

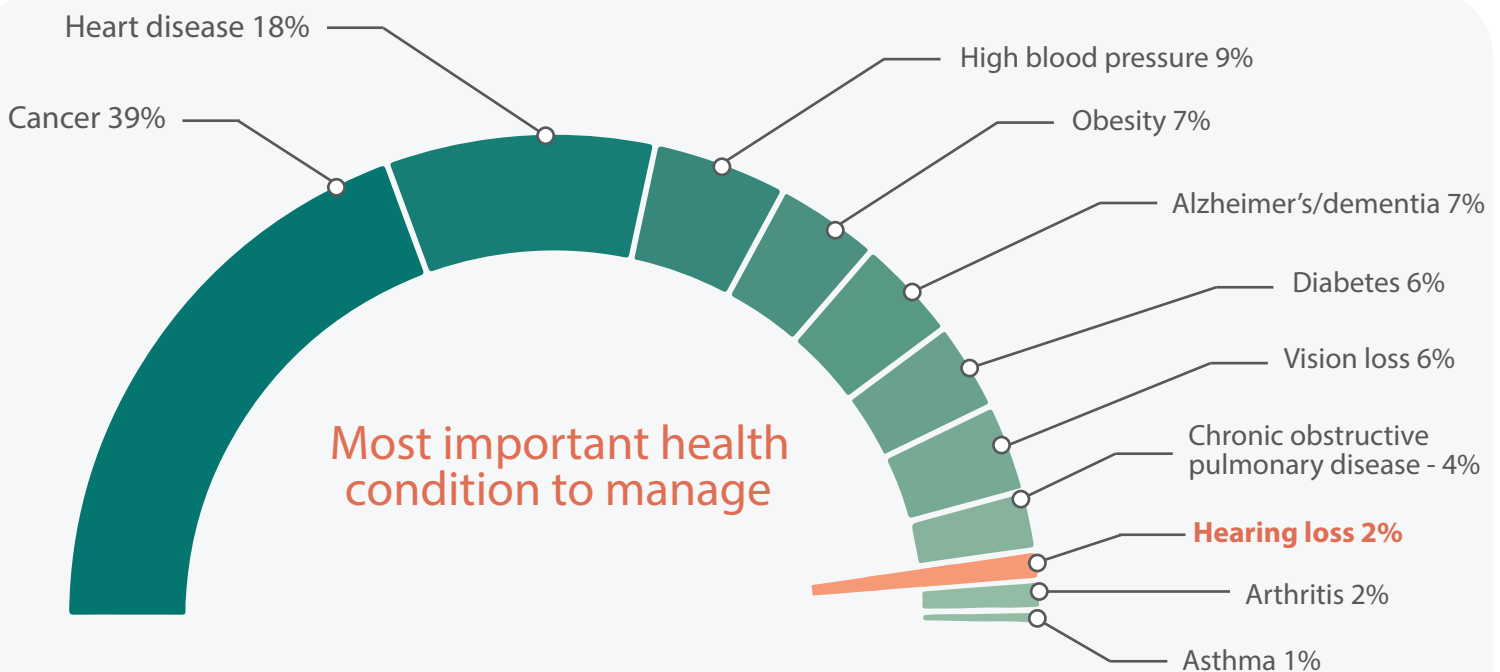
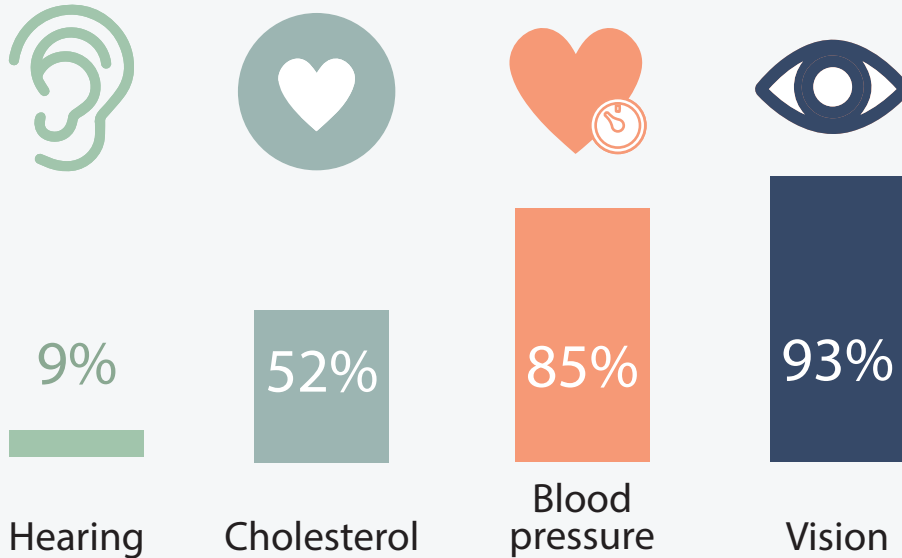
Hearing Loss Awareness and Literacy

National cross-sectional survey study of adults between ages of 50 and 80



Only 9%

of patients were able to correctly identify what constitutes a "normal" or average range for hearing compared to other health conditions

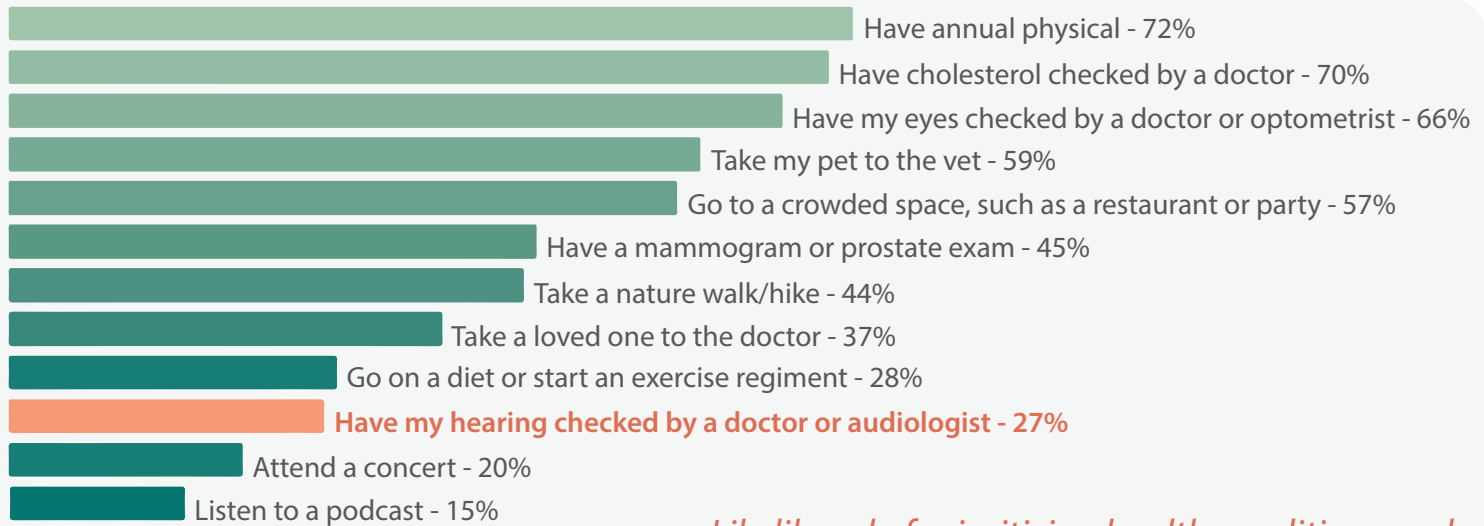


Awareness, Perceptions, and Literacy Surrounding Hearing Loss and Hearing Rehabilitation Among the Adult Population in the United States. Matthew L. Carlson, Ashley M. Nassiri, John P. Marinelli, Christine M. Lohse, and Sarah A. Sydlowski, Hearing Health Collaborative

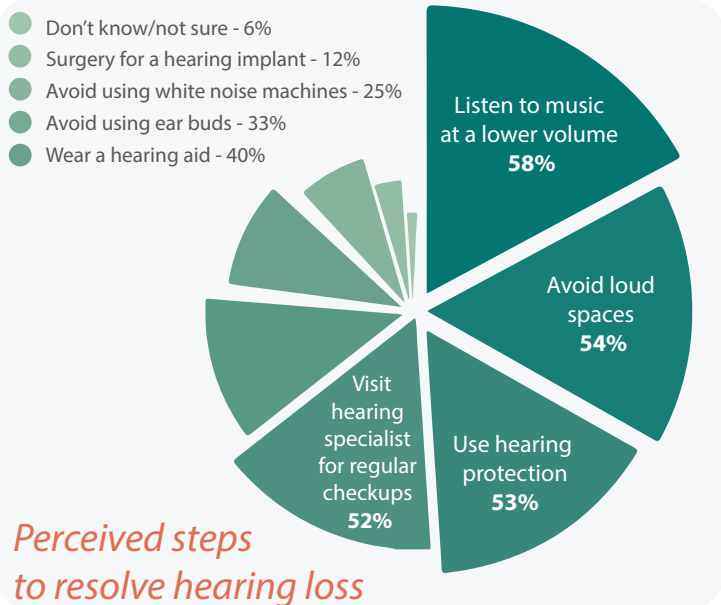
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Hearing Loss Awareness and Literacy

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Likelihood of prioritizing health conditions and life activities in the next 12 months - responses of very likely

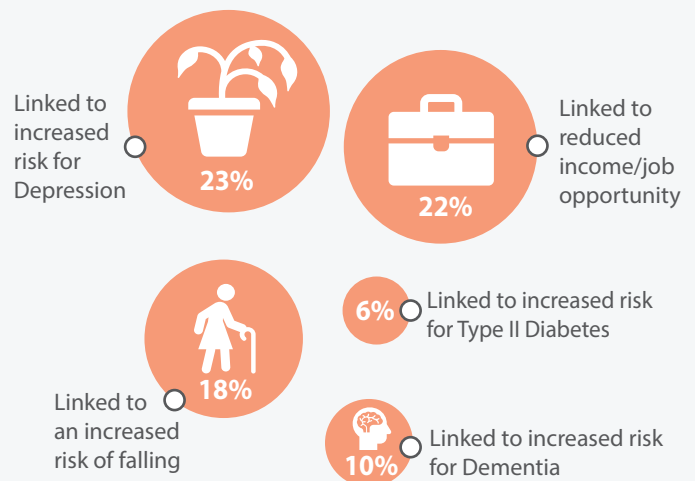


Hearing loss was ranked 3rd for least important condition to manage versus 10 other health conditions

When considering health maintenance, respondents are very likely to bring their pet to a veterinarian - **twice as frequently** as having their hearing evaluated.

Less than 50% believe that hearing loss is **treatable**.

Less than 20% believe that hearing loss is **preventable**.



Knowledge of link between hearing loss and other conditions

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