
OTC HEARING AID SURVEY FOR AUDIOLOGISTS

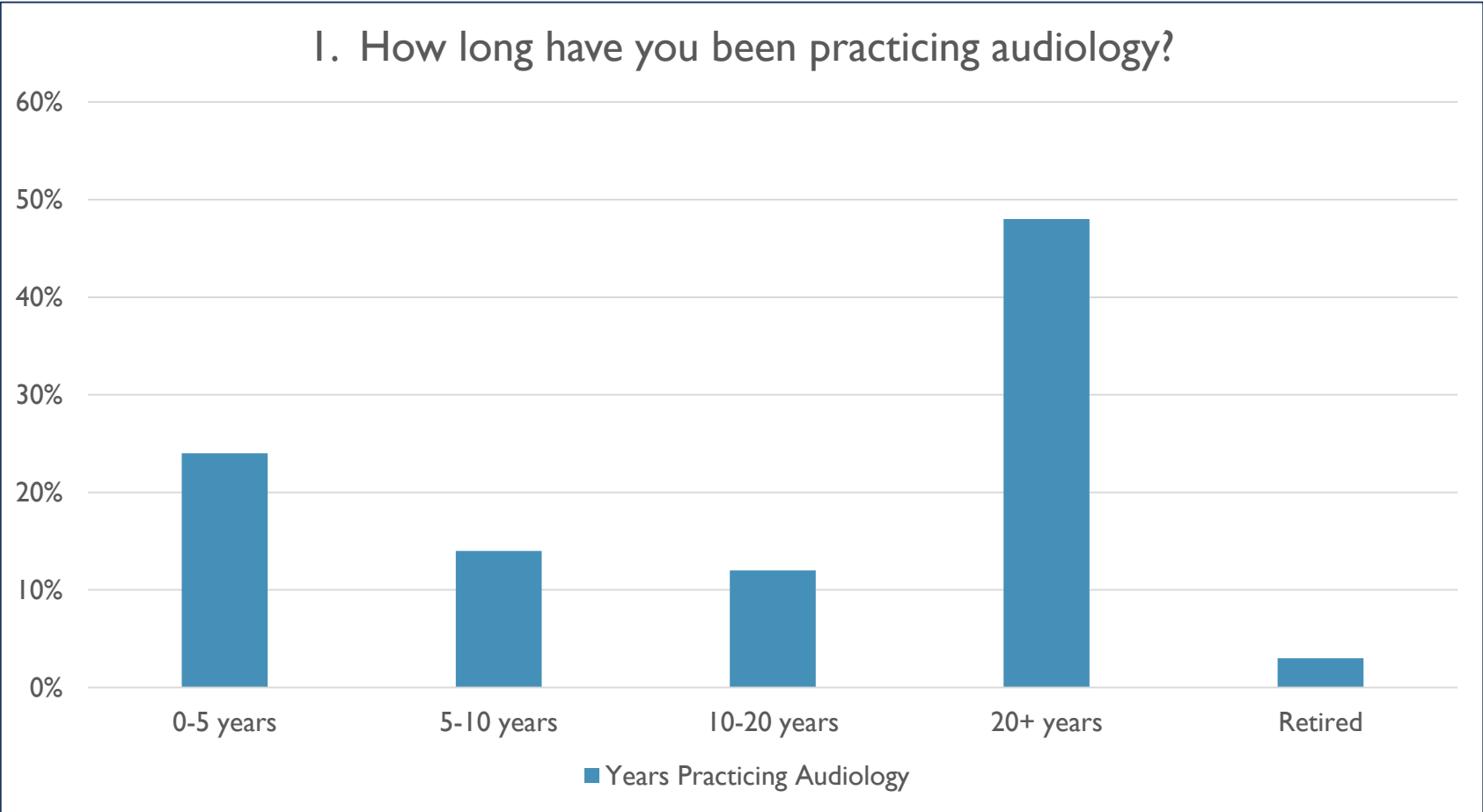
AUGUST 2017



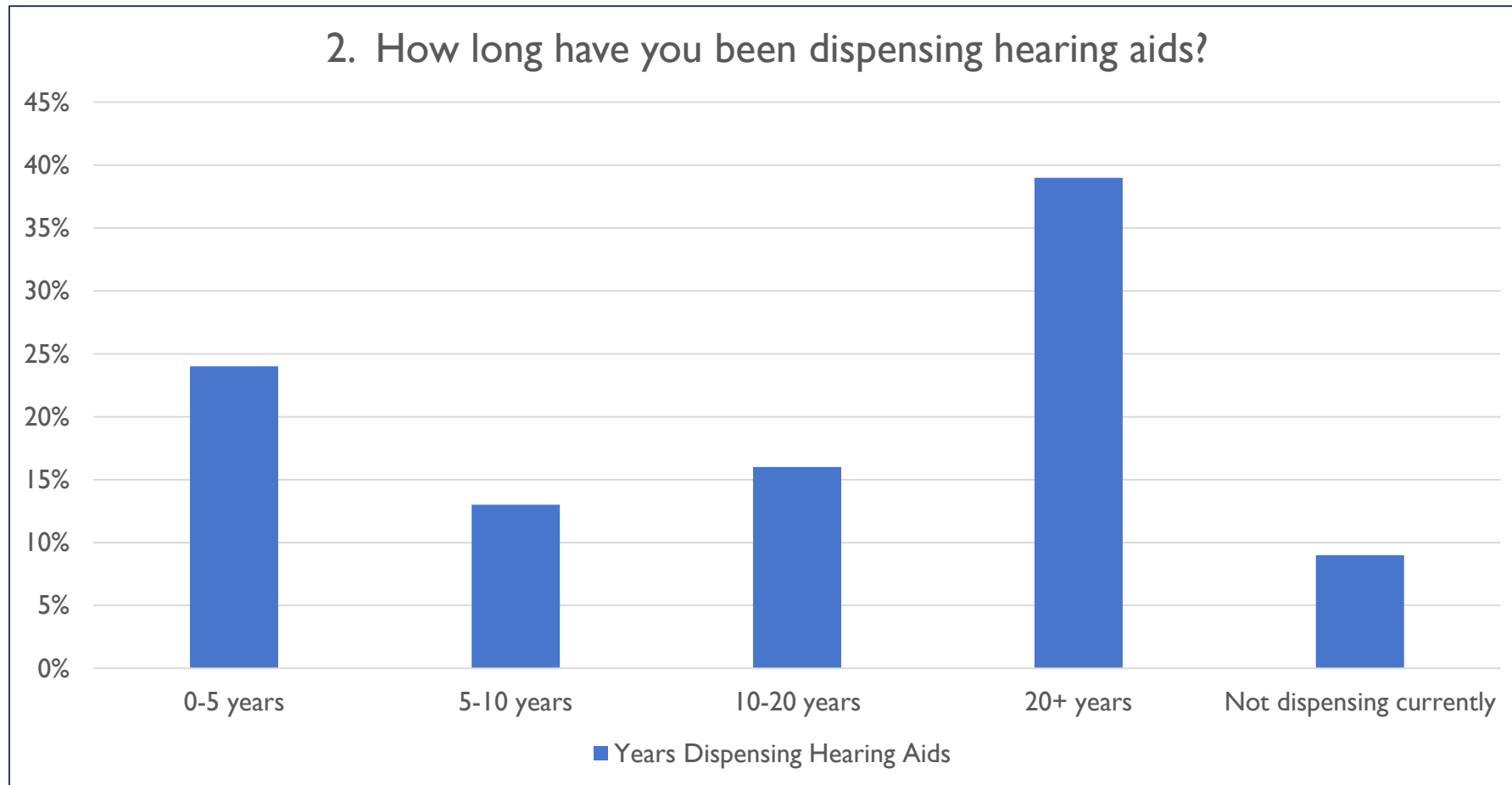
ABOUT THE AUDIOLOGIST OTC SURVEY

- The 10 question online survey was conducted to explore audiologist opinion on subject of OTC hearing aids
- Survey conducted between August 1st and August 8th, 2017
- 566 US-Based Audiologists completed survey

SURVEY DEMOGRAPHICS

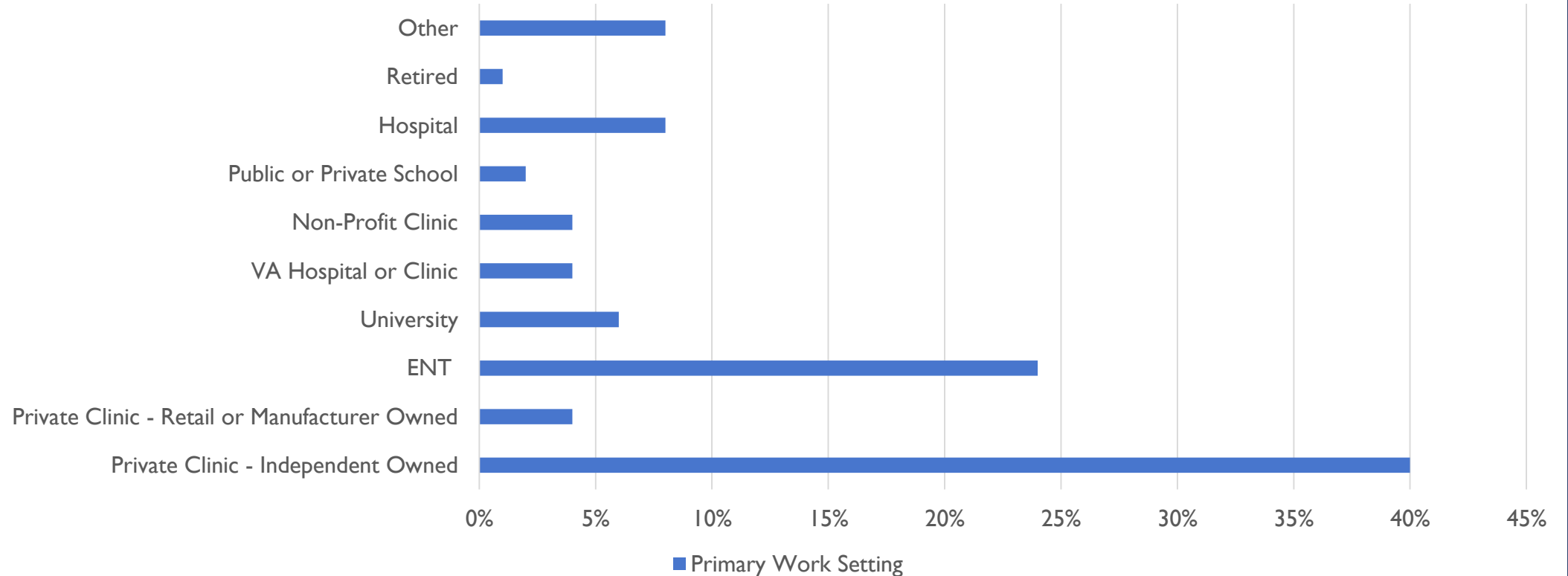


SURVEY DEMOGRAPHICS



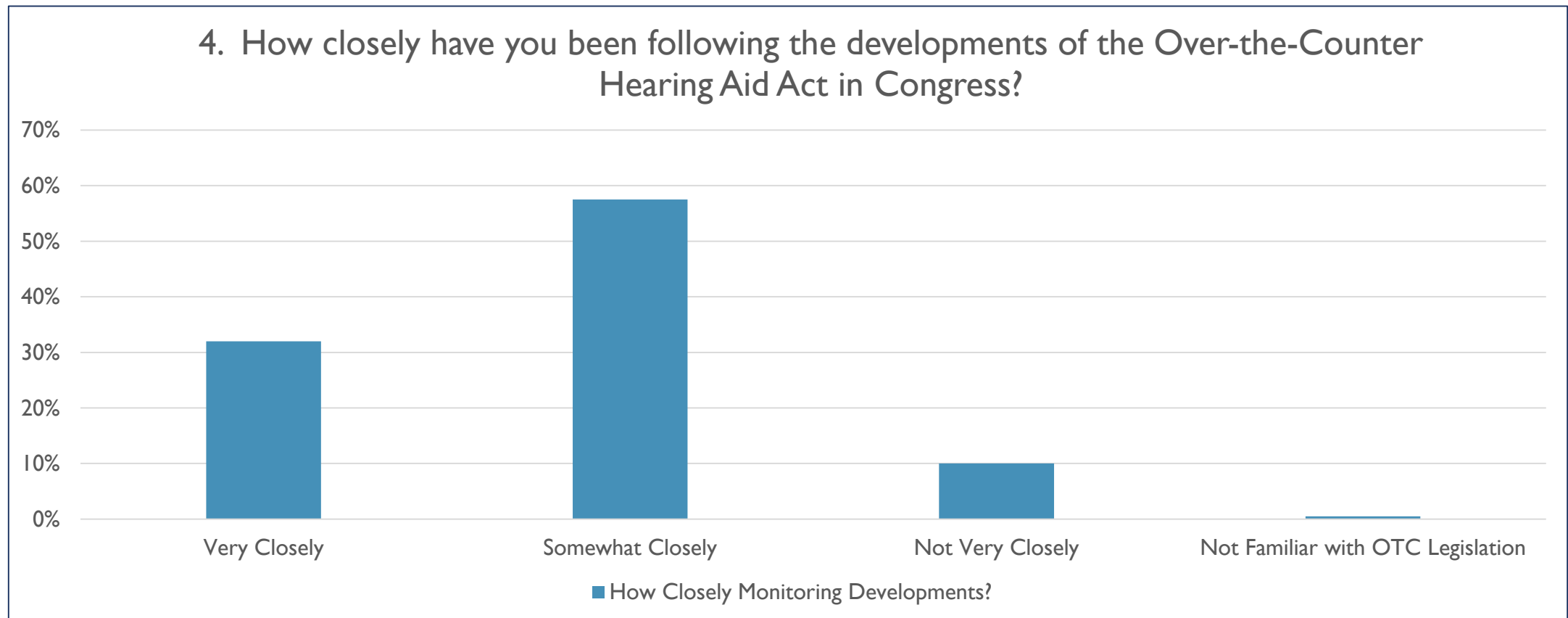
SURVEY DEMOGRAPHICS

3. Which of the following describes your primary work setting:



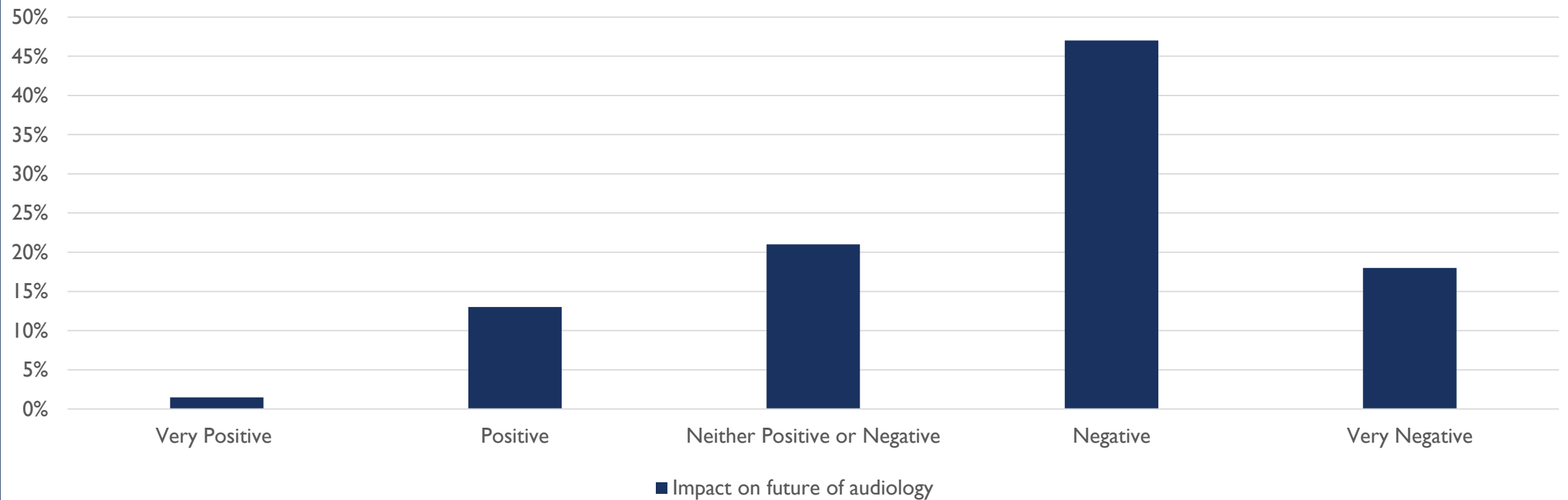
*Category 'Other' included employment in positions such as: hearing aid company representative, consultant, industrial audiology, nursing home.

KEEPING TABS ON OTC DEVELOPMENTS IN CONGRESS

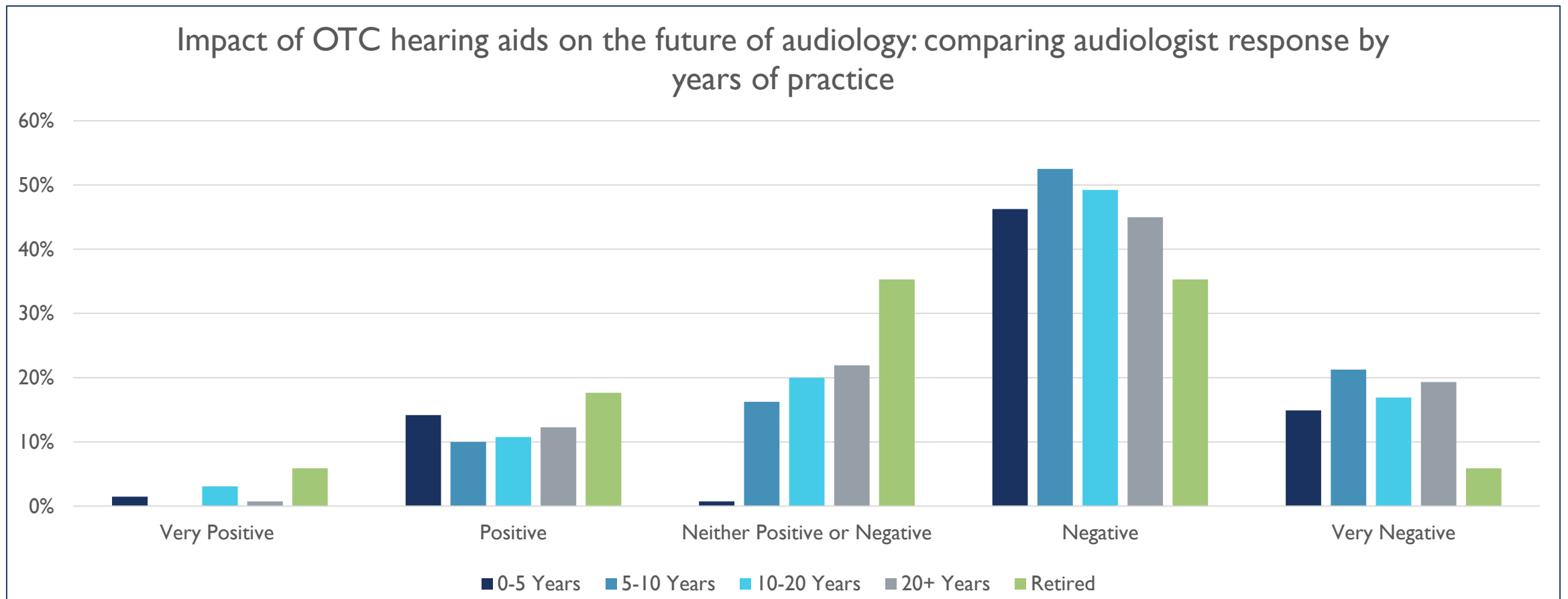


OTC HEARING AIDS AND THE FUTURE OF AUDIOLOGY

5. In your opinion, what type of impact would Over-the-Counter (OTC) hearing aids have on the future of audiology?



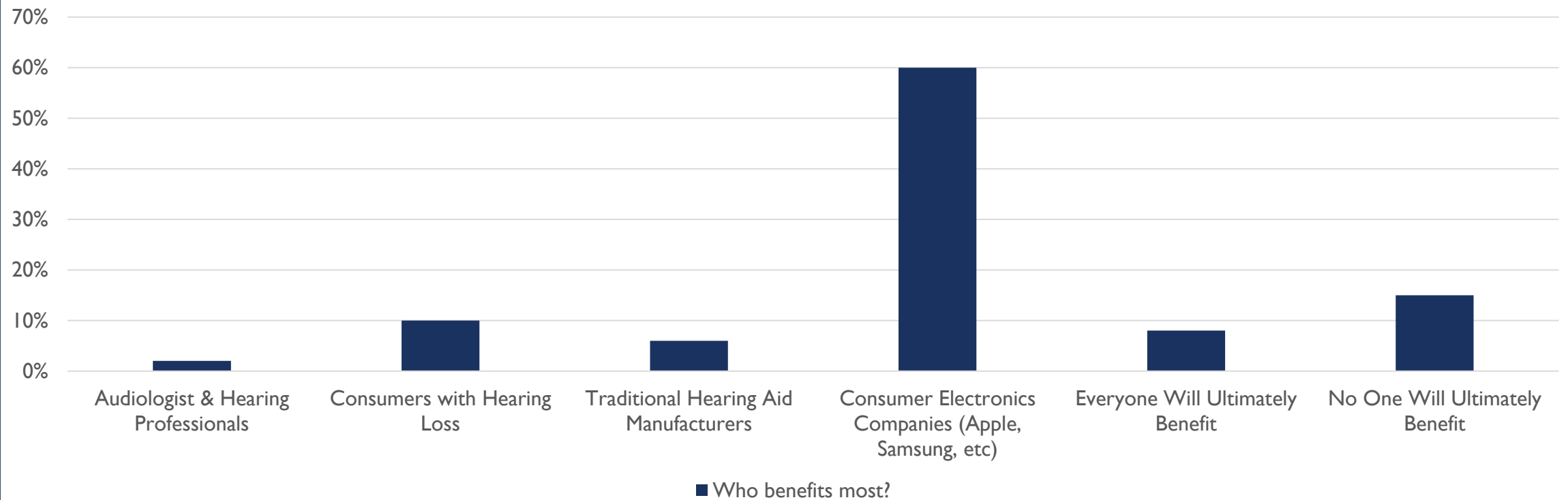
OTC HEARING AIDS AND THE FUTURE OF AUDIOLOGY



*Reference: 0-5 years (n=134), 5-10 years (n=80), 10-20 years (n=66), 20+ years (n=269), retired (n=17)

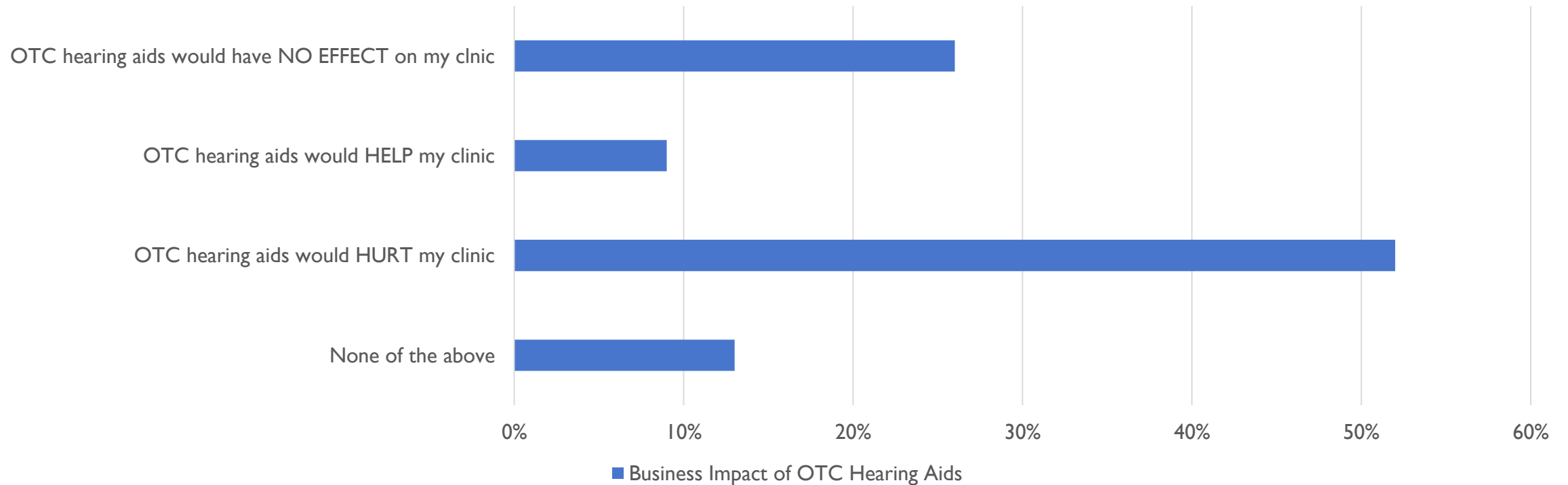
OTC HEARING AIDS: WHO REALLY BENEFITS?

6. In your opinion, which group would benefit the most if the Over-the-Counter Hearing Aid Act becomes law?



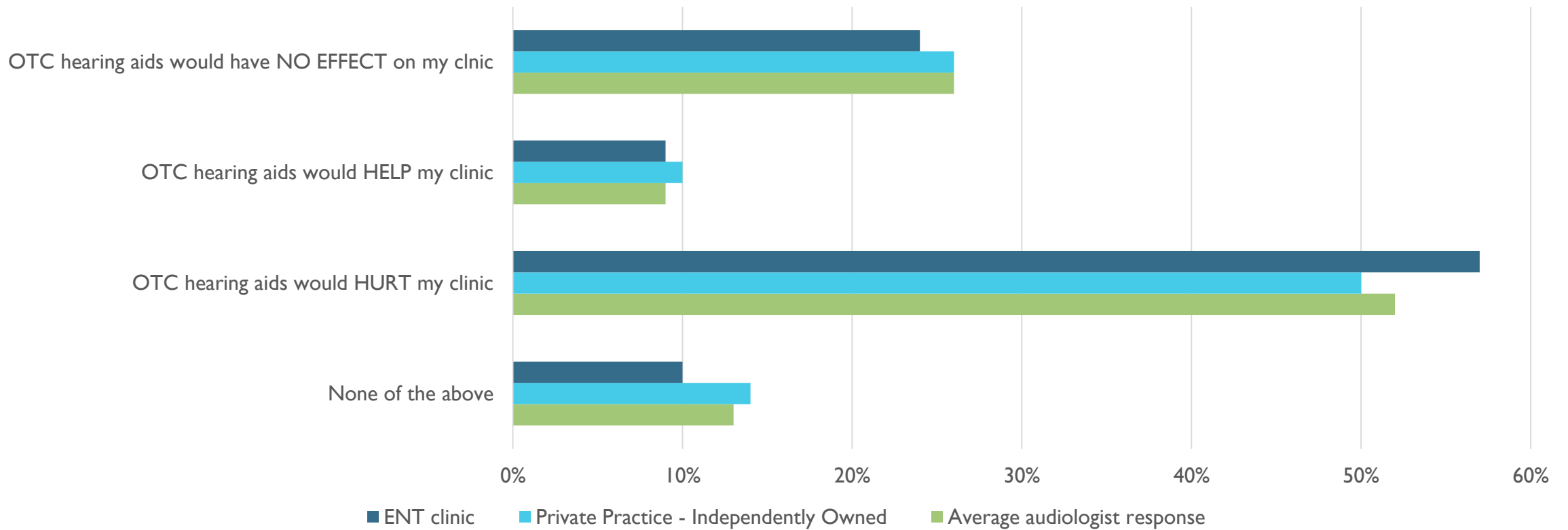
OTC HEARING AIDS: HELP OR HURT BUSINESS?

7. Which of the following responses best matches your feeling about OTC hearing aids



OTC HEARING AIDS: HELP OR HURT BUSINESS?

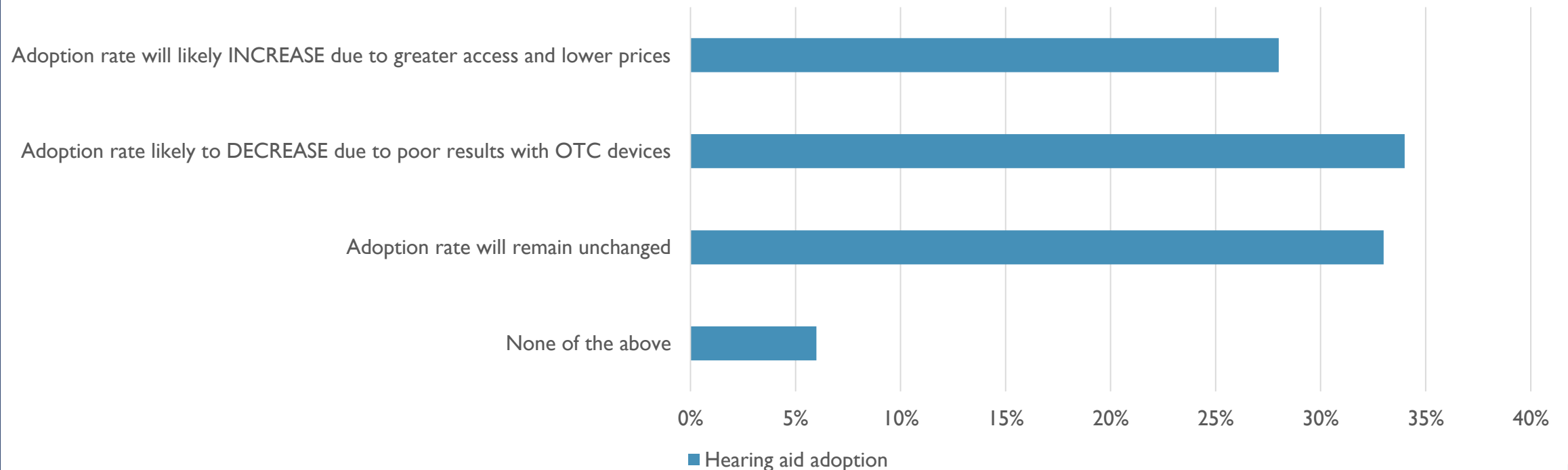
Feelings about OTC hearing aids: Average vs. Independent Private Practice vs. ENT



*Reference: Independently owned private practice (40%) and ENT clinic (24%) were the top 2 employment settings of survey respondents

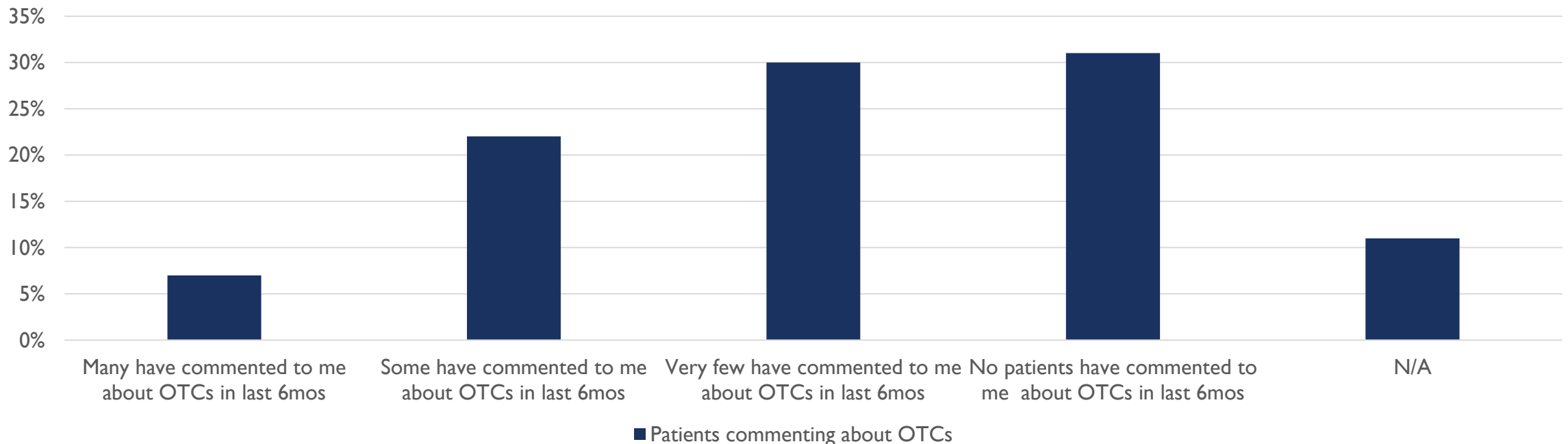
OTC HEARING AIDS & ADOPTION RATES

8. Which of the following statements best matches your feeling about the rate of hearing aid adoption in the US:



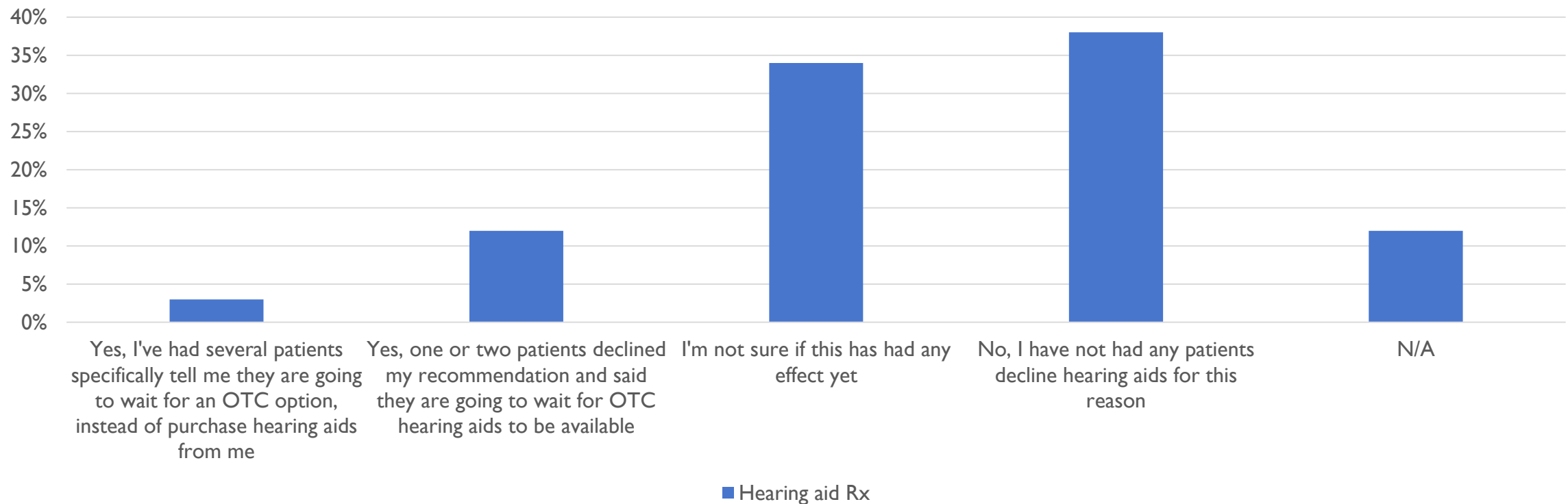
ARE PATIENTS TALKING ABOUT OTC DEVICES?

9. If you are currently working in a clinical position, have any of your patients mentioned that they have read about OTC hearing aids or shared their thoughts about the Over-the-Counter Hearing Aid Act with you?

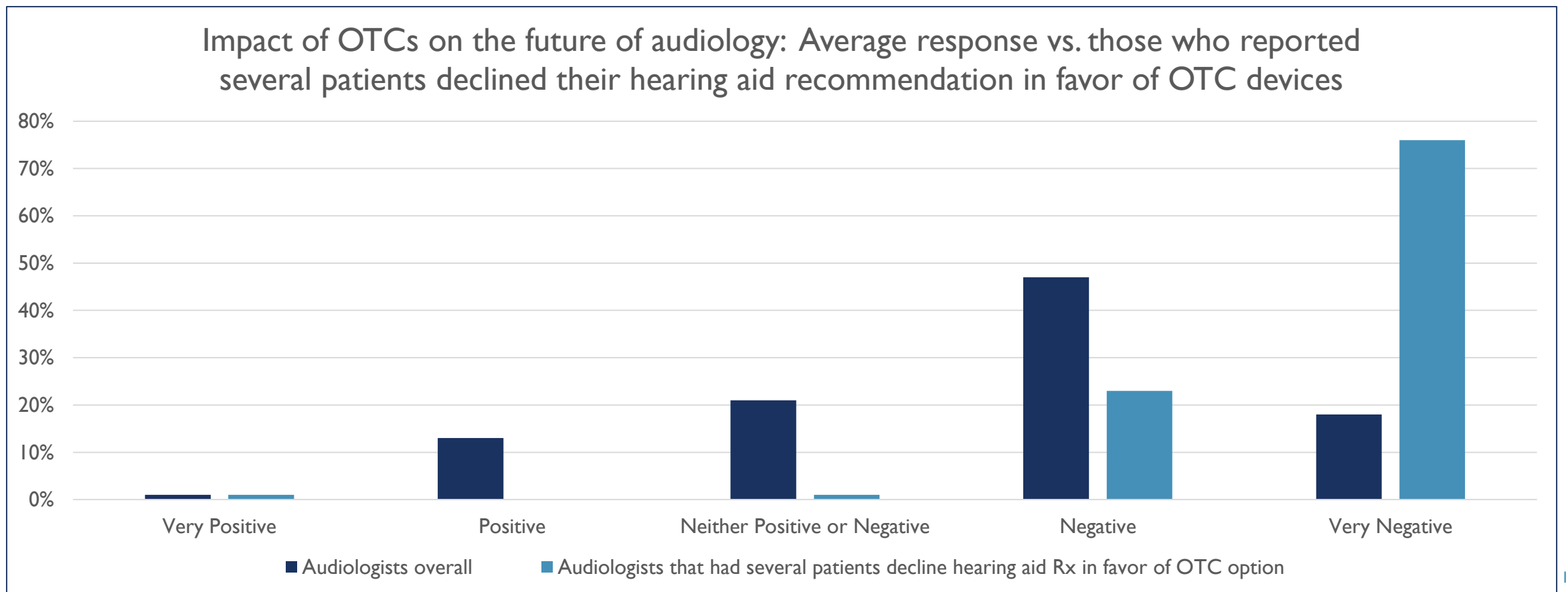


ARE PATIENTS DECLINING HEARING AID RX OVER OTC DEVICES?

10. Do you believe that the prospect of OTC hearing aids becoming available has caused patients to decline your recommendation for hearing aids?



DECLINING RX AND OPINION OF AUDIOLOGY'S FUTURE



*Reference: Audiologists indicating "Yes, I've had several patients specifically tell me they are going to wait for an OTC option, instead of purchase hearing aids from me" (n=19)

COMMENTS FROM AUDIOLOGISTS

- Because the topic of OTC hearing aids is controversial among the professional community, with many holding strong feelings on the subject, a number of audiologists decided to share comments with HHTM as part of the survey
- More than 95 comments were received from survey respondents, both in opposition and support of OTC hearing aids

COMMENTS FROM AUDIOLOGISTS (IN SUPPORT)

I plan on offering OTC aids in my office so patients have that option as well.

We have a great opportunity to expand access and decrease cost, and we should help our patients with hearing loss to understand the advantages and limitations of OTC hearing aids as one of many possible treatments to consider.

Just like anything else new, there will be a ripple, but will not kill the profession, just change it, which it needs.

OTC, mail order, and internet hearing devices are already available.

COMMENTS FROM AUDIOLOGISTS (IN OPPOSITION)

The OTC experience will fail as soon as patients realize that they are too much of a hassle.

I believe that this will have a negative affect on how insurances reimburse for hearing aids. I think it will become like a lot of things. Now that they are over the counter they will not be covered. Seems that whoever did this did not go into all of the possible repercussions

The OTC HA legislation specifically directs consumers away from any kind of healthcare and away from seeing audiologists. The Act legislates audiologists into irrelevance.

Quality of rehab for individuals with auditory dysfunction will drastically be reduced!

I'm concerned about the pediatric population and the effect it will have on them and their future auditory access to spoken language and learning.



www.HearingHealthMatters.org