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Hospital

**OTORHINOLARYNGOLOGY  
CONFERENCE AND TRAINING**

# Economic Impact of hearing loss: the different systems of hearing management



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[www.aea-audio.org](http://www.aea-audio.org)



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## Self-Reported Hearing Loss

- Includes Awareness: *If you experience and report hearing problems – you're more likely to take action*
- Available for more countries – EuroTrak – JapanTrak – MarkeTrak
- Empowers people – your experience & your needs

+/- 10%

7 < >  
12%



## Measured Hearing Loss

- The Audiogram: *Assess when you start to hear soft pure tones*
- Many different definitions of hearing loss: *Mild Hearing Loss – Disabling Hearing Loss – WHO<sup>2</sup> - WHO – EC – ASHA - Can leads to confusing numbers*

+/- 16%

3 < >  
27%

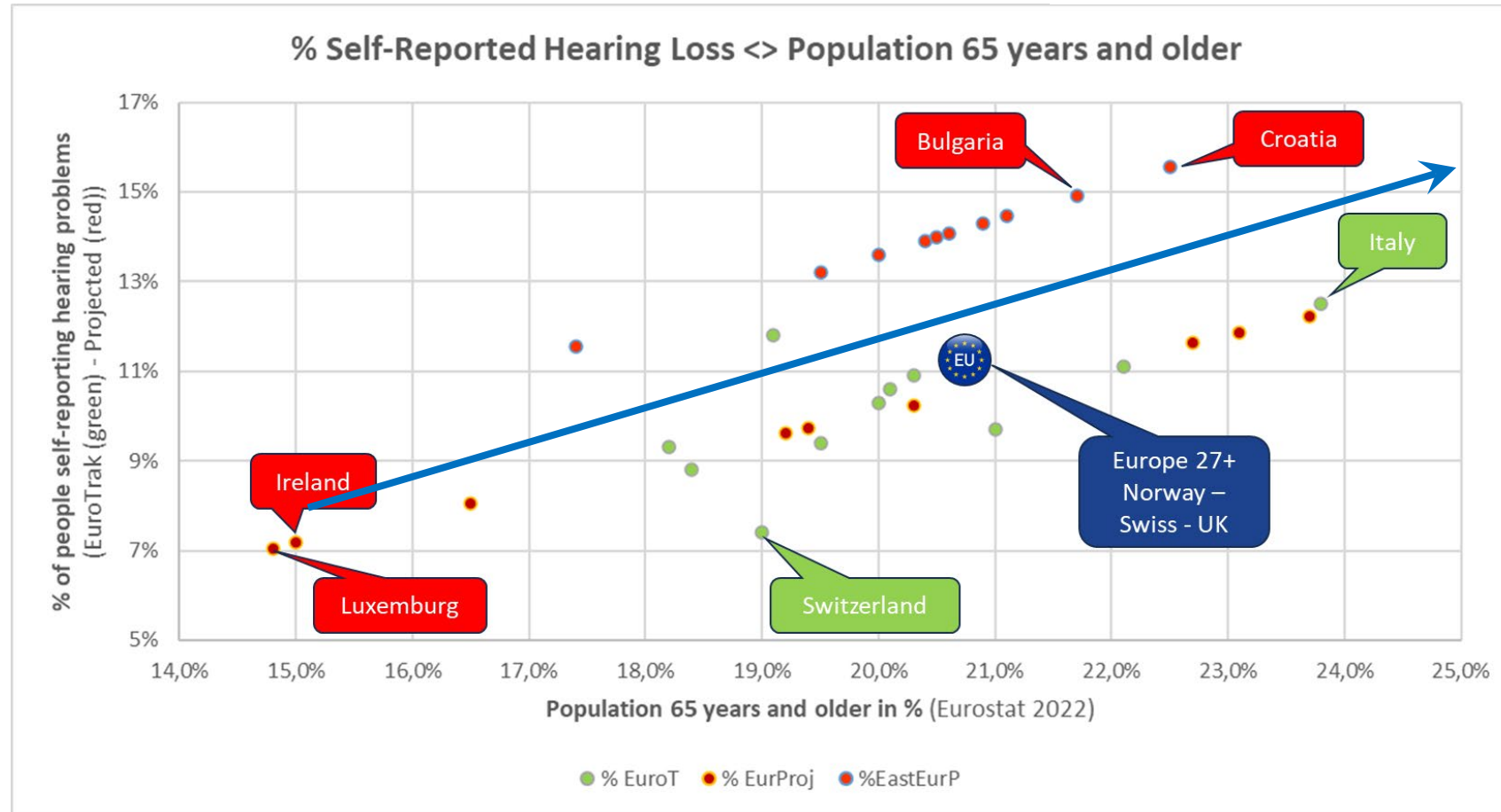
# Self-reported hearing loss in Europe

EuroTrak 2019-2023 survey

Total number of participants: 157.970

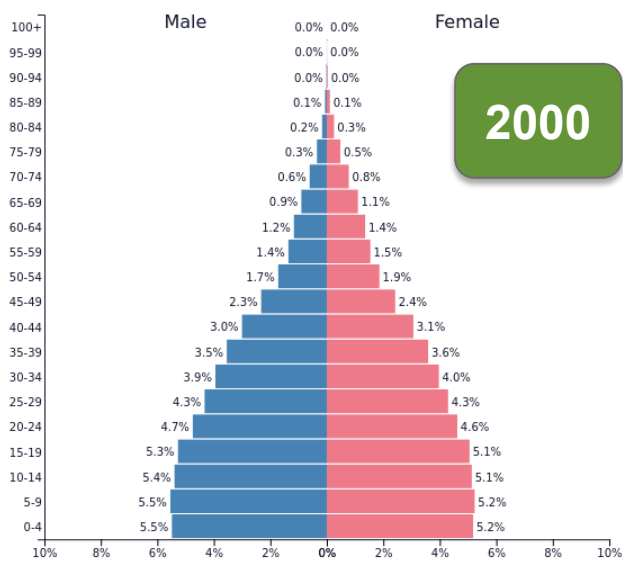
Participants reporting hearing problems: 14.166

Participants using hearing aids: 6.746

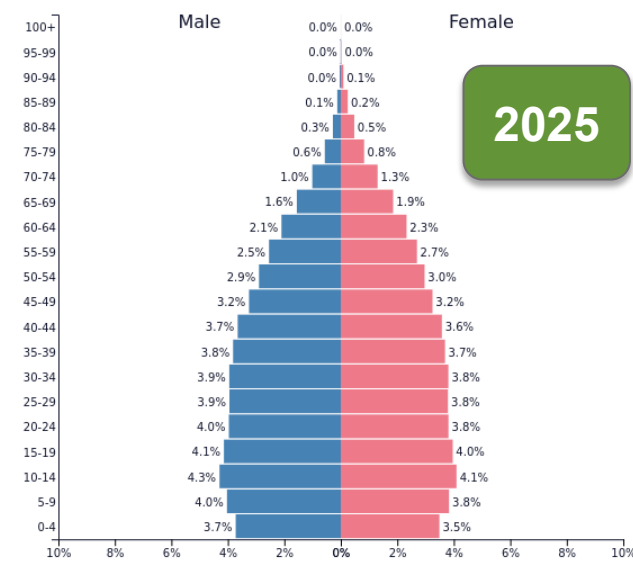




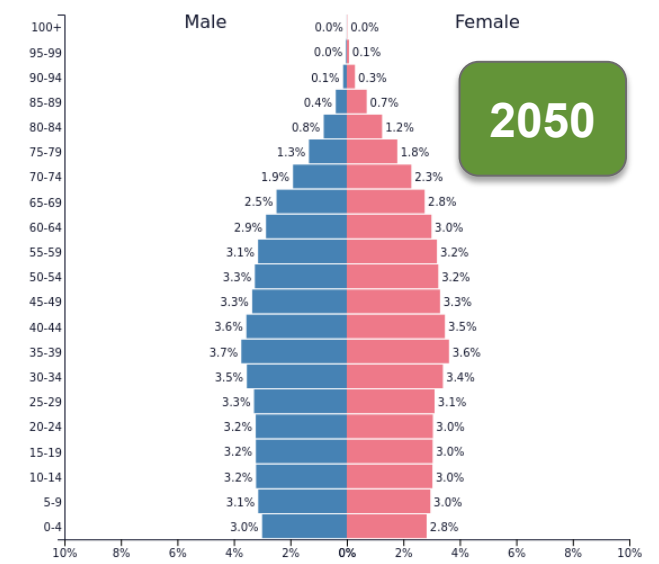
# South East Asia



South-Eastern Asia - 2000  
Population: 527,123,975



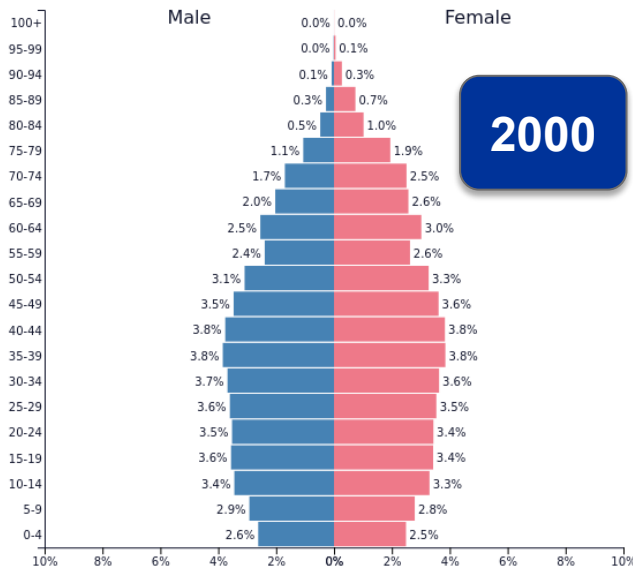
South-Eastern Asia - 2025  
Population: 700,031,698



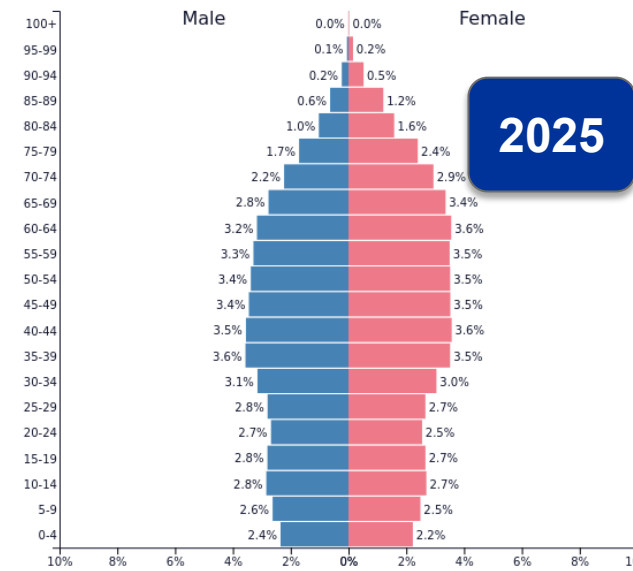
South-Eastern Asia - 2050  
Population: 774,570,267



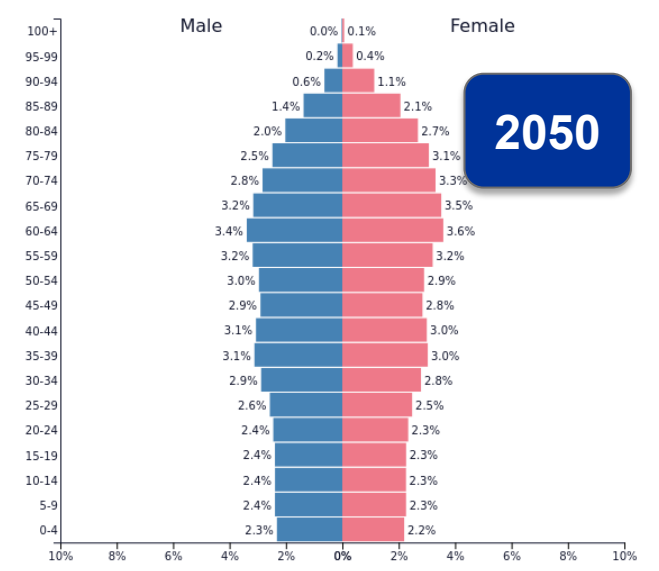
# Europe



EUROPE - 2000  
Population: 726,968,473



EUROPE - 2025  
Population: 741,045,334



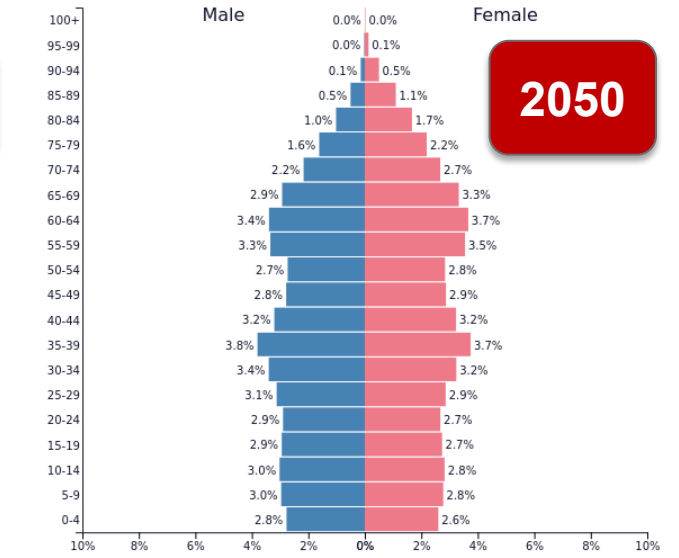
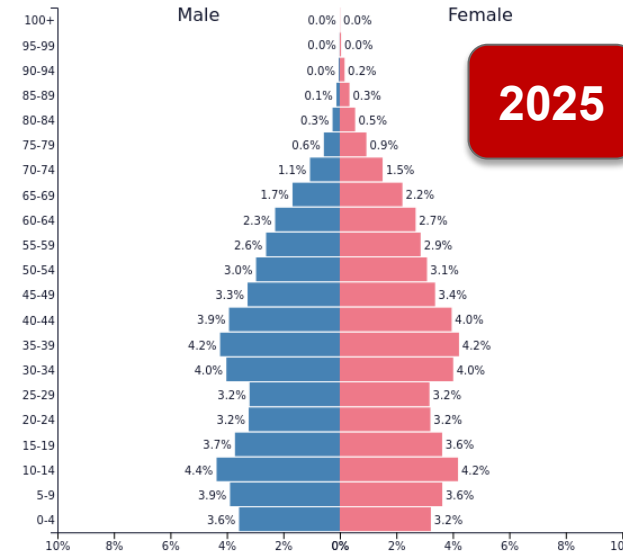
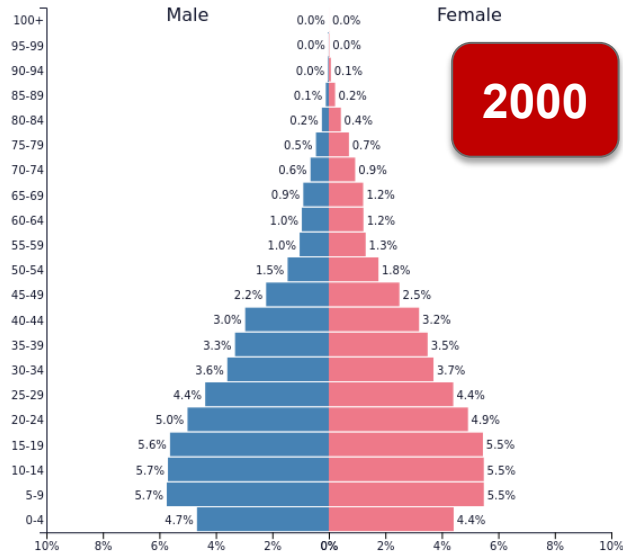
EUROPE - 2050  
Population: 703,007,485



<https://www.populationpyramid.net>



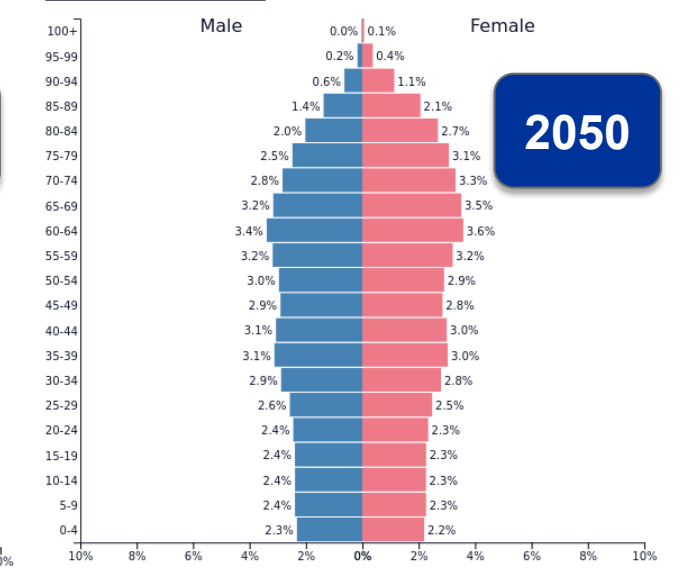
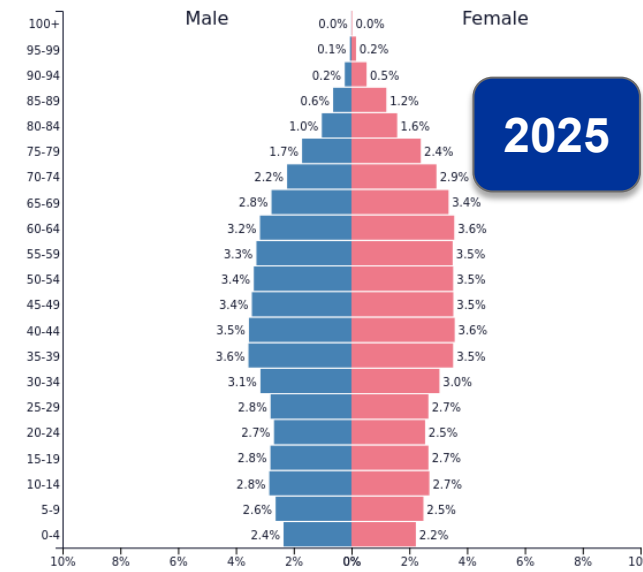
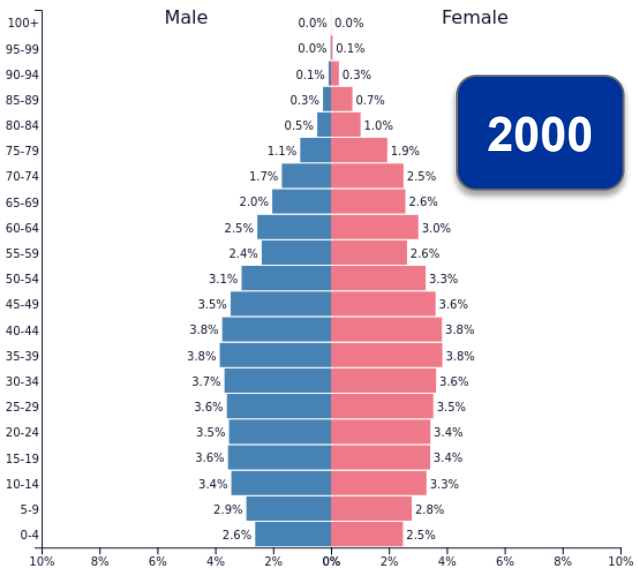
**Viet Nam**



PopulationPyramid.net Viet Nam - 2000 Population: 77,154,010

PopulationPyramid.net Viet Nam - 2025 Population: 101,598,526

PopulationPyramid.net Viet Nam - 2050 Population: 110,008,907



PopulationPyramid.net EUROPE - 2000 Population: 726,968,473

PopulationPyramid.net EUROPE - 2025 Population: 741,045,334

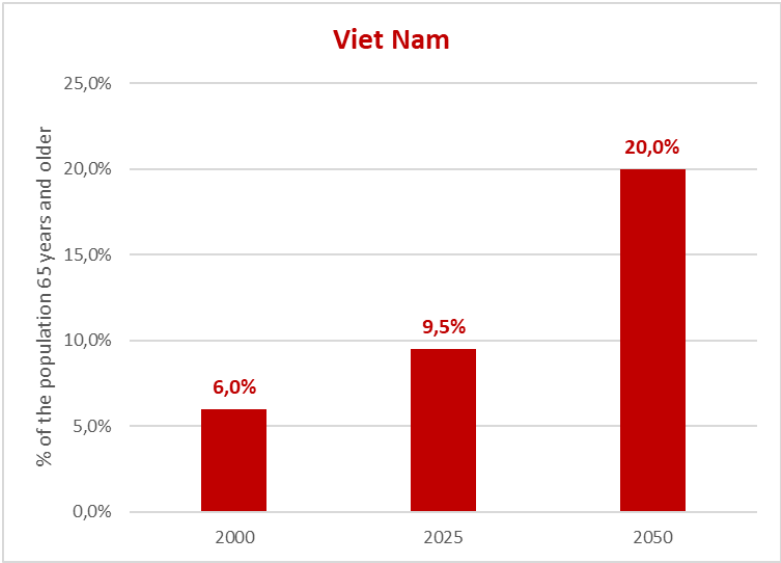
PopulationPyramid.net EUROPE - 2050 Population: 703,007,485

<https://www.populationpyramid.net>

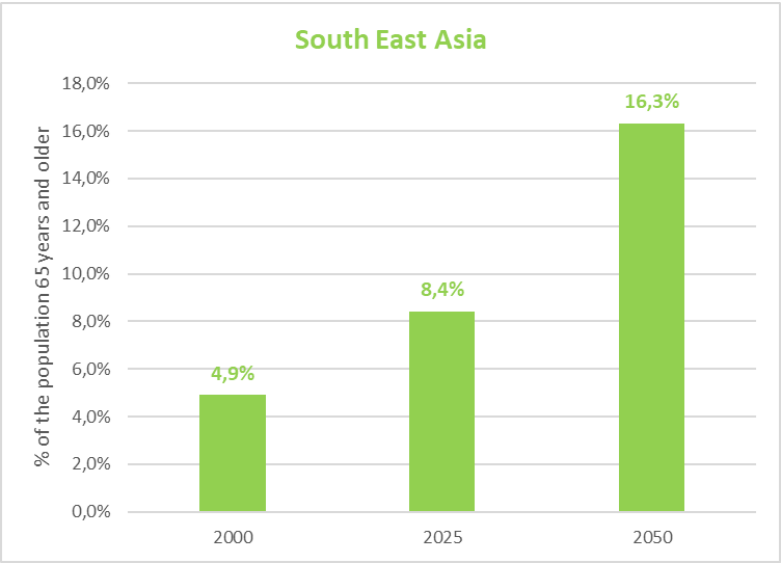




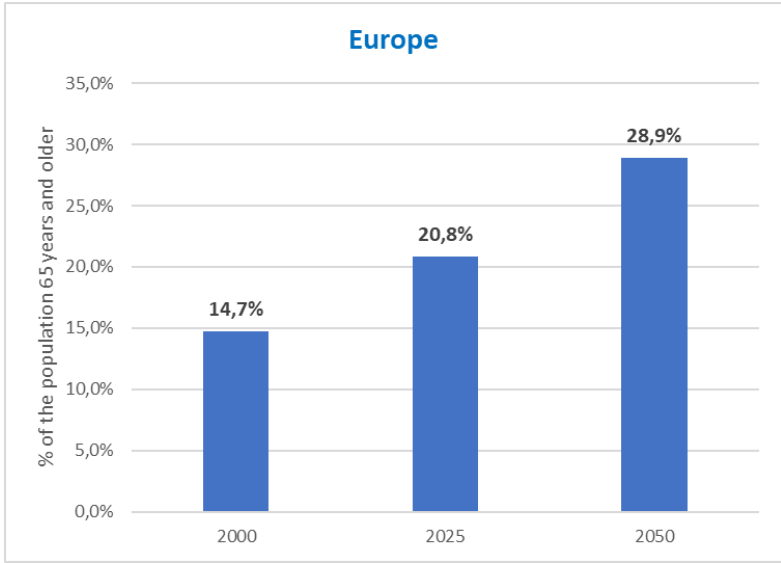
**Viet Nam**



**South East Asia**



**Europe**



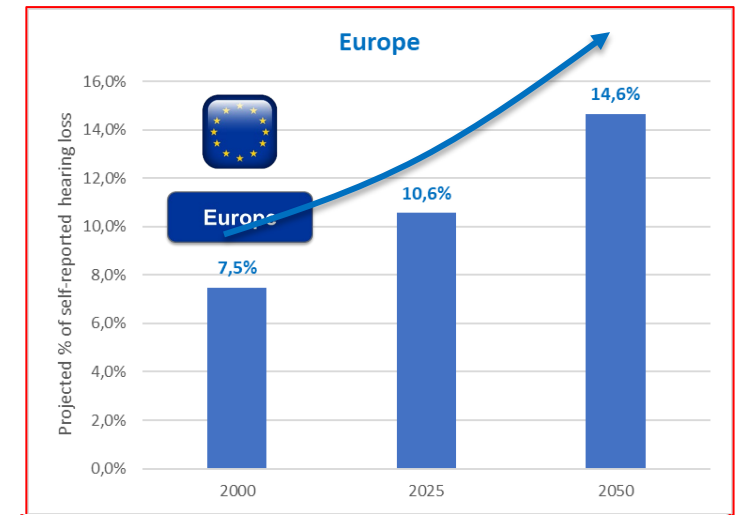
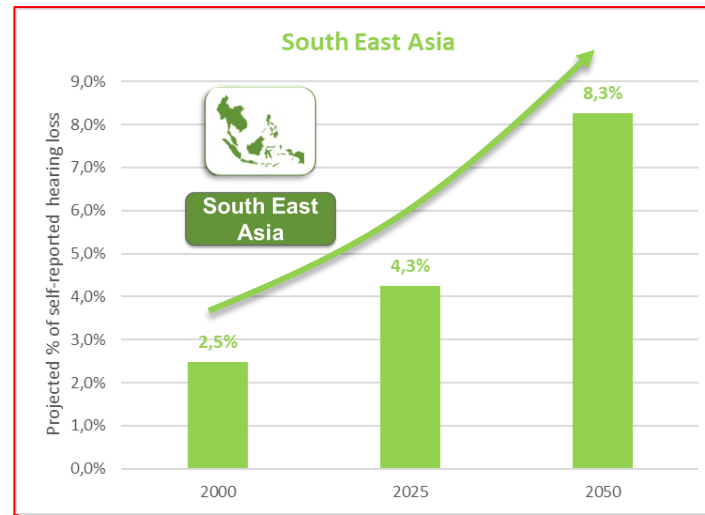
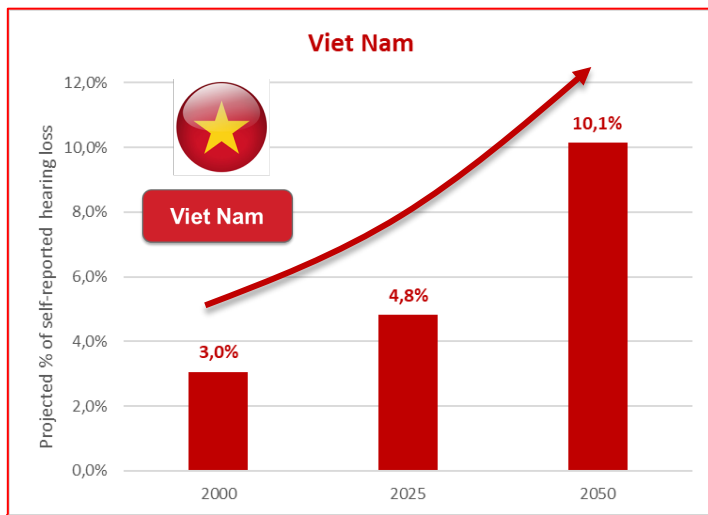
**% of the population > 65 years**

*Our populations are ageing rapidly*

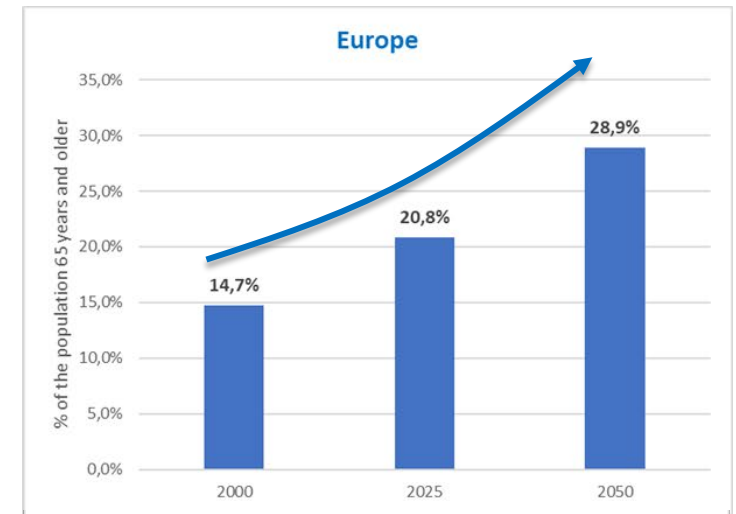
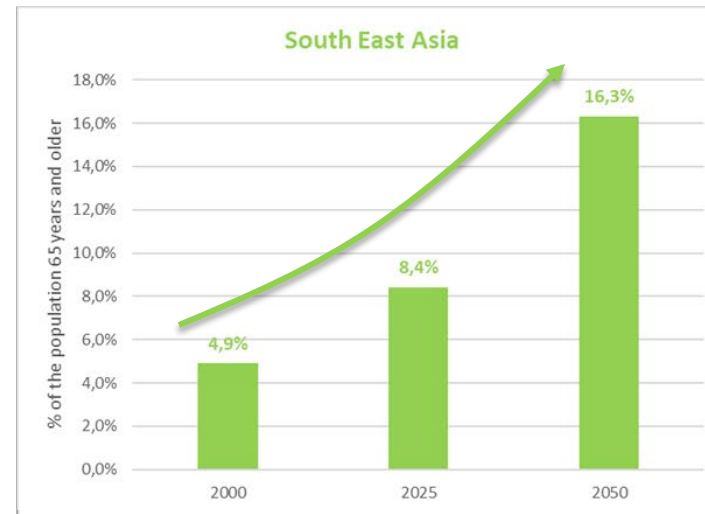
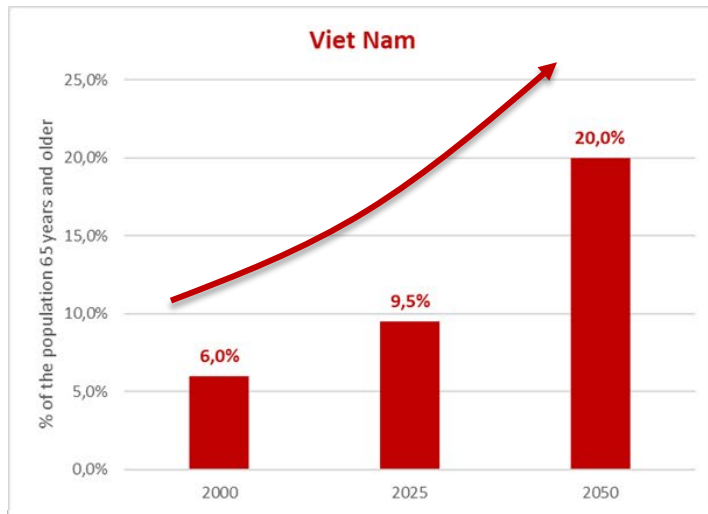
<https://www.populationpyramid.net>



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**% of projected self-reported hearing loss**



**% of the population > 65 years**

**Our populations are ageing rapidly, and hearing loss is on the rise**

# Hearing Loss is on the rise!

World Health Organization

2018  
466 million people

2030  
630 million people

2050  
900 million people

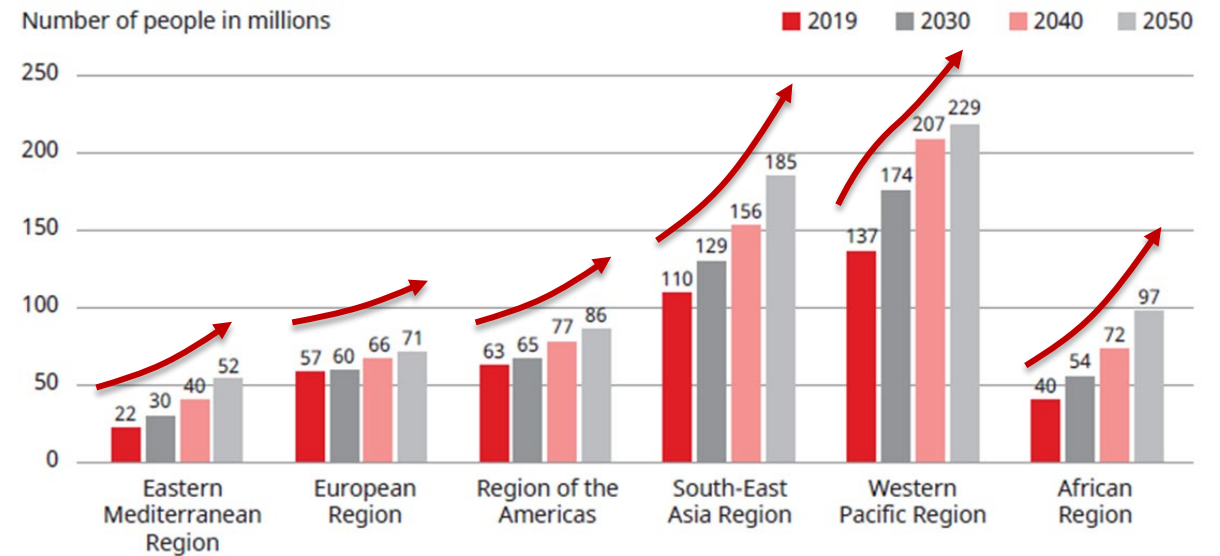
Hearing loss is on the rise!

Hear the future  
...and prepare for it.

World Health Organization

**WORLD REPORT  
ON HEARING**

Figure 3.3. Projected increase in prevalence of moderate or higher grade of hearing loss in WHO regions





# Return on investment

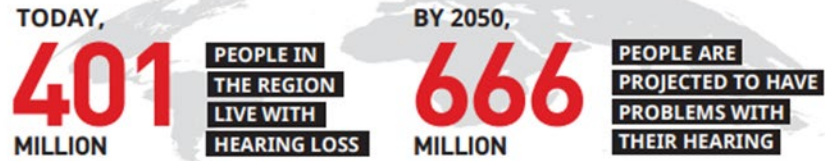
Hearing Care is not a “cost”,  
it’s a healthy “investment”

a return of  
nearly US\$ 6  
for every US  
dollar invested



## EAR AND HEARING CARE

WHO South-East Asia Region



NEARLY **80%** of people with hearing loss live in low-income and middle-income countries

The majority of people with hearing loss do not have access to interventions

Ear and hearing care interventions are cost-effective



US\$ 1.40



An annual additional investment of less than US\$ 1.40 per person is needed to provide ear and hearing care services



Hearing loss is expensive to communities and costs the region US\$ 108 billion annually



Over a 10-year period, this promises a return of nearly US\$ 6 for every US dollar invested

6.29

6.50

South-East Asia



# What is the “cost” of untreated hearing loss?

Communication  
(e.g. impact on health)

Social Isolation

Loneliness

Employment  
& Burn-out

Depression

Quality of life

Psychosocial and  
cognitive health

Dementia



# What can we do about it?

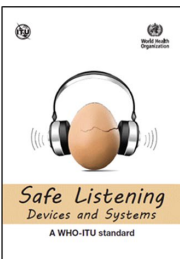


## Prevention



#safelistening standards:

- Devices & Systems
- Personal Amplifiers
- Venues & Events



WHO/ITU SL  
Devices & Systems



ITU H.870 SL  
Devices & Systems



ITU H.871 SL  
Personal Amplifiers

## Screening



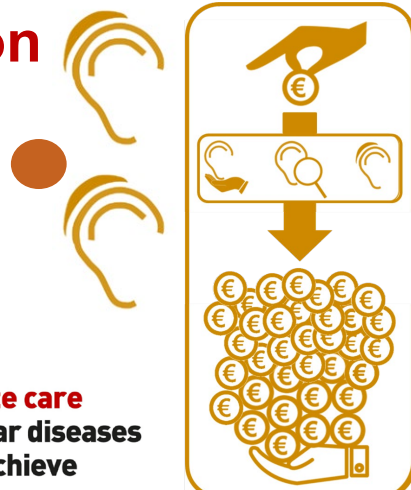
- All adults
  - 50—64 years: every 5 years
  - Above 65 years: every 1-3 years
  - Align with other health checks

### Hearing Screening:

- Newborns & Infants
- Schoolbased
- Adults: from 50 years onwards

## Intervention

PATIENT-, CLIENT-, PERSON- OR PEOPLE-CENTRED CARE  
in General Health Care and Hearing Care  
A CES White Paper



**Timely and appropriate care ensures people with ear diseases and hearing loss can achieve their full potential**

### Intervention:

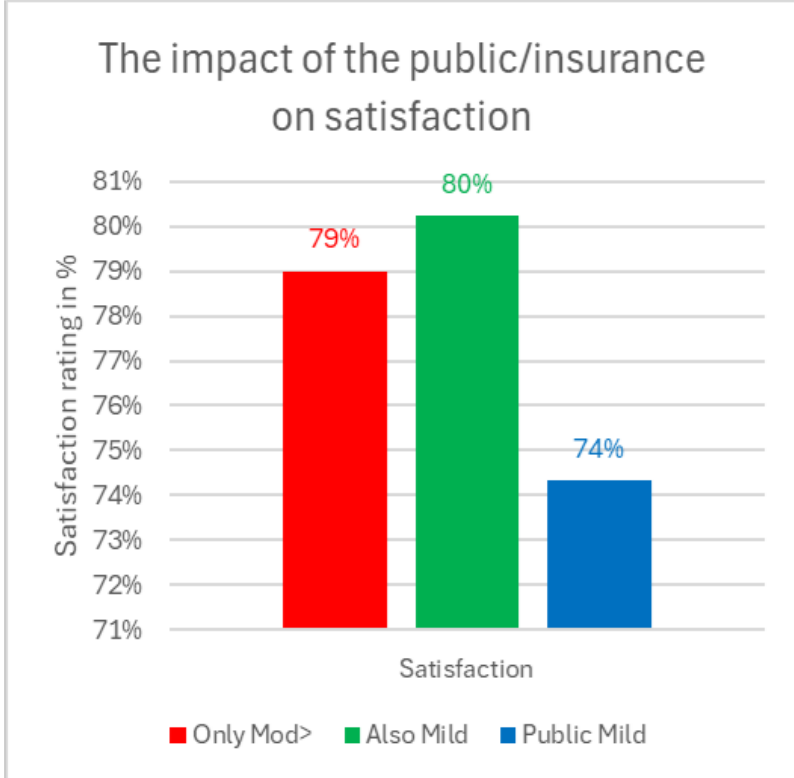
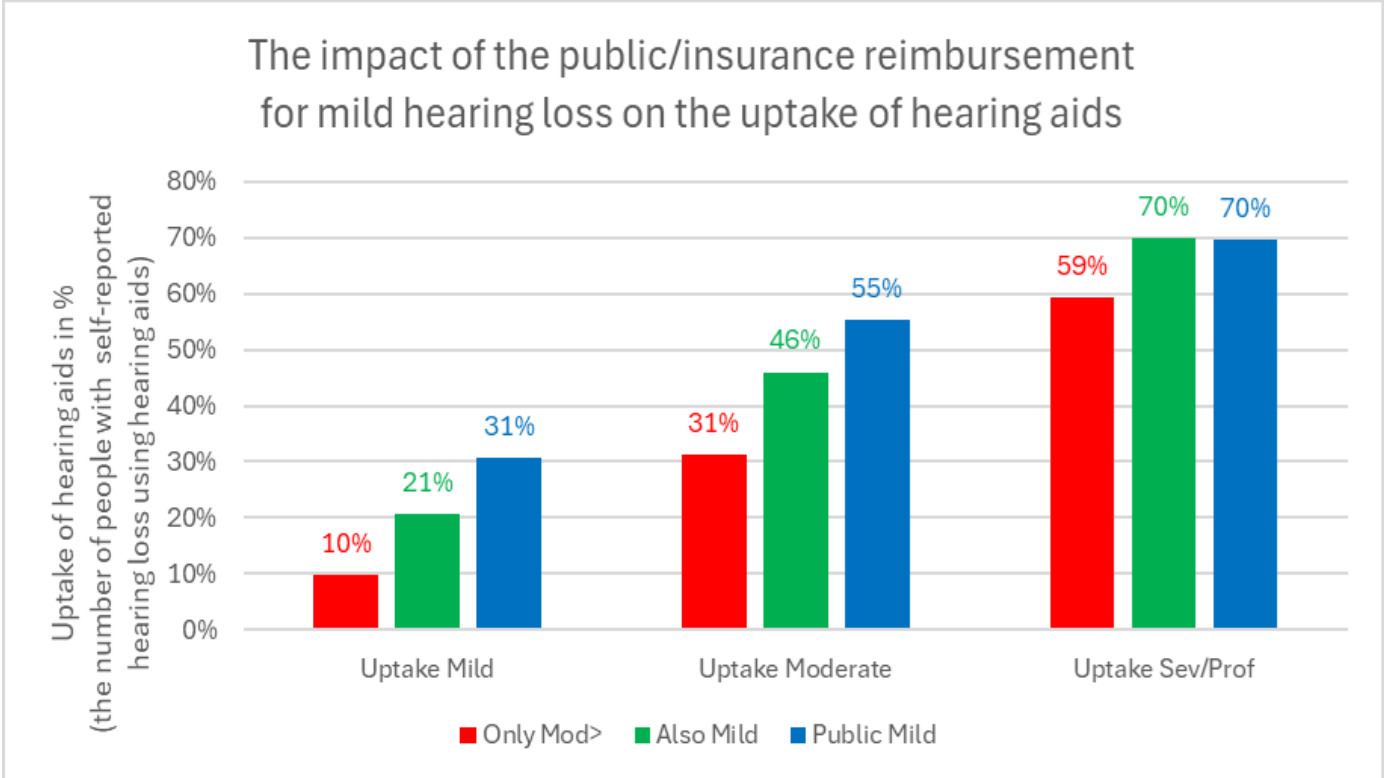
- Timely and appropriate hearing care
- A cost-effective investment: \$ 32 to \$ 1 in the Americas
- Importance of Person-Centred Care



Getting the numbers right on Hearing Loss Hearing Care and Hearing Aid Use in Europe

Joint AEA, EFHOH, EHIMA report

March 2024 edition



## Intervention

- Professional Hearing Care
- Hearing Systems & ALD's
  - Hearing Aids
  - Cochlear Implants & Other
- Rehabilitation & Tinnitus Management



EuroTrak 2019 - 2023 survey  
 Total number of participants: 100.956

## Prevention

- Avoid Noise
- Promote safe listening
- Protect your ears
- Prevent and treat ear infections ...



- *A lot of standards and laws are in place or in development*
- *But we need to change behaviour !*
- *Basis for the #safelistening WHO campaign*
- *All hearing care professionals need to be promoters*

## Awareness

- Hearing Screening
  - National paediatric screening
  - School children screening
  - Adult screening (from 50 years onwards)
- Information Campaigns



- *Paediatric Screening needs to get the highest priority*
- *School screening can also be organised as self-test*
- *Adults screening is the new challenge ... also here self-test could be a very cost-effective intervention*
- *Adult screening needs to be systematic from 50 years onwards*

## Intervention

- Professional Hearing Care
- Hearing Systems & ALD's
  - Hearing Aids
  - Cochlear Implants & Other
- Rehabilitation & Tinnitus Management



- *Hearing care is cost-effective. 6 to 1 return on investment*
- *Education and Language development is improved*
- *Finding and Keeping a job is improved*
- *Hearing Care has to be seen as modifying a high risk factor for Dementia and Dependence*

## Conclusions