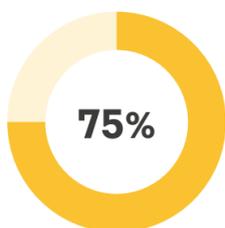


How Cost and Limited Awareness Impact Hearing Care Across Generations

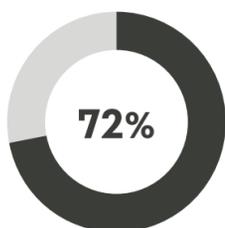
The Importance of Preventive Hearing Care

When it comes to hearing health, preventive measures can make a big difference in overall health and well-being in the long-run. Studies have shown that when hearing health isn't prioritized, especially preventative care, it can lead to other health conditions later in life, including dementia.^{1,2} In fact, **71% of consumers** (18-55 years of age) who participated in the "Hearing Health & Loss Prevention" study did not know the link between hearing health and dementia. Upon learning of this though, **49% of consumers** said that this has influenced their decision to get their hearing checked.

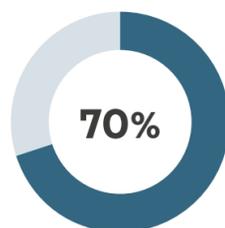
Up to 3 out of 4 consumers are willing to change behaviors to preserve their hearing by taking steps like:



Limiting their exposure to loud noises



Lowering the volume of their cell phone, television or entertainment system



Wearing earplugs or other hearing protection in noisy situations

The majority of consumers say their hearing is important to prioritize, but awareness and cost of hearing health are the primary barriers to taking action.

70% of consumers consider their hearing a priority, yet less than 10% of people visited an audiologist in the past year.



Stigma around hearing devices also plays a big role in consumers not pursuing care, citing concerns about visibility of the devices and being perceived as old.

Hearing Health Matters at Every Age



Findings show that **Gen Z consumers and millennials** (25% and 21%, respectively) are more likely to hold the incorrect belief that hearing impairment only impacts older people.

However, audiologists are seeing more young adults (18-29 years of age) with hearing impairments and often do not see them until their hearing is already impaired, with many suggesting this patient population is in denial of the severity of their current or potential hearing loss.

About 1 in 5 consumers admitted to experiencing potential symptoms of hearing loss, of which shared that they:



23% have ringing in their ears



22% need to ask people to repeat themselves

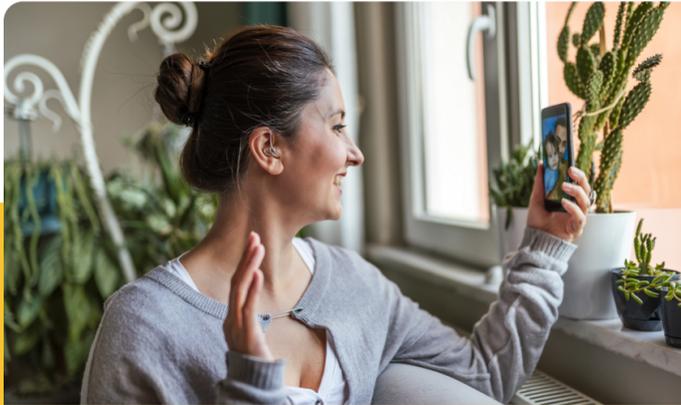


19% listen to music or television louder than other people found necessary

What is motivating consumers to talk to a healthcare provider about their hearing health?

Around half of consumers indicated the primary motivating factors for getting their hearing checked would be if they developed noticeable symptoms (56%), or if the hearing assessment were free (43%).

Understanding the Options Out There



Consumers may not be familiar with many of the options out there to help prioritize and care for their hearing.

Online hearing tests are a great place to start, especially for the 9 out of 10 consumers not aware these exist as a diagnostic option.

But the root of helping people get better hearing care is raising awareness of the importance of prioritizing preventative and reactive healthcare and having financial support options.

Providers play a key role in raising that awareness and introducing consumers to alternative payment methods. To learn more about **preventive hearing care and financial planning options**, or if you're a provider looking for more **information about introducing alternative payment methods to your patients**, please visit www.carecredit.com.

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- Centers for Disease Control and Prevention. (January 25, 2023). About occupational hearing loss - noise and occupational hearing loss. Centers for Disease Control and Prevention. <https://www.cdc.gov/niosh/topics/noise/about.html>
- Reynolds S. (August 8, 2023). Hearing aids slow cognitive decline in people at high risk. <https://www.nih.gov/news-events/nih-research-matters/hearing-aids-slow-cognitive-decline-people-high-risk>