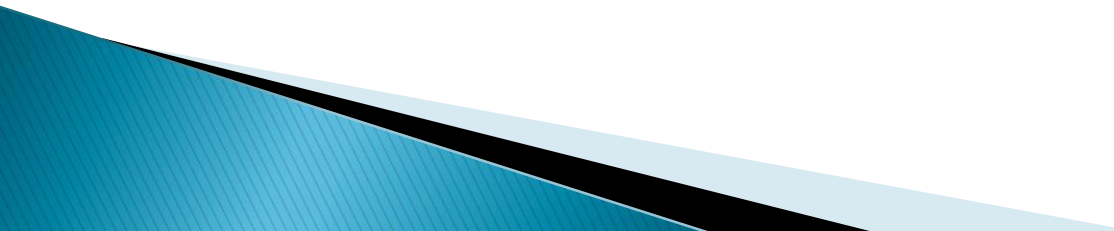
“When wearing your hearing aids, how satisfied are you with...  
...comfort of loud sounds?”



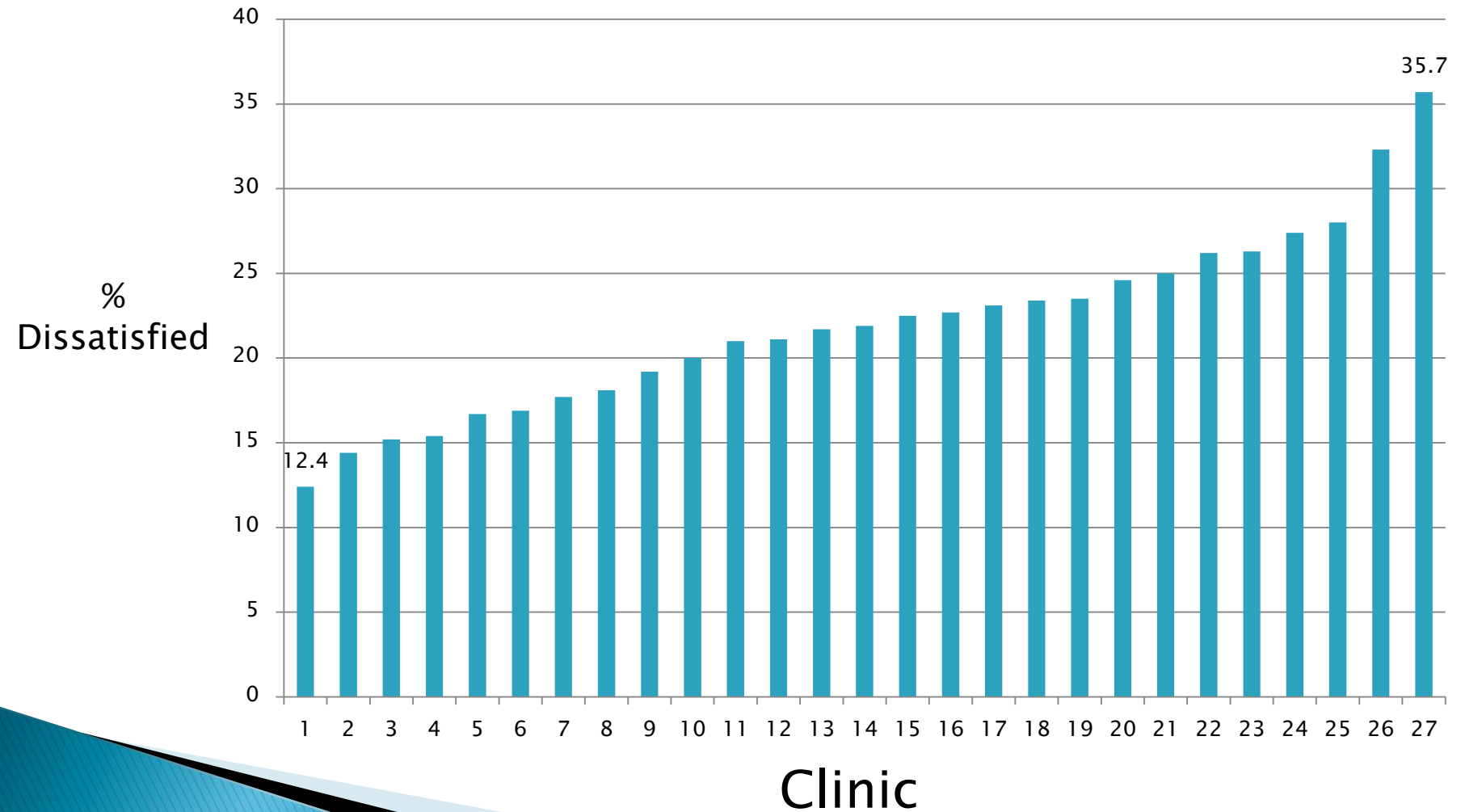
= 21.4%



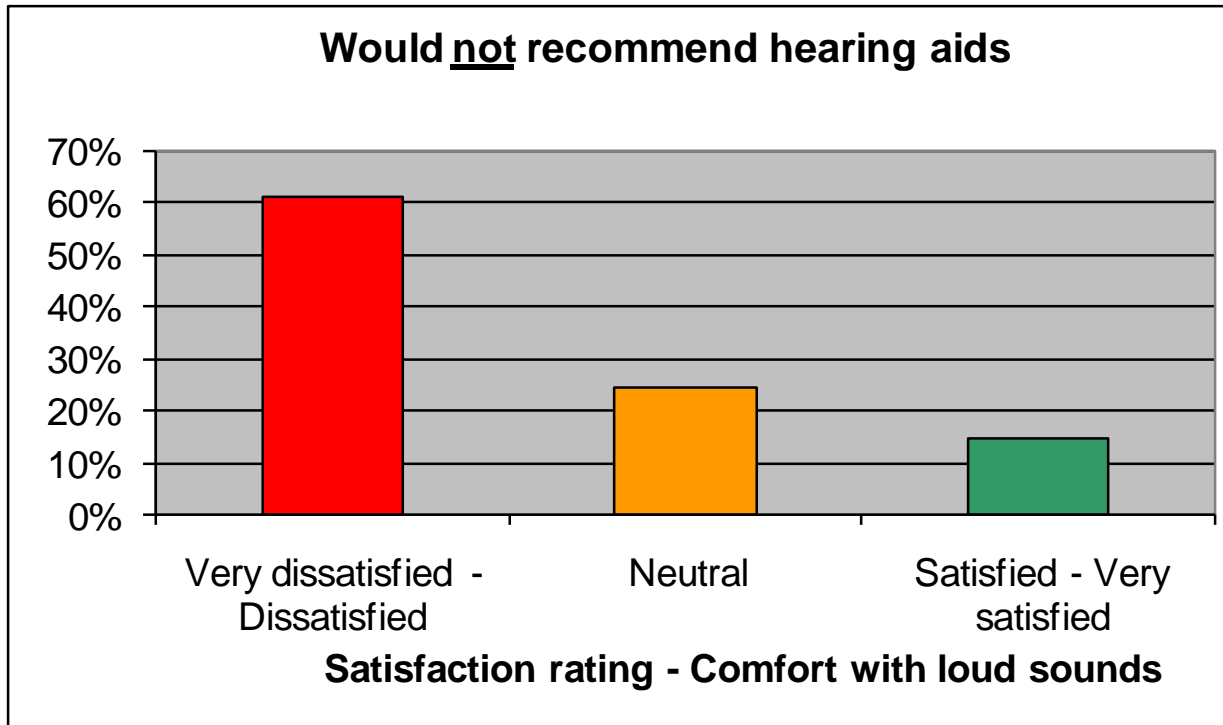
# What's the problem?

- ▶ The client?
  - ▶ The hearing aid?
  - ▶ The dispenser?
- 

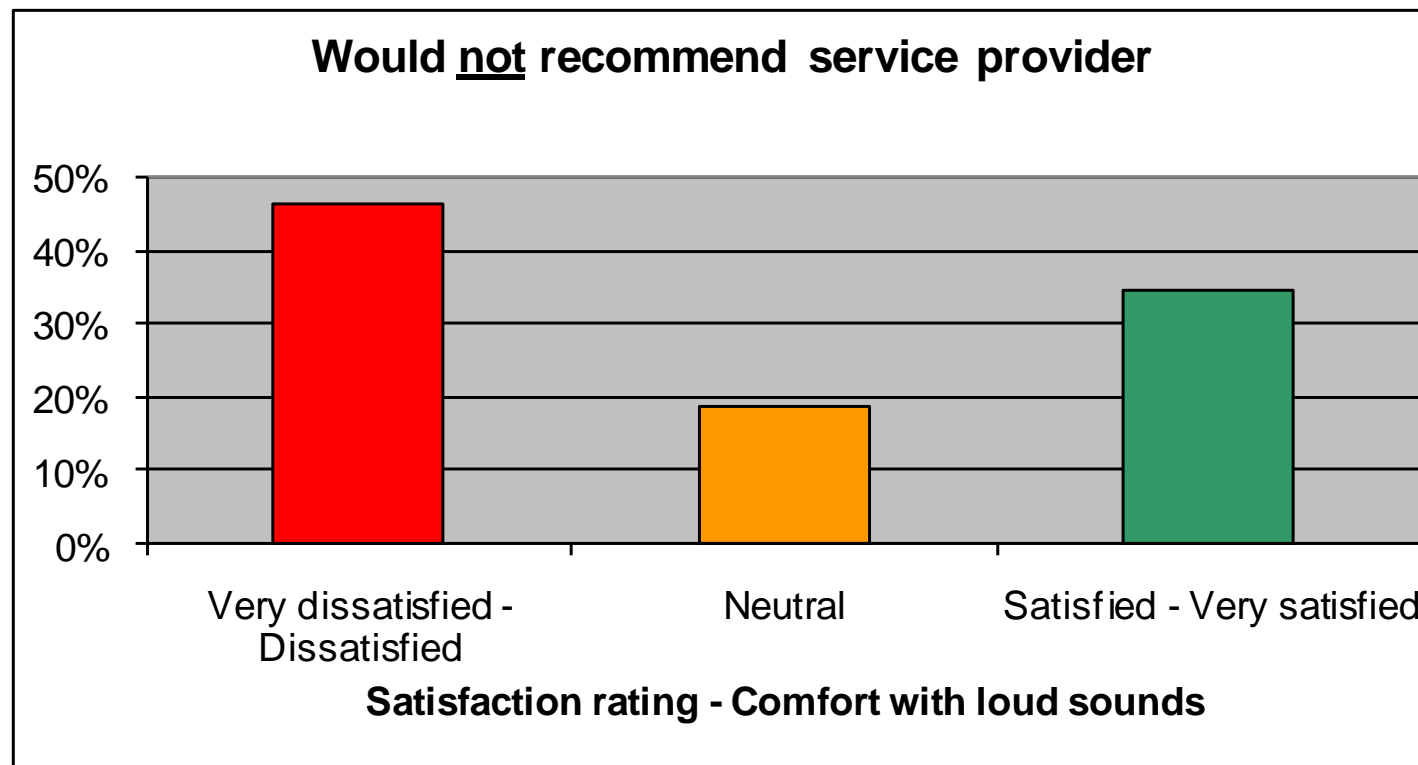
# Dissatisfaction with loud sounds – by clinic



# Would you recommend hearing aids to a family member or friend with hearing problems?




# Would you recommend your service provider?

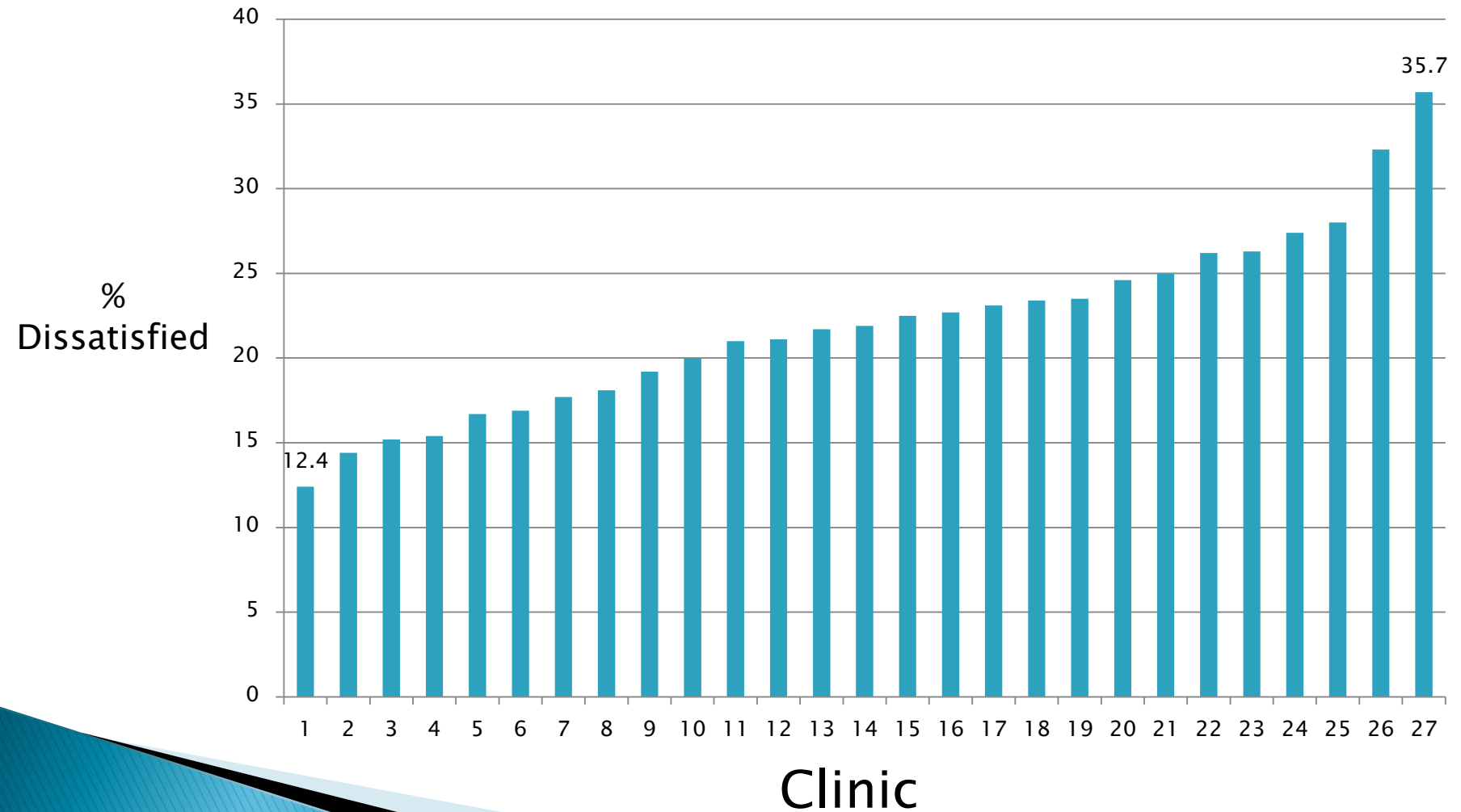


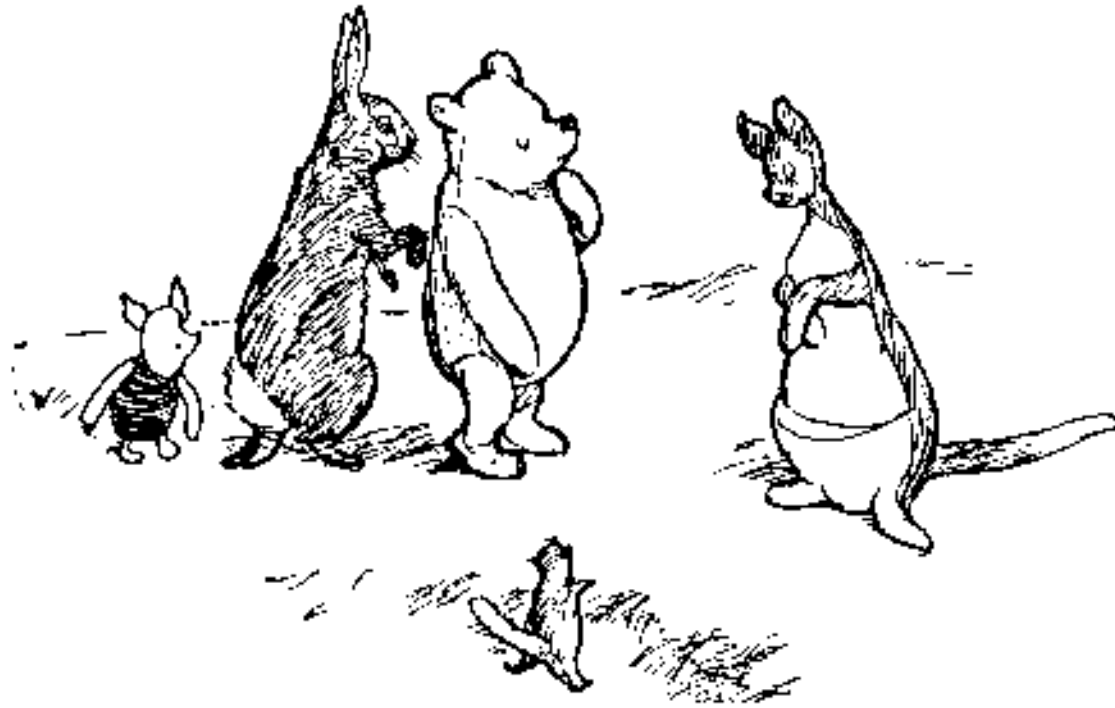
# Conclusion:

## We are (part of) the problem!

- ▶ On average, our professional efforts leave 21.4% clients dissatisfied with comfort of loud sounds
  - ▶ A high percentage of these clients will not recommend hearing aids or their service provider
  - ▶ Improving our performance can improve community attitudes towards hearing aids
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# Dissatisfaction with loud sounds – by clinic





“I just want to know” said Pooh humbly.

Thank you.