Living with hearing loss

Even mild forms of hearing loss can disrupt our lives, hurt our health and damage our social and psychological well-being. So why do millions choose to delay or avoid a solution to hearing loss?

More than 360 million people worldwide live with hearing loss

328 million are adults

100 million are male

145 million are female

32 million are children

Only 20% of people who could benefit from hearing aids actually seek help

Remaining 80% who could benefit simply aren’t getting access to hearing aids that could dramatically improve their quality of life

How hearing affects your overall health

Unmanaged hearing loss can lead to depression, social isolation and the breakdown of social networks, along with physical and mental exhaustion.

Unmanaged hearing loss increases one’s risk of falling—a risk that increases with the severity of the hearing loss.

Unmanaged hearing loss in older adults can lead to an increased risk of cognitive decline and developing Alzheimer’s disease and other forms of dementia.

FACT

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Better hearing health can help improve self-esteem and overcome the physical and psychological effects that result from living with hearing loss.

90% of people with hearing loss can improve communication with a properly fitted hearing aid, counselling or environmental changes.

Growing evidence suggests hearing aids and other forms of hearing assistance may improve cognitive ability and the quality of life in those with moderate dementia.

Barriers to better health

Gradual onset

Hearing loss can happen gradually. Some people don’t realize they have a hearing problem until it begins affecting everyday activities.

Denial

Some refuse to acknowledge they have a hearing loss at all, without realizing its negative health effects or the dramatic improvement a hearing instrument can make.

Misinformation

Some people wrongly believe hearing aids won’t work for them, especially people with high or low-frequency hearing loss and nerve damage.

Screening

Only half the population has received an objective hearing test. Taking a simple test could help you identify the problem and make a life-changing decision to seek a solution.

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If you suspect you have a hearing loss, our best advice is don’t ignore it.

Take control of your hearing with this 10-minute home hearing app on your iPhone or iPad, and connect directly with a hearing healthcare professional today.


*American Academy of Audiology, Considerations in Hearing Aid Fitting, December 6, 2011

*MarkeTrak VII: Obstacles to adult non-user adoption of hearing aids, Sergei Kochkin, PhD


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