What Does The Future Look Like for Hearing Aid Technology?

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Hear better. Live better.

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Technology

Delivery models

Patient
70 63

Source: MarkeTrak IX: A new baseline for the hearing aid market
The good news is....

At about age 50, consumers begin to realize they need to take more responsibility for their health and are willing to use any means to do so.

More Boomers than younger generations agree they...

...Are taking more responsibility for their health compared to 10 years ago

81%

...Will take whatever means necessary to control their own health

64%
Technology is at the forefront

• Data-driven, wearable devices are seamlessly integrating health tech into our lives
  • Wearables are paced to grow 40% per year through 2022

• Remote tracking, diagnosis and a general health awareness are all contributing to health prevention
  – Smartphone apps and wireless medical devices are creating real-time data and interventions
  – Telehealth is conveniently connecting patients and providers

• These new technologies support a self-care model, giving consumers more control over their health
Mobile Subscriptions to Outnumber the World's Population

World population vs. estimated number of worldwide mobile subscriptions

- World Population
- Mobile Subscriptions

Sources: Ericsson, United Nations
Smartphone-connected hearing aids have been available since 2014

Stream:
- telephone calls
- television
- music
- apps
From treatment to prevention

• There is a movement from the traditional health care (sick care) to a more preventative focus on healthy behaviors and real-time care

• New technologies are transforming “health care” (delivered primarily in hospitals and clinics) into “health management” (wherever the patient is)

• Consumers are buying products and services that support a proactive approach to well-being, both inside and outside of their homes
Global Burden of Disease
(https://vizhub.healthdata.org/gbd-compare/)
A device that detects and converts information about the world into data that can be utilized.
“Wearable” Technology
Declining rate of sustained activity tracker use over ownership
Inertial Measurement Unit (IMU)

GYROSCOPES
ACCELEROMETER
MAGNETOMETER
The "HEARING BONE'S" Connected to the WHAT?

Hearing loss may signal other important health issues

- CARDIOVASCULAR DISEASE (CVD): Could the ear be a window to the heart? Hearing loss and CVD linked.
- ALZHEIMER'S & DEMENTIA: Dementia risk may be up to 5X higher with hearing loss.
- DEPRESSION: Symptoms go down, quality of life goes up with hearing aid use.
- DIABETES: Hearing loss 2X as likely for those with diabetes.
- FALLING: Hearing loss tied to 3-fold risk of falling.
- CHRONIC KIDNEY DISEASE (CKD): Moderate CKD associated with 43% increased risk of hearing loss.
- HOSPITALIZATION: 32% more likely for older adults with hearing loss.
- MORTALITY: Hearing loss tied to greater risk of dying for older men.

Better Hearing Institute: Treating hearing loss may help more than just your hearing. Take an online hearing check at www.betterhearing.org.
Ears are windows to people’s health
Turn hearing devices into a gateway to health and wellness.

Redefine hearing devices with advanced sensors and artificial intelligence.

Make the hearing aid a desirable multi-purpose device.
Thank you!