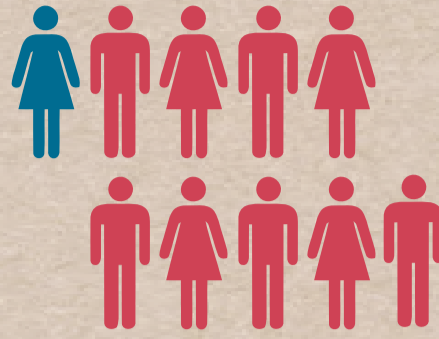
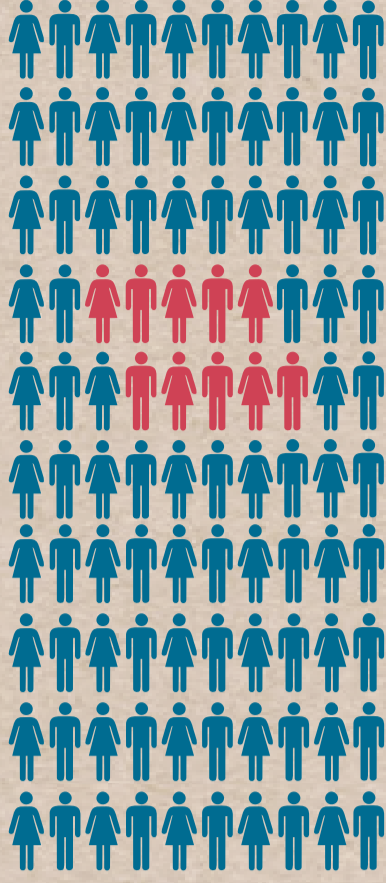


The cost of untreated HEARING LOSS

VERSUS

The value of HEARING AIDS

1 in 10 people have a hearing loss.



90% of those with hearing loss could benefit from hearing aids.



Only **1 in 5** who could benefit from a hearing aid uses one.

HEARING LOSS IS MORE THAN JUST AN INCONVENIENCE.

Even mild hearing loss can have serious **SOCIAL, HEALTH & ECONOMIC** consequences.

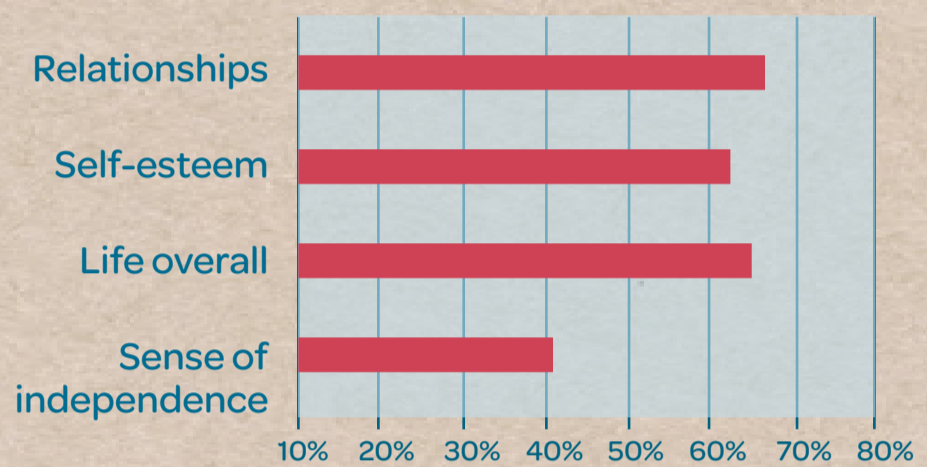
SOCIAL

Research shows that **UNTREATED HEARING LOSS** can result in:

- Withdrawal from social situations
- Embarrassment
- Damage to personal relationships
- Irritability
- Stress
- Loneliness
- Social isolation
- Social phobias
- Self-criticism

Research shows that **USING HEARING AIDS** improves quality of life.

% of hearing-aid users who reported that getting a hearing aid improved their...



HEALTH

UNTREATED HEARING LOSS can result in:

- Impaired memory
- Depression
- Danger to personal safety
- Less alertness to environment
- Less adaptability to learning new tasks
- Reduced overall psychological health
- Increased anxiety
- Fatigue

Depression

A study comparing individuals with untreated hearing loss to those using hearing aids found that those with untreated hearing loss were **36% more likely to have suffered from depression** within the last 12 months.

Compared to those with untreated hearing loss **HEARING-AID USERS:**

- Participate in more social activities
- Have less difficulty communicating
- Have less anxiety
- Feel in better overall physical health
- Are reported to have better cognitive ability

Overall Improvement

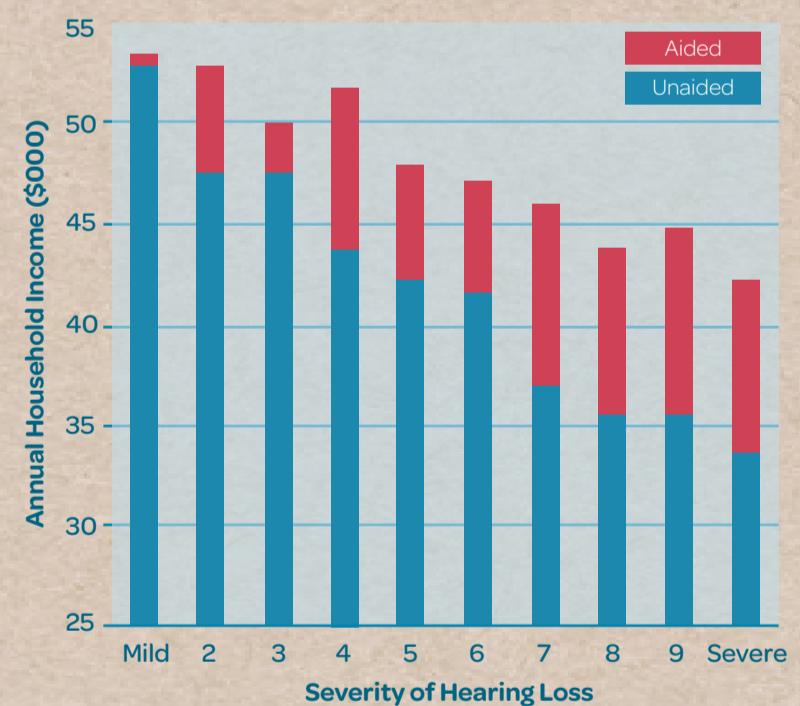
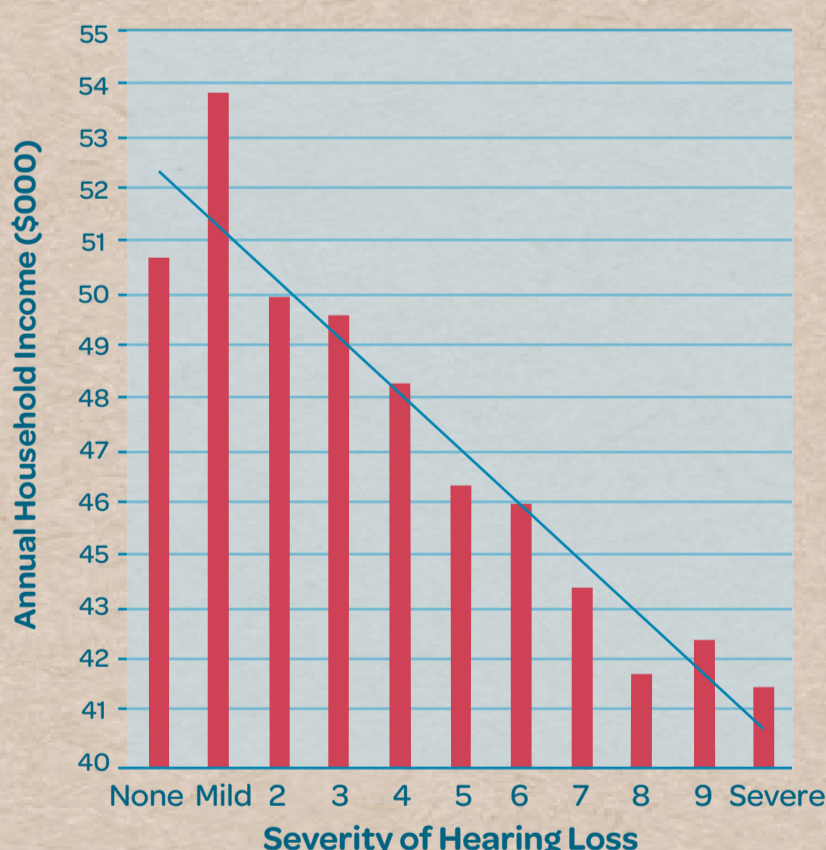
A 2011 study found that the psychosocial health as well as cognitive conditions of patients with hearing loss **improved within just 3 months of using a hearing aid.**

ECONOMIC

Individuals with **UNTREATED HEARING LOSS** will likely earn less income.

Individuals with **HEARING AIDS** will likely earn more income than those with untreated hearing loss.

Whether untreated or using hearing aids, individuals with hearing loss average less income over their lifetimes than those with normal hearing.



Those with untreated hearing loss and those with hearing aids show deterioration in income as hearing worsens. However, **income decline is cut in half for hearing aid users.**

THE BOTTOM LINE

The cost of **UNTREATED HEARING LOSS**

Per person annual loss of income (up to) **\$30,000**

Indirect costs of hearing loss per person over a lifetime: **\$263,000**

The cost of **HEARING AIDS**

Average for two devices: **\$3,000**

Cost per year: **\$600**
(Assuming use for 5 years)

Cost per month: **\$50**

Cost per day: **\$1.64**

If you suspect hearing loss, don't delay - contact an audiologist. Find one near you at www.communicationhealth.ca



Speech-Language & Audiology Canada
Communicating care

www.sac-oac.ca

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NOTE: Average cost of hearing aids information was derived from a 2013 survey of SAC's audiology members.