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



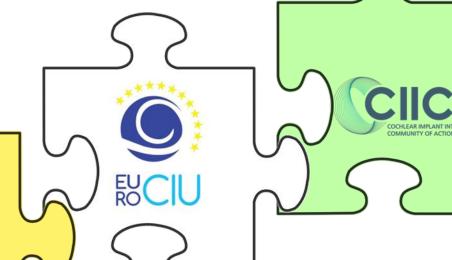
- Different numbers on self-reported or measured hearing loss?
- Different numbers on different populations Global /Americas / US / Europe / EU / other?
- Different percentage on the uptake of hearing aids, cochlear implants other assistive devices.
- Different numbers and ways to explain candidacy.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













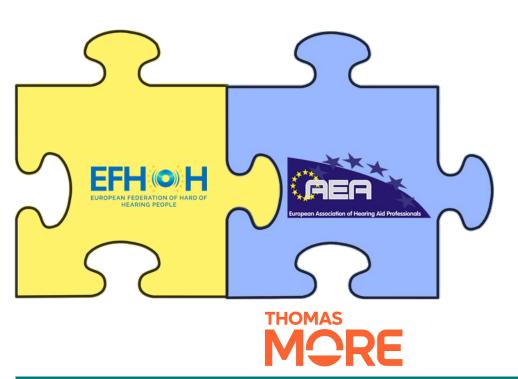


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MORE		
Thank you for taking t Please answer as hone	the time to respond to this survey. We appreciate your participation estly and accusately as possible, bound on your current or past work experiences. combined with those of others and analyzed in aggregate form. No intividual data will be reported.	
Your responses will be	e combined with those of others and analysed in aggregate form. No individual data will be reported.	
Deadline: 11 Novemb	er 2025	
	of Hearing Aids Professionals (AEA) of Hearing People (EFHOH)	
	or has or hasting reque (ormon) bity of Applied Sciences	
When you submit this f	form, it will not automatically collect your details like name and email address unless you provide it yourself.	
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1. In which country	do you live? *	
Enter your answ		
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4. What is your edu		
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Bachelor's deg	ree	
Master's degree		
O Doctoral degre	ee (PhO, EdD, etc.)	
Other		
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What is your leve	er or employments:	



Impact of hearing loss and empowerment in the workplace

Preliminary data



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











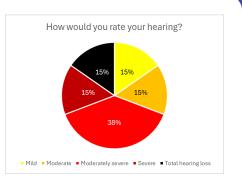


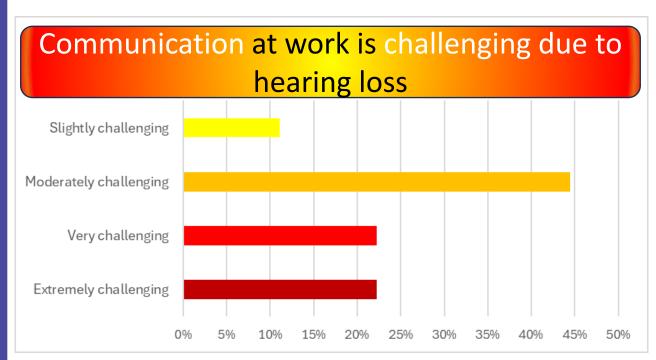


Impact of hearing loss and empowerment

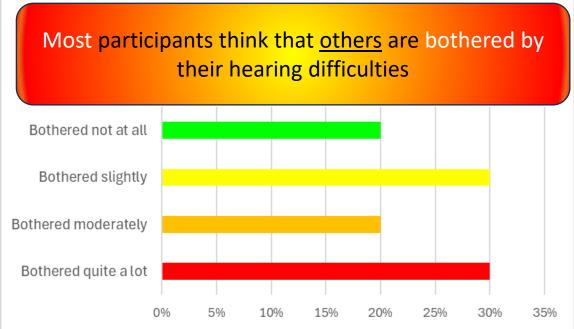
Preliminary data

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





in the workplace











Impact of hearing loss and empowerment in the workplace

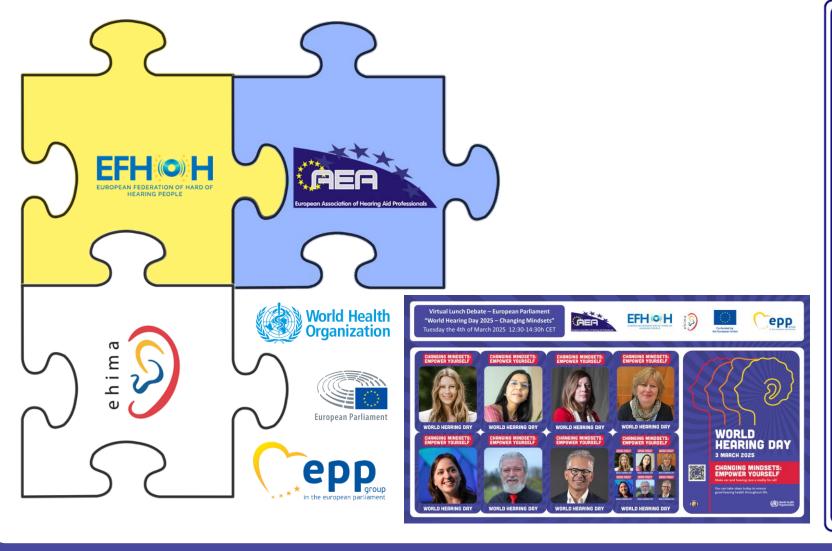
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Mark Laureyns*, Nikolai Bisgaard***, Lidia Best** and Stefan Zimmer***.

*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 59,06	Country EU27 + Norway, Swiss & UK	Eurostat Age > 65 %	Self Rep Hloss %	Self Rep Hloss Mill	
EU27 + Norway, Swiss & UK	20,7%				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)











RECOMMENDATIONS

By 2050, nearly 2.5 billion people are projected to have some degree of hearing loss, and at least 700 million will require hearing rehabilitation.

Never have there been so many opportunities to address ear and ing care for this growing global number with hearing loss:

- National Adult Hearing Screening programmes should be introduced to ensure that people are more aware of hearing loss and take action early to improve health and wellbeing and prevent additional challenges and costs later
- Funding of hearing technologies should take into account the high cost of NOT treating hearing loss by including the overall savings for health, social care and welfare systems of states
- Public health strategies should include Action Plans on Hearing Loss to make hearing loss a focus of public health services
- A review of candidacy criteria for cochlear implants and hearing aids in those states with restrictive
- Innovative service models should be developed to include the latest innovations in remote services so that hearing technology can be delivered even more cost effectively. (WHO, 2024

I feel that so much of my previous life and true self has been restored, regaining my pride and ability to contribute actively in society on an equal basis.



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REFERENCES

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Brian Lamb MSc. Sue Archbold PhD The work is that of the authors, funding included support through educational grants from







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, Bucholc, 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)
- Cls 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: Kervasdoué & Hartmann, 2016; Dawes, et al. 2024.)









Spend to Save

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World Health Organization

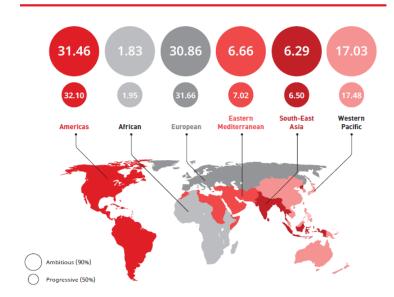
WORLD REPORT ON HEARING



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.











