

Influencing Governments: getting the numbers right



Mark Laureyns

- *AEA – European Association of Hearing Aid Professionals*
- *WHO – World Hearing Forum*
- *Make Listening Safe Workstream*

<https://www.aea-audio.org>

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

Joint AEA, EFHOH, EHIMA report

March 2024 edition



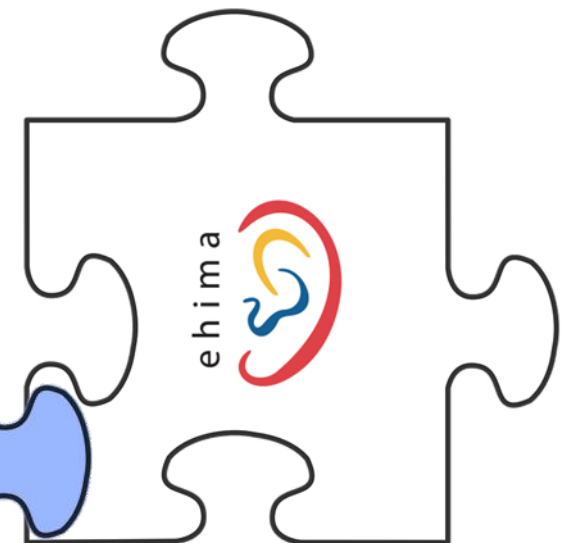
The best way to lose it to confuse



- Different numbers on self-reported or measured hearing loss?
- Different numbers on different populations – Global /Americas / US / Europe / EU / other?
- Different percentage on the uptake of hearing aids, cochlear implants other assistive devices.
- Different numbers and ways to explain candidacy.

→Align and get the numbers right!





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**THOMAS
MORE**

Impact of hearing loss and empowerment in the workplace

Thank you for taking the time to respond to this survey. We appreciate your participation. Please answer as honestly and accurately as possible, based on your current or past work experiences. Your responses will be combined with those of others and analysed in aggregate form. No individual data will be reported.

Deadline: 11 November 2025

European Association of Hearing Aid Professionals (AEA)
European Federation of Hard of Hearing People (EFH)
Thomas More University of Applied Sciences

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

1. In which country do you live? *

Enter your answer

2. What is your gender? *

☐ Male
☐ Female
☐ Other

3. What is your age? *

Enter your answer

4. What is your educational level? *

☐ No formal education
☐ Primary education
☐ Secondary education
☐ Bachelor's degree
☐ Master's degree
☐ Doctoral degree (PhD, EdD, etc.)
☐ Other

5. What is your level of employment? *

☐ Full Time employed
☐ Part Time employed



Invitation to event:

Rights in Focus

Addressing Inclusion of Hard of Hearing Europeans

Hosted by MEP Katrin Langensiepen

with the co-organisation of the European Federation of Hard of Hearing People and the European Association of Hearing Aid Professionals

Date: 02 October 2025

Time: 9:30 - 12:00

Location: European Parliament, Brussels

Room: Altiero Spinelli 5E1

Hearing loss impacts an increasing number of Europeans – yet the policy discussions do not address the communication barriers to participation in society, from access to rehabilitation, inclusive employment practices and social policies.

Join policy makers, civil society and experts to discuss meeting the needs of Hard of Hearing Europeans through policy actions.

To RSVP please click here and confirm your presence.

Co-organisers



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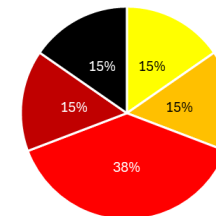


Impact of hearing loss and empowerment in the workplace

Preliminary data

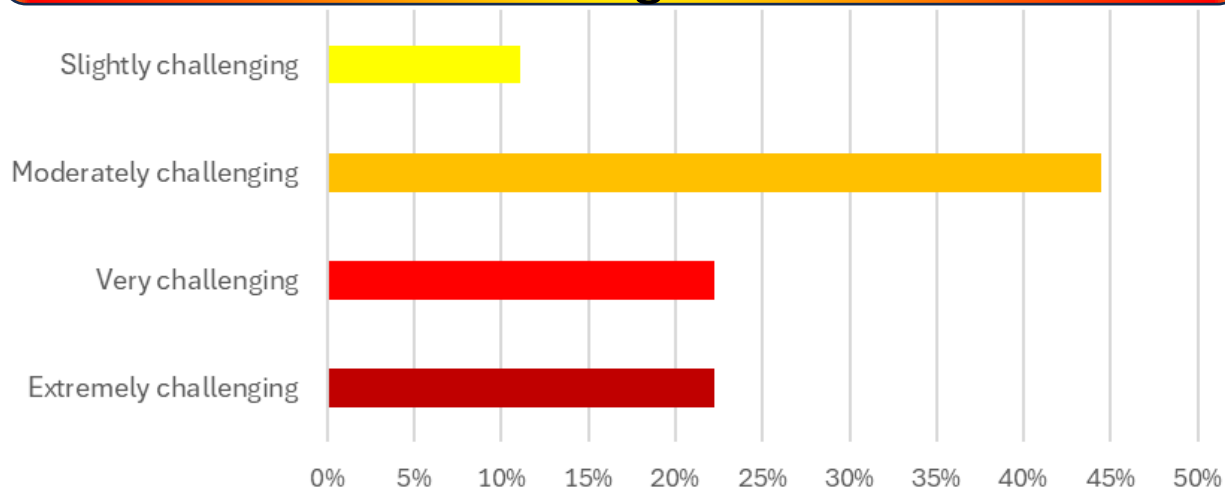
Hearing aids /
cochlear implants
helped
very much / a lot /
moderately 😊

How would you rate your hearing?

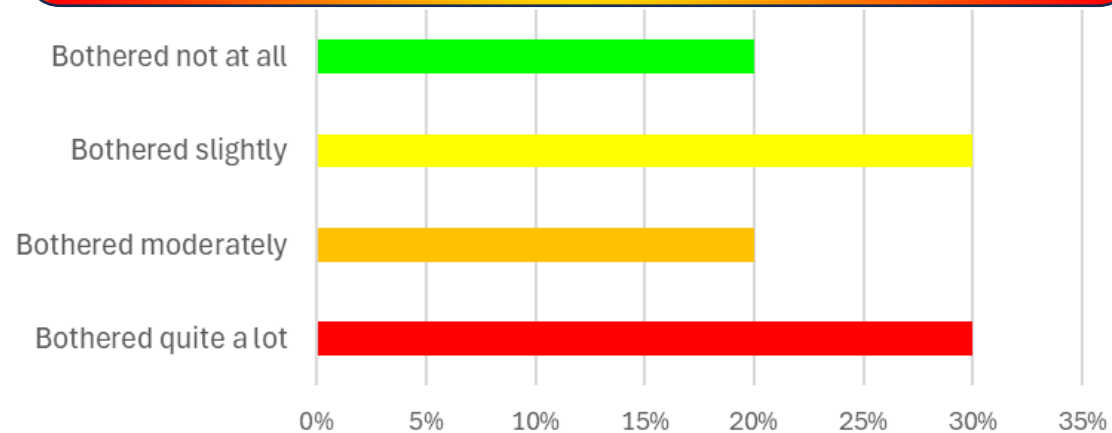


■ Mild ■ Moderate ■ Moderately severe ■ Severe ■ Total hearing loss

Communication at work is challenging due to hearing loss



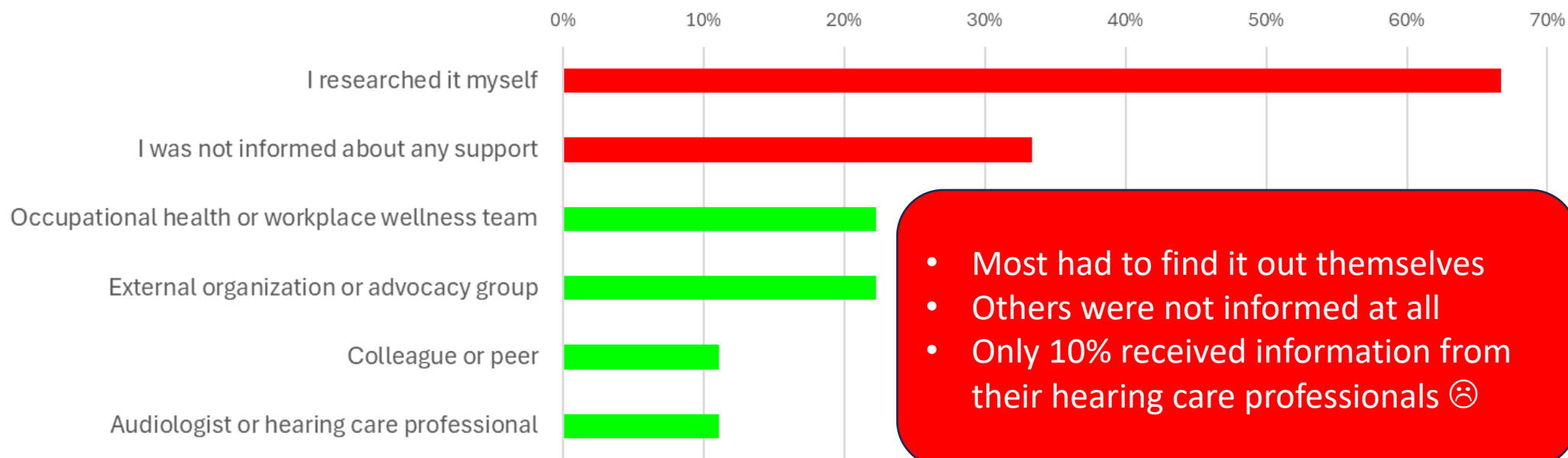
Most participants think that others are bothered by their hearing difficulties



Impact of hearing loss and empowerment in the workplace

Preliminary data

Who informed you about the possible support you could receive as a hard of hearing person at the workplace? (Select all that apply)



- Most had to find it out themselves
- Others were not informed at all
- Only 10% received information from their hearing care professionals 😞





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*AEA (European Association of Hearing Aid Professionals), **EFHOH (European Federation of Hard of Hearing People), ***EHIMA (European Hearing Instrument Manufacturers Association).

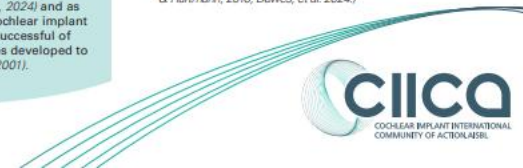
Country	Eurostat Age >65 %	Self Rep Hloss %	Self Rep Hloss Mill	Country	Eurostat Age >65 %	Self Rep Hloss %	Self Rep Hloss Mill
EU27 + Norway, Swiss & UK	20,7%	11,1%	59,06	EU27 + Norway, Swiss & UK	20,7%	11,1%	59,06
Austria*	19,4%	9,7%	0,87	Latvia*	20,9%	14,3%	0,27
Belgium	19,5%	9,4%	1,10	Lithuania*	20,0%	13,6%	0,38
Bulgaria*	21,7%	14,9%	0,96	Luxembourg*	14,8%	7,1%	0,05
Croatia*	22,5%	15,6%	0,60	Malta*	19,2%	9,6%	0,05
Cyprus*	16,5%	8,0%	0,07	Netherlands	20,0%	10,3%	1,81
Czech Republic*	20,6%	14,1%	1,52	Norway	18,2%	9,3%	0,50
Denmark	20,3%	10,9%	0,65	Poland	19,1%	11,8%	5,69
Estonia*	20,4%	13,9%	0,19	Portugal*	23,7%	12,2%	1,26
Finland*	23,1%	11,9%	0,66	Romania*	19,5%	13,2%	2,51
France	21,0%	9,7%	6,58	Slovakia*	17,4%	11,6%	0,63
Germany	22,1%	11,1%	9,36	Slovenia*	21,1%	14,5%	0,30
Greece*	22,7%	11,6%	1,21	Spain	20,1%	10,6%	5,09
Hungary*	20,5%	14,0%	1,36	Sweden*	20,3%	10,2%	1,07
Ireland*	15,0%	7,2%	0,37	Switzerland	19,0%	7,4%	0,65
Italy	23,8%	12,5%	7,38	United Kingdom	18,4%	8,8%	5,90

Table 1: Data from Eurostat on the percentage of the population over 65 years of age, the percentage of people that would self-report hearing loss as well as the total number of people in millions with self-reported hearing loss. An asterisk in the country name indicates that the value is estimated. No asterisk indicates a country with EuroTrak data. (Source of basic data: EHIMA-Anovum EuroTrak 2021-2023 & Eurostat 2022)



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Spend to Save

INVESTING IN OUR HEARING IMPROVES LIVES AND IS COST EFFECTIVE

ADULT HEARING LOSS - A GLOBAL CHALLENGE

Addressing hearing loss is one of the most challenging issues faced by health and social care systems globally today. Hearing loss challenges our ability to communicate and relate to family, friends and partners, to lead productive lives with employment which uses our abilities, maintains good health, independence and autonomy as we age.

- Currently 1 in 3 people over 65 and over half of people over 85 will have disabling hearing loss.
- Nearly 30 million people will have profound or complete hearing loss in both ears, *World Report on Hearing*, (WHO, WRH 2021)
- By 2050 over 700 million people globally will have disabling hearing loss. (WHO, 2024)

Faced with this massive increase in the number with hearing loss in the coming decades the challenge is so urgent that The World Health Organisation (WHO) World Report on Hearing (2021) called for countries to integrate strategies for Ear and Hearing care into health care systems.

The positive news is that we have never been more effective in enabling people to continue hearing or restore lost hearing. Hearing Aids are worn more routinely and with greater satisfaction (EHIMA, 2024) and as the WHO noted: "Cochlear implant is one of the most successful of all neural prostheses developed to date." (WRH, WHO 2001).



HEARING AIDS AND COCHLEAR IMPLANTS ARE EFFECTIVE AND COST EFFECTIVE

- Regular hearing aid use was associated with lower risks of mortality than in non-hearing aid users in US adults with hearing loss. (Choi et al., 2024)
- Hearing aids improve mental health, physical abilities, cognitive abilities, and employability. (Amieva, et al., 2015; Contrera et al 2015; Kochkin, 2010; Dept of Health/NHS England 2015; Ferguson et al., 2017; Mahmoudi, et al., 2018)
- The use of hearing aids is associated with less cognitive decline. (Deal, 2015; Amieva, et al., 2015; Mahmoudi, et al., 2018; Bucholtz, et al., 2022; Cantuaria, et al., 2024)
- CI in adults reduces depression and improves cognitive functioning. (Amieva, et al., 2018; Mosnier, et al., 2014; Archbold, 2014)
- CIs ensure better hearing, improved individuals' quality of life, ability to communicate verbally and their ability to function independently. (Cuda 2024; Ng, et al., 2016)
- The latest hearing technologies, including hearing aids and implants, have been shown to improve the lives of those with hearing loss and to be cost effective. (Gatto et al., 2024; Lamb, et al., 2015; Morris, 2012; Bond, 2009; WHO, 2021; Kervassoul & Hartmann, 2016; Davies, et al., 2024)



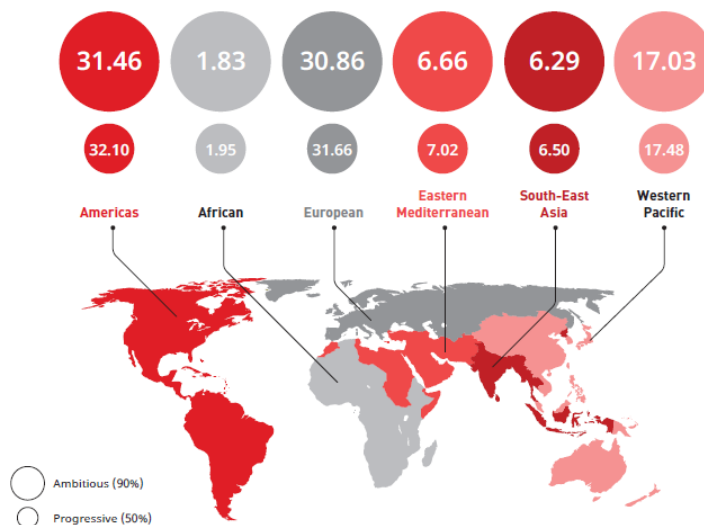
WORLD REPORT ON HEARING



H.E.A.R. interventions into health systems will, during the next 10 years, result in a return of around US\$ 16 for every dollar invested (Global).

H.E.A.R. interventions into health systems will, during the next 10 years, result in a return of around € 30 for every Euro invested (Europe).

Figure 4.15 The net dollar return for every dollar invested for scale-up scenarios, by WHO region (in US\$)



- Investment in CI gives a return on investment of 16 USD to every 1 USD invested.

EVERY
1 USD
INVESTED
CREATES
A SOCIAL VALUE OF
16 USD



(WHO, WRH, 2021)



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