

# How Hearing Loss Affects Your Patients

- Hearing loss is associated with a 24% increase in risk of cognitive decline compared to normal hearing.<sup>1</sup>

- Hearing loss is twice as common in adults with diabetes as in those without diabetes.<sup>2</sup>

- People with hearing loss experience more bouts of illness than those with good hearing.<sup>3,4</sup>

- 65% of people with hearing loss are younger than 65 years of age.<sup>5</sup>

- Hearing instruments can improve communication and quality of life in more than 90% of people with hearing loss. Despite this, 75% of people diagnosed with hearing loss do nothing about it.<sup>5</sup>

- Untreated hearing loss is associated with an average annual income loss of \$30,000 compared to normal hearing. Fitting a hearing aid reduces this deficit by more than 50% (\$16,000).<sup>6</sup>

People with hearing loss are 5 times more likely to seek a hearing solution if they are given a positive recommendation by their physician.

## References

1 Lin FR et al. JAMA Intern Med 2013; 173:293-9

2 Bainbridge KE et al. Annals of Internal Medicine 2008;149:1-10

3 Kramer SE et al. Int J Audiol. 2006; 45:503-512

4 Nachtegaal J. et al. Int J Audiol. 2009; 48:684-91

5 [www.betterhearing.org](http://www.betterhearing.org)

6 Kochkin S. The Hearing Journal: 2010; 63:19-26 (USA data)