



# The importance of hearing health and care

Hearing loss is the third most common chronic health condition in the U.S.<sup>1</sup> Despite its prevalence, hearing loss is a condition that in most cases can be treated effectively with the use of hearing aids.

It's important to take care of your hearing and, if you experience hearing loss, consult with an audiologist or hearing health professional to review treatment options.

## Prevalence of hearing loss



Hearing loss affects about **48 million** Americans.<sup>2</sup>

However, **15 million** people with hearing loss avoid seeking help.<sup>3</sup>

People wait an average of **7 years** before obtaining treatment for hearing loss.<sup>2</sup>

## Benefits of hearing aids

Hearing aids can reduce the risk of:<sup>4</sup>



- Dementia
- Depression and anxiety
- Fall-related injuries

While hearing aid sales reached **nearly 3.5 million in 2020**, that represented a significant decline compared to the previous year.<sup>5</sup>



### Causes of hearing loss<sup>6</sup>

- Aging
- Hereditary factors
- Exposure to loud noises
- Certain medications
- Trauma
- Viral infections such as COVID-19<sup>7</sup>

**80%** of hearing loss cases can be treated with hearing aids, but only

**1 in 4**



individuals who need hearing aids currently own them.<sup>6</sup>

## Tips for hearing loss prevention and treatment



- Limit or avoid **exposure to loud sounds**, both one-time and cumulatively.
- Opt for **noise-canceling headphones** rather than earbuds when listening to music or movies on a mobile device.
- Look for **signs of hearing loss** such as turning up the volume on the TV to levels that others find too loud.



- Use **online screeners** to evaluate current hearing health.
- Consider **virtual care** and home-delivery models, which may save you money on hearing aids compared to devices sold through traditional channels.<sup>8</sup>

<sup>1</sup> Centers for Disease Control and Prevention, 2016, <https://www.cdc.gov/mmwr/volumes/65/wr/mm6515a2.htm>  
<sup>2</sup> Hearing Loss Association of America, [https://www.hearingloss.org/wp-content/uploads/HLAA\\_DoYouThinkYouHave\\_Hearing-Loss.pdf](https://www.hearingloss.org/wp-content/uploads/HLAA_DoYouThinkYouHave_Hearing-Loss.pdf)  
<sup>3</sup> Center for Hearing and Communication, <https://chcheating.org/facts-about-hearing-loss/>  
<sup>4</sup> Science Daily, 2019, <https://www.sciencedaily.com/releases/2019/09/190905080110.htm>  
<sup>5</sup> The Hearing Review, 2020, <https://www.hearingreview.com/practice-building/marketing/surveys-statistics/hearing-aid-sales-fall-by-18-in-2020>  
<sup>6</sup> Hearing Health Foundation, 2019, <https://hearinghealthfoundation.org/hearing-loss-tinnitus-statistics>  
<sup>7</sup> International Journal of Audiology, 2020, <https://www.tandfonline.com/doi/full/10.1080/14992027.2020.1798519>  
<sup>8</sup> 2020 UnitedHealthcare claims information